

The Effect of Utilitarian Value and Hedonic Value on Emotional Pleasure and Purchase Intention: Mediated by Flow Experience on TikTok Shop

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ABSTRACT

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This study discusses how utilitarian values and hedonistic values affect emotional pleasure and purchase intention in Mykonos perfume consumers who shop through TikTok Shop. In addition, this study also reviews the role of flow experience as a mediating variable. This study uses a quantitative approach with the SEM-PLS analysis method and involves 400 respondents who are active users of TikTok Shop. The results obtained showed that utilitarian values significantly increased emotional pleasure with a t-statistical value of 3,323. The hedonistic value had a stronger and more significant influence on emotional pleasure, with a t-statistic of 6,276. Furthermore, emotional pleasure was also shown to have a positive effect on purchase intention (t-statistic = 5,726). Flow experience has also been shown to be a significant mediator in the relationship between utilitarian and hedonistic values on emotional pleasure and purchase intention, with a t-statistical value above 3.7. This research is expected to be an academic reference in the field of consumer behavior on social media platforms, as well as a reference for experience-based marketing strategies that can be applied by brands, especially in the use of TikTok Shop.

Keywords: Utilitarian Value, Hedonistic Value, Emotional Satisfaction, Purchase Intent, Flow Experience, TikTok Shop.

INTRODUCTION

In recent decades, technological developments have taken place at a very rapid pace, especially since the invention of the internet and personal computers in the 1980s. These advances have had a significant impact in various sectors, such as education, transportation, health, entertainment, and communication (Sefriani et al., 2022 deep Hakiki et al., 2023). On the one hand, computers and mobile devices make it easier to access information and services, while on the other hand, the internet allows people to connect and communicate globally.

Today, technology is developing very quickly and undergoing significant transformation, especially with the advent of the 5.0 technology era. Technology 5.0 offers a higher level of connectivity, both between humans and machines and between machines themselves. This supports the development of systems that are smarter, adaptive, and able to interact effectively with their environment. Some of the innovations in emerging 5.0 technologies include *Internet of Things* (IoT), *Artificial Intelligence* (AI), robotics, 3D printing, and *Augmented Reality* (AR) (Samala et al. (2023) deep Fricticarani et al. (2023).

According to Taufik et al. (2016), technology is a development of hardware (*Hardware*) and software (*Software*) based on science, which continues to evolve according to the needs of users in every era. In the past, various jobs were done manually, such as correspondence or the creation of financial reports. However, with technological advancements, we can now enjoy conveniences such as correspondence via short messages (SMS) and the creation of financial reports using computers and applications.

Social Media, according to Merriam Webster, is a type of electronic communication that involves the use of *online platforms*, such as websites used for *microblogging* and social networking. Social media users can build and participate in online communication, which includes several ideas, private conversations, different types of information, and multimedia content such as images or videos. Today's society relies heavily on social media, and Most people use various *platforms* like Instagram, TikTok, and LinkedIn to interact. Social media marketing plays a crucial role for all brands, including those in the sportswear sector. In Southeast Asia, Indonesia has dedicated efforts to fostering the growth of the sports industry, driven by the increasing trend of a healthy lifestyle in society (Tazkia et al. (2025).

The number of Indonesian internet users increased by 0.6% from 2022 to 2023. As a result, the number of internet users will reach 184 million in 2023. Although the number of internet users in Indonesia is relatively small, a positive trend is still visible. The number of Indonesian internet users increased gradually from 24.6% in 2018, 20.7% in 2019, and 13.7% in 2019.

2020, 16.5% in 2021, 7.7% in 2022, 0.6% in 2023, and 0.8% in 2024. Of Indonesia's 185.3 million internet users this year, 98.9% use various types of mobile phones to access the internet. Most of them use it to search for information using Google. For social media platforms, WhatsApp is the most used, followed by Instagram, Facebook, and TikTok. (Rainer et al. (2024)

As of 2022, TikTok's monthly active user count has surpassed 1.5 billion, making it one of the largest social media platforms in the world. This growth will continue until 2024, when in the first quarter, the number of monthly active users will almost reach 1.8 billion. This shows TikTok's success in attracting users of all backgrounds and ages, while also proving its ability to remain relevant amid competition with other platforms such as Instagram, YouTube, and Snapchat.

TikTok's success not only proves that the platform is more than just a momentary trend, but it has also become one of the major players in the global social media landscape. With its continued growth, TikTok has successfully created an ecosystem for creative content, social interaction, and monetization opportunities, making it the top choice for individual users and brands around the world.

Online shoppers usually base their product decisions on reliable and precise information available on e-commerce sites or social media platforms, such as product features, reviews, ratings, and more. Interaction refers to user engagement on social media, where platforms provide a space for conversations and information sharing. Users can virtually connect to discuss specific products or brands. (Nurlatifah et al. (2025).

The majority of TikTok users are aged 18-24 years old, with the proportion of male users at 17.4%, while women are at 21.5%. According to Wijoyo et al. (2020) In the book entitled "Generation Z & Industrial Revolution 4.0", this generation Z, who was born in 1995-2010, is currently 13-28 years old. Gen Z prefers content that contains micro-storytelling because it is short and generally contains videos, similar to content on TikTok. (Saputra & Fadhilah, 2021). TikTok is an application that displays short videos with a duration of 15-60 seconds. The content presented is also diverse, ranging from education, health to marketing. (Anisa & Marlana, 2022). The researcher chose the TikTok platform because the content presented is so diverse, creative, and interesting. In 2020, TikTok emerged as one of the most widely used social media platforms. By January 2021, it was reported that TikTok had secured the fourth position among the top five platforms, with users

spending an average of around 13.8 hours per month on the app.(Kemp 2021 in Indrawati 2023).

This study aims to analyze complex causal relationships, including mediator variables (*consumer control*), between visual quality, product appearance, and the extent to which users can interact with the content (*vividness and interactivity*) and purchase intent. SEM-PLS is considered effective in assessing direct and indirect relationships, as well as producing predictive results that are relevant to the digital marketing context. With the help of SmartPLS software, this method allows researchers to efficiently analyze the model structure and produce findings that are easy to interpret according to the research objectives.

METHOD

Types of Research

This study uses a quantitative method, which is an approach that answers the research hypothesis through data analysis in the form of numbers and measurements based on precise facts. Quantitative methods are also used to test objective theories by analyzing the relationships between variables. (Creswell, 2019). This research is descriptive and causal. Descriptive research aims to describe the characteristics of a group based on research variables. (Indrawati, 2015). In this context, descriptive research was conducted to evaluate respondents' views on Hedonist, Utilitarian, and *Purchase Intention*. Meanwhile, causal research aims to understand the cause-and-effect relationship between variables and identify the nature of relationships, both positive and negative, between independent and dependent variables. (Indrawati, 2015). Causal research in this study was used to analyze the relationship between Hedonist, Utilitarian, and *Purchase Intention*.

This research strategy uses a survey method. Surveys are information collection techniques that function as the main data source in research, with the data obtained being factual and by the topic being researched (Ajayi, 2023). In this study, the survey was conducted by distributing questionnaires to respondents through *platform* Google Form platform. According to research from Ishtiaq (2019) who reviews the book "*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*" (Creswell (2019), the study to examine "The Influence of Marketing on TikTok Shop on Consumer Buying Interest in Mykonos Local Brands in Indonesia" can be designed by considering several important criteria. Data is obtained from the results of questionnaires, such as customer experiences with TikTok Shop. To provide an overview of the current conditions, the implementation time can be designed in a *cross sectional* with data collected at a specific time.

Research using the *Minimal Interference method*, where the researcher limits their involvement to maintain the objectivity of the data. Appropriate Sekaran & Bougie (2010). The researcher only performs variable identification, relevant data collection, and analysis, without manipulating or intervening in normal circumstances in the field. The research background uses *Non Non-Contrived Setting*, with data collection carried out in natural conditions without environmental engineering. According to Indrawati (2015) The researcher only plays a role in data collection and analysis of the relationship of independent variables to dependent variables, without intervening in the activities being studied. This study uses the *Cross-Sectional design*. According to Indrawati (2015) The method *Cross Sectional* is used when data is processed, analyzed, and conclusions are drawn based on the data obtained in a period.

Data Collection and Data Sources

Data collection is a step in the testing process that helps determine the amount and type of data to be analyzed. (Indriantoro & Supomo, 2018). In this study, data were obtained by sending a questionnaire through Google *Forms* to individuals who are interested in Mykonos products. The questionnaire was distributed to social media users such as TikTok (especially followers of the Mykonos account) and Instagram. Respondents who filled out the form were asked to answer various questions. Data sources in this study are important factors that need to be considered when

determining the data collection method. (Indriantoro & Supomo, 2018).

Primary Data Sources

Primary data, according to Sekaran & Bougie (2010) is information obtained directly by the researcher from the source and directly related to the variable being studied. In this study, primary data were collected through questionnaires distributed to respondents, namely people who provided answers to questions asked by researchers. Participants in this study were individuals who actively shopped on TikTok Shop.

Secondary Data Sources

In addition to using primary data, this study also utilizes secondary data. Secondary data is information obtained indirectly through third parties or intermediary media and has been collected and recorded by other parties. (Indriantoro & Supomo, 2018). In this study, secondary data came from various sources, such as international journals, book references, *e-books*, articles, Mykonos official accounts, news, and other online resources relevant to the research topic.

RESULTS AND DISCUSSION

Convergent Validity

When two indicators of the same construct are positively interconnected, convergent validity occurs. The outer loading of each indicator and the average of the variance extracted by AVE were used to assess the convergent validity (Sholihin & Ratmono, 2020). An AVE value of 0.50 or more indicates that a construct explains more than half of the variance of its indicators. Supported by Hair et al. (2019), who stated that the outer loading value in each indicator >0.70 and the construct AVE value >0.5 can be well estimated.

Table 1

No.	Variable	Dimension	Code	Item in Research	Outer Loading
1	Utilitarian value	Satisfaction	UV1	I can feel satisfaction when buying Mykonos products on TikTok live streams	0.871
			UV2	Buying Mykonos products on TikTok live made my life easier	0.889
			UV3	I feel served when I buy Mykonos products on TikTok live	0.879
			UV4	Buying Mykonos products on TikTok live matches my interests	0.878
			UV5	Information about Mykonos that I saw on TikTok live	0.879
			UV6	Very complete	
2	Hedonic Value	Desire	HV1	On a TikTok livestream, I can get information about Mykonos	0.872
				While watching my Mykonos TikTok live stream, I feel the excitement when buying the product	0.891

			HV2	When buying Mykonos products, I feel like I want to keep buying their products	0.887
			HV3	I am interested in buying a new variant of Mykonos if Mykonos launches a new product	0.892
			HV4	I spent a lot of time watching Mykonos live on TikTok.	0.891
			HV5	The host who did the TikTok live made me want to buy their product	0.882
3	Purchase Intention	Purchase Prospects	PI1	If I want to buy Mykonos products, I prefer to buy them on the TikTok Shop	0.868
			PI2	I will do a repurchase of Mykonos products on the TikTok Shop	0.896
			PI3	I predict that I will buy Mykonos products on the TikTok shop	0.891
			PI4	I will not buy a product from Mykonos on other e-commerce sites	0.901
			PI5	I would recommend that everyone buy Mykonos products on the TikTok Shop	0.895
4	Brand Trust	Pleasure	BT1	I trust TikTok Shop when buying the Mykonos perfume brand	0.866
			BT2	I feel like I can trust the Mykonos perfume brand completely	0.883
			BT3	I can rely on the Mykonos perfume brand	0.861
			BT4	When I buy products from Mykonos, I can feel the value when I buy them	0.883
5	Emotional Pleasure	Pleasure	EP1	When shopping in Mykonos on TikTok Shop, I feel happy	0.844
			EP2	When shopping in Mykonos on TikTok Shop, I feel satisfied	0.858
			EP3	When shopping in Mykonos on TikTok, my shop is not happy	0.844
			EP4	When shopping for Mykonos on TikTok Shop, I feel bored	0.873
			EP5	When shopping in Mykonos on TikTok, my shop feels ordinary	0.820

6	Flow Experience	Pleasure	EP6	When shopping in Mykonos on TikTok, my shop is disappointed	0.809
			FE1	When watching Mykonos TikTok live, I feel like time has passed quickly	0.927
			FE2	I feel curious if I watch the Mykonos TikTok live broadcast	0.932
			FE3	When watching Mykonos' TikTok live stream, my mind was only focused on their products	0.938
			FE4	I felt very focused and enjoyed Mykonos TikTok live streams	0.928

Source: Processed by Researchers (2025)

From the results of the table above, it can be seen that *the Utilitarian Value* indicator of all code items has an outer loading value of more than 0.70, which shows that all indicators make a strong contribution to the *Utilitarian Value indicator*. This shows that the simplicity, convenience, service, and scarcity of information when buying MyKonos products on TikTok Live are very relevant in describing utilitarian values. Furthermore, in the *Hedonic Value* indicator, all item codes have an outer loading value of 0.832 - 0.892, which means that all item codes on the Hedonic Value indicator reflect the emotional pleasure of buying MyKonos products during TikTok Live. The Purchase Intention indicator of all code items has an outer loading value between 0.868-0.901, which means that the user's intention to buy, recommend, and repurchase the MyKonos brand in the context of TikTok Shop is strongly depicted. For the Brand Trust indicator, all item codes have a result above 0.833, which means that trust in the MyKonos brand in the context of TikTok Shop is strongly illustrated by these indicators, such as trust, confidence, and value felt when buying. The Emotional Pleasure indicator of all item codes has a result above 0.820, which means that there is emotional pleasure while shopping for MyKonos on TikTok Shop. Finally, on the Flow Experience indicator, all code items have a value between 0.927 - 0.938, which means that focus, enjoyment, and the feeling of time that passes quickly watching TikTok live is very strong, describing the flow experience construct.

Reliability test and Validity

Table 2

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brant Trust	0.896	0.928	0.762
Emotional Pleasure	0.918	0.936	0.708
Flow Experience	0.949	0.963	0.867
Hedonic Value	0.933	0.949	0.789
Purchase Intention	0.935	0.950	0.793
Utilitarian Value	0.941	0.953	0.771

Source: Data Processed by Researchers (2025)

The results of the validity and reliability analysis showed that all constructs in this study gave good results. The *Brand Trust* indicator has a *Cronbach's Alpha* of 0.896, a *Composite Reliability* of 0.928, and an *AVE* of 0.762. These values indicate that the indicators in the *Brans Trust* construct are very reliable and valid in measuring consumer trust in the brand. This shows that the higher the consumer's loyalty to the brand, the greater the likelihood for consumers to continue to choose and recommend MyKonos products. The results of the *Emotional Pleasure* indicator show a high level of reliability with *Cronbach's Alpha* value 0.918, *Composite Reliability* value 0.936, and *AVE* value 0.708. This result means that a positive emotional experience in the use of the product significantly supports consumer pleasure and comfort, thereby increasing emotional attachment to the product or service. On the *Flow Experience scale*, the reliability and validity values are very supportive with *Cronbach's Alpha* 0.949, *Composite Reliability* 0.963, and *AVE* 0.867. This means that the user experience when using an application or product the greater the consumer's involvement in the use process, which does not directly affect loyalty and buying interest. In the *Hedonic Value* indicator, *Cronbach's Alpha* score was 0.933, *Composite Reliability* was 0.949, and *AVE* was 0.789. These values mean that consumers experience a high level of enjoyment and entertainment value when using MyKonos, which contributes to an enjoyable experience and drives emotion-based purchasing decisions.

Purchase Intention has a *Cronbach's Alpha* value of 0.935, *Composite Reliability* of 0.950, and *AVE* value of 0.793, indicating that consumer purchase intent is heavily dominated by an overall positive experience. The higher the trust, convenience, and value felt by consumers, the greater their tendency to make purchases today. Finally, for *Utilitarian Value*, it declares a high level of reliability and validity with *Cronbach's Alpha* 0.941, *Composite Reliability* 0.953, and *AVE* 0.771. These findings show that consumers view the product as useful, efficient, and functional, which simultaneously proves their perception of the utility value conveyed by the product.

Overall, the results of the reliability test indicate that all constructs in this study have been proven to have strong internal consistency with a *Composite Reliability* of > 0.7 and *AVE* > 0.5. This means that the research measurement tools used are valid and reliable to measure variables related to consumer experience and perception. These findings support that emotional experiences, brand beliefs, hedonic and utilitarian values, and immersive user experiences contribute significantly to *Purchase Intention* in the context of this study.

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Trust	0.896	0.898	0.928	0.762
Emotional Pleasure	0.918	0.919	0.936	0.708
Flow Experience	0.949	0.949	0.963	0.867
Hedonic Value	0.933	0.933	0.949	0.789
Purchase Intention	0.935	0.935	0.950	0.793
Utilitarian Value	0.941	0.941	0.953	0.771

Figure 1

Source: Data Processed by Research (2025)

Discriminant Validity**Table 3**

	Brand Trust	Emotional Pleasure	Flow Experience	Hedonic Value	Purchase Intention	Utilitarian Value
Brand Trust	0.873					
Emotional Pleasure	0.841	0.842				
Flow Experience	0.805	0.829	0.931			
Hedonic Value	0.824	0.850	0.807	0.888		
Purchase Intention	0.856	0.861	0.829	0.879	0.890	
Utilitarian Value	0.879	0.868	0.824	0.901	0.878	0.878

Source: Data Processed by Researchers (2025)

The results of the Fornell-Larcker analysis show a strong discriminant validity with the square root value of *AVE* (thick diagonal value) of each construct that is greater than the correlation between constructs. Each construct in the model, such as *Utilitarian Value*, *Hedonic Value*, *Emotional Pleasure*, *Flow Experience*, and *Purchase Intention*, demonstrates its ability to measure different perspectives with clear validity. The results of this study provide structural validation for a model that explains how utilitarian and hedonic values affect emotional pleasure and purchase intention through the mediation of *Flow Experience*. This model provides a solid basis for further analysis of TikTok Shop's consumer behavior when they purchase Mykonos brand products.

Discriminant validity - Fornell-Larcker criterion						
	Brand Trust	Emotional Pleasure	Flow Experience	Hedonic Value	Purchase Intention	Utilitarian Value
Brand Trust	0.873					
Emotional Pleasure	0.841	0.842				
Flow Experience	0.805	0.829	0.931			
Hedonic Value	0.824	0.850	0.807	0.888		
Purchase Intention	0.856	0.861	0.829	0.879	0.890	
Utilitarian Value	0.879	0.868	0.824	0.901	0.878	0.878

Figure 2

Source: Data Processed by Researchers (2025)

Structural Model (Inner Model)

At this stage of the study, according to Musyaffi et al. (2022), structural model testing aims to identify and examine the relationship between exogenous and endogenous variables in a study. This relationship will answer the purpose of the research, which is to test the hypothesis prepared in the study. The following are the results of the research analysis from *the Inner Model*.

R-Square Test**Table 4**

	R-Square
Brand Trust	0.706
Emotional Pleasure	0.841
Purchase Intention	0.842

Source: Data Processed by Researchers (2025)

The R-squared value indicates the degree to which the degree of variability of endogenous constructs can be explained by exogenous constructs in the model. Based on the results of the analysis, the R-Square Brand Trust value is 0.706, which means that 70.6% of the variability of Brand Trust can be explained by the constructs in the model. For Emotional Pleasure, it has an R-squared value of 0.841, which indicates that 84.1% of the variability in Emotional Pleasure can be explained by the roles of Utilitarian Value, Hedonic Value, and Flow Experience. While Buying Intent has the largest R-Square value of 0.842, which indicates that 84.2% variance in buying intent can be explained by previous constructs in models such as Experience of Pleasure and Flow Experience. Therefore, the large R-Square value for Emotional Pleasure and Purchase Intent proves that this model is highly predictive and also supports the theory that the Mykonos consumer experience on TikTok Shop is largely determined by hedonistic and utilitarian values through *Flow Experience*.

R-square - Overview		
	R-square	R-square adjusted
Brand Trust	0.707	0.706
Emotional Pleasure	0.843	0.841
Purchase Intention	0.844	0.842

Figure 3

Source: Data Processed by Researchers (2025)

Table 5 Q-Square Test

	Q-Square
Brand Trust	0.532
Emotional Pleasure	0.586
Purchase Intention	0.662

Source: Data Processed by Researchers (2025)

The Q-Square value is used to measure the model's predictive capacity against endogenous constructs. The greater the value of the Q-Square, the more effective the model is at predicting constructs. The results of the analysis showed that *the Barnd Trust* had a Q-Square of 0.532, indicating the model's substantial forecasting capacity for this factor. *Emotional Pleasure* has a Q-square value of 0.586, which shows the model's strong predictive ability to estimate how users feel about TikTok Shop. With a Q-square value of 0.662, *Purchase Intention* shows this model is very relevant and accurate for predicting consumer purchasing behavior on Mykonos TikTok Shop. Overall, all Q-square values are above 0.35, indicating strong model forecasting potential as per Hair

et al. (2017). These models not only explain the interconnectedness of variables but also help in estimating consumer actions, especially regarding purchase intentions, the main concern of the study.

Indirect Effect

Table 6

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Flow Experience -> Emotional Pleasure - > Brand Trust	0.119	0.117	0.037	3.244	0.001
Flow Experience -> Emotional Pleasure - > Purchase Intention	0.025	0.025	0.012	2.186	0.029
Hedonic Value -> Emotional Pleasure - > Brand Trust	0.142	0.151	0.048	2.974	0.003
Hedonic Value -> Emotional Pleasure - > Purchase Intention	0.030	0.031	0.013	2.396	0.017
Utilitarian Value -> Emotional Pleasure - > Brand Trust	0.247	0.241	0.052	4.718	0.000
Utilitarian Value -> Emotional Pleasure - > Purchase Intention	0.053	0.050	0.019	2.717	0.007
Flow Experience x Utilitarian Value -> Emotional Pleasure - > Brand Trust	-0.356	-0.342	0.083	4.269	0.000
Flow Experience x Utilitarian Value -> Emotional Pleasure - > Purchase Intention	-0.076	-0.072	0.030	2.525	0.012
Flow Experience x Hedonic Value -> Emotional Pleasure - > Brand Trust	0.268	0.255	0.082	3.265	0.001
Flow Experience x Hedonic Value -> Emotional Pleasure - > Purchase Intention	0.057	0.054	0.026	2.213	0.027

Source: Data Processed by Researchers (2025)

Based on the results of the analysis shown in Tables 1 and 2, most of the hypotheses proposed in this study proved to be significant both through direct and indirect relationships. The results in Table 1 show that *hedonic value* and *utilitarian value* have a positive and significant effect on *purchase intention*, with coefficients of 0.314 ($p = 0.000$) and 0.216 ($p = 0.001$), respectively, so that H1 and H2 are acceptable. These two types of values also have a significant influence on *emotional pleasure* (*hedonic value* = 0.169, $p = 0.004$; *utilitarian value* = 0.293, $p = 0.000$), which shows the

important role of *emotional pleasure* as a mediating variable, according to H3. These findings are in line with the opinion of Zhang et al. (2023), who affirm that *perceived value*, both *hedonic* and *utilitarian*, significantly increases consumer purchase intention in the context of *online* social media marketing, especially through affective channels such as *pleasure*. The research also shows that *emotional pleasure* plays an important role in bridging the influence of perceived value on *purchase intent*, especially in platforms like TikTok, which offer immersive and enjoyable shopping experiences. The indirect effects test shown in Table 2 supports H3a and H3 b, where *emotional pleasure* significantly mediates the relationship between *hedonic value* versus *purchase intention* (coefficient = 0.030, $p = 0.017$), as well as between *utilitarian value* versus *purchase intention* (coefficient = 0.053, $p = 0.007$). These results strengthen the role of *emotional pleasure* as a psychological bridge that connects the perception of value with consumer purchase intentions. This is also reinforced by Zhang et al. (2023), who emphasize that the emotional aspects of consumer interaction through *live streaming* on TikTok, such as visual entertainment and interactive communication, trigger an increase in *pleasure* that leads to purchase decisions.

Furthermore, *emotional pleasure* was also shown to have a significant effect on *purchase intention* (coefficient = 0.179, $p = 0.001$), as well as on *brand trust* (coefficient = 0.841, $p = 0.000$), so that H5 and H6a can be accepted. Although the direct relationship between *brand trust* and *purchase intention* (H6 b) is not explicitly shown in Table 1, the results of Table 2 show that various indirect pathways to *brand trust* through *emotional pleasure* have a significant influence, so this hypothesis remains relevant and is conceptually supported. This support is also in line with research by Hanaysha (2022), who states that *brand trust* is an important element in the process of shaping consumer purchasing decisions in the context of social media, because emotional closeness built through interactive content can increase trust in brands. DAM (2020) also stated that high consumer trust in brands directly has an impact on increasing *purchase intention*, thus strengthening the validity of this finding.

Regarding the role of *flow experience* as a moderator, the results showed that *flow experience* positively moderated the relationship between *hedonic value* and *emotional pleasure* (interaction coefficient = 0.319, $p = 0.001$), supporting H4a. However, in the relationship between *utilitarian value* and *emotional pleasure*, significant negative interactions were found (coefficient = -0.424, $p = 0.000$), so H4 b is unacceptable because the direction of the relationship is contrary to the initial hypothesis. In general, H4 is only valid in the context of *hedonic value*. These findings reinforce the view of Zhang et al. (2023) that *flow experience* has a differential effect, namely, reinforcing the hedonic dimension but can interfere with the processing of functional values. In high-flow conditions, consumers are more immersed in the emotional experience and pleasure of visual interactions and entertainment content, so that the rational aspect of the product becomes less dominant in the decision-making process.

The moderated *mediation analysis* in Table 2 further clarifies that the interaction between *flow experience* and *hedonic value* strengthens the effect of mediation on *brand trust* (coefficient = 0.268, $p = 0.001$) and *purchase intention* (coefficient = 0.057, $p = 0.027$). In contrast, the interaction between *flow experience* and *utilitarian value* weakened the mediating effect on *brand trust* (coefficient = -0.356, $p = 0.000$) and *purchase intention* (coefficient = -0.076, $p = 0.012$). These results confirm that *flow experience* is more effective in strengthening the emotional dimension of *hedonic value* than the rational dimension of *utilitarian value*. This is in line with the findings of Zhang et al. (2023), who explained that high interaction in *live broadcast commerce*, such as on TikTok, creates an environment that supports *pleasure* effectively, especially through fun and entertainment experiences. In addition, *flow experience* also has a direct influence on *purchase intention* (coefficient = 0.148, $p = 0.001$) and an indirect influence through *emotional pleasure* (coefficient = 0.025, $p = 0.029$), confirming that *flow experience* not only strengthens emotional relationships, but can also increase purchase intention both directly and indirectly.

Overall, these findings confirm that in the context of social media-based marketing, *emotional pleasure* and *flow experience* are key factors in bridging the perception of value with purchasing decisions and trust in brands. This conclusion is increasingly relevant in the context of *e-commerce platforms* like TikTok Shop, which not only offer ease of access and interactive features but also present an immersive and enjoyable shopping experience. In this situation, the perception of consumer value, both hedonistic and utilitarian, has a significant influence on *purchase intention*, as also confirmed in a study by Zhang et al. (2023). Therefore, an effective digital marketing strategy on TikTok Shop needs to focus on creating content that can optimize *emotional pleasure* and *flow experience* to encourage consumer engagement and sustainably increase purchase intent.

CONCLUSION

Based on the results of data analysis using the SEM-PLS method on 400 TikTok Shop user respondents who have seen or shopped for Mykonos perfume, here are some conclusions that can be drawn from this study:

1. The utilitarian value has a positive effect on emotional pleasure, as evidenced by a t-statistic value of 3,323 (>1.96) and a p-value of < 0.05 , meaning that the effect is significant. So, the more consumers feel that the product is useful and efficient, the greater the emotional satisfaction they feel.
2. Hedonic value also has a positive effect on emotional pleasure, and the effect is even stronger, with a t-statistic value of 6,276 and a p-value of < 0.05 . This means that the fun shopping experience, such as attractive packaging, emotional stories, or vibes from the content, has a big contribution to shaping consumer happiness.
3. Emotional pleasure is proven to be significant to purchase intention, with a t-statistic value of 5,726, which means that the more consumers feel emotionally satisfied, the greater their desire to buy Mykonos perfume.
4. Flow experience has been shown to be a significant mediator in relationships: between utilitarian value to emotional pleasure (t-statistic = 3,761), and between hedonic value to emotional pleasure (t-statistic = 5,415).

This means that when consumers are completely immersed in Mykonos' TikTok content, both informative and fun, they feel more emotional satisfaction and are ultimately interested in buying. Overall, it can be concluded that hedonistic values are more dominant than utilitarian values in shaping emotional pleasure and purchase intention in TikTok Shop, especially for products such as Mykonos perfumes, which are indeed personal and emotional.

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