



UNDERSTANDING CUSTOMER PURCHASE STYLE EFFECT ON CUSTOMER SATISFACTION AND PURCHASE INTENTION TOWARD PLANT-BASED BURGERS

Wellem Ghoris Wondiwoy

Indonesia International Institute for Life-Sciences

Eddy Yansen

Winslow Taylor Research Institute

eddy.yansen@wtadvisory.co.uk

Abstract

The main objective of this study is to examine the effect of customer purchase style, satisfaction, and purchase intention toward plant-based burgers. Second, to find out the effect of customer satisfaction and purchase intention among Non-Vegetarian in the city of Jakarta, Indonesia. This study uses a mixed approach (qualitative and quantitative). The data was gathered from 20 interviewed participants and 205 respondents of non-vegetarian customers of plant-based burgers in Jakarta. The qualitative data analysis was carried out using NVIVO 12 Pro, while the quantitative data analysis was carried out using Structural Equation Model – partial Least Square (SEM-PLS) using SmartPLS3. The Results of qualitative analysis find that the informants were perceived positively or impressed with plant-based burgers in terms of achievement, value and idea. The result of quantitative analysis shows that customer purchase style (hedonic and utilitarian) has a positive and significant effect among non-vegetarian customers in Jakarta. Customer purchase style (hedonic and utilitarian) has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta. Customer purchase style (hedonic and utilitarian) has a positive and significant effect on customer satisfaction among non-vegetarian customers in Jakarta. Customer satisfaction has a positive and significant effect among non-vegetarian customers in Jakarta. Customer satisfaction has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta. Though it was not hypothesized, Customer satisfaction mediates the effect of customer purchase style among non-vegetarian customers in Jakarta. Finally, customer satisfaction mediates the effect of customer purchase style on purchase intention among non-vegetarian customers in Jakarta

Keywords - Customer Purchase Style, Customer Satisfaction, Purchase Intention

Abstrak

Tujuan utama dari penelitian ini adalah untuk menguji pengaruh gaya pembelian pelanggan, kepuasan, dan niat membeli terhadap burger nabati. Kedua, untuk mengetahui pengaruh kepuasan pelanggan dan niat beli di antara Non-Vegetarian di kota Jakarta, Indonesia. Penelitian ini menggunakan pendekatan campuran (kualitatif dan kuantitatif). Data dikumpulkan dari 20 partisipan yang diwawancarai dan 205 responden pelanggan non vegetarian burger nabati di Jakarta. Analisis data kualitatif dilakukan dengan menggunakan NVIVO 12 Pro, sedangkan kuantitatif analisis data dilakukan dengan menggunakan Structural Equation Model – partial Least Square (SEM-PLS) menggunakan SmartPLS3. Hasil analisis kualitatif menemukan bahwa informan dipersepsikan secara positif atau terkesan dengan burger nabati dalam hal pencapaian, nilai dan ide. Hasil analisis kuantitatif menunjukkan bahwa gaya pembelian pelanggan (hedonis dan utilitarian) berpengaruh

positif dan signifikan pada pelanggan non vegetarian di Jakarta Gaya pembelian pelanggan (hedonik dan utilitarian) berpengaruh positif dan signifikan terhadap minat beli pelanggan non vegetarian. di Jakarta Gaya pembelian konsumen (hedonis dan utilitarian) berpengaruh positif dan signifikan terhadap konsumen kepuasan pelanggan non-vegetarian di Jakarta. Kepuasan pelanggan berpengaruh positif dan signifikan pada pelanggan non vegetarian di Jakarta. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat beli pada pelanggan non vegetarian di Jakarta. Meskipun tidak dihipotesiskan, Kepuasan pelanggan memediasi pengaruh gaya pembelian pelanggan di antara pelanggan non-vegetarian di Jakarta. Terakhir, kepuasan pelanggan memediasi pengaruh gaya pembelian pelanggan terhadap niat membeli di kalangan pelanggan non-vegetarian di Jakarta

Kata kunci - Gaya Pembelian Pelanggan, Kepuasan Pelanggan, Niat Membeli

INTRODUCTION

Many people have recently discovered the necessity of leading a healthy lifestyle. Whether it is just to keep up with the crowd or because you're sick of processed meat-based foods. Aside from health awareness, plant-based diets are increasingly popular for a variety of reasons. The most popular one is caused by diabetes. The prevalence of diabetic patients in Indonesia reaches 6.2%, which means that there are more than 10.8 million people with diabetes as of 2020. Most of the number try to consume plant-based diets. One of the healthy foods that are available and are quite popular is plant-based food. This food is a meat substitute but uses ingredients from plants or vegetables.

Vegan products are not new to the market, however, the recent innovation in products with similar taste and structure of traditional meat and dairy products has been a game-changer. Many consumers are changing their eating behaviors due to the new levels of awareness and innovative food alternatives. Flexitarians, who mostly eat plant-based foods while allowing meat and other animal products in moderation are making it easier to transition, whilst still helping the planet and maintaining a healthier lifestyle. A marketing report about vegetarian food trends indicates that vegetarianism has become increasingly popular among consumers. Research suggests that, among the various motivations to be vegetarian (e.g., animal rights, health, environmental concerns, religions, medical purposes), most are related to ethical beliefs, ecological concerns, or health consciousness.¹

A novel test of how and under what circumstances the selection of plant-based versus animal source foods is influenced by exposure to a relatively greater availability of plant-based foods in imaginary supermarket settings.² Their results suggest that the proportion of plant-based

¹ Alei Fan et al., "Are Vegetarian Customers More 'Green'?", *Journal of Foodservice Business Research* 22, no. 5 (2019), <https://doi.org/10.1080/15378020.2019.1637221>.

² Sanne Raghoobar, Ellen Van Kleef, and Emely De Vet, "Increasing the Proportion of Plant-Based Foods Available to Shift Social Consumption Norms and Food Choice among Non-Vegetarians," *Sustainability*

foods available in assortment structures may shift (or shape) the ideas of non-vegetarians about what other people typically choose (i.e., descriptive norms about ‘normal’ consumption among meat eaters). The direction of the descriptive norm effect remains unclear, however, and seems to depend upon the operationalization of the availability intervention. Further, among the subgroup of participants showing high meat attachment patterns, their results suggest that an increased availability of physically present plant-based (versus animal source) foods increased the likelihood of a person choosing a plant-based food option. They did not observe a direct effect of exposure to our availability manipulation on food choice. These findings empirically underscore the importance of carefully designing and implementing availability interventions, as an apparently comparable availability cue may lead to contradictory normative interpretations.

Literature Review and Hypotheses Development

1. Consumer Purchase Style

Most literature in marketing and consumer behavior agrees that hedonism and utilitarianism are two different but intertwined aspects, so much so that both should be taken into account to allow a more complete understanding of the consumers’ shopping orientation.³ Consumption can be categorized into two types depending on the level of pleasure it can cause, which creates a distinction between hedonic and utilitarian consumption.⁴

A study demonstrated that the correlation between a consumer’s product involvement and objective product knowledge was higher for utilitarian products than for products designed to bring about pleasure, known as hedonic products. For hedonic products, the correlation between subjective knowledge and product involvement was higher than for utilitarian products. Assuming that subjective knowledge is the result of interpreting the imagery presented in the ad (i.e., the peripheral route) and that objective knowledge is the outcome of the factual information the ad provides (i.e., the central route), marketers should consider the product’s degree of utilitarianism in selecting either the central or peripheral route in promoting that product.⁵

12, no. 13 (2020), <https://doi.org/10.3390/su12135371>.

³ Daniele Scarpi, *Hedonism, Utilitarianism, and Consumer Behavior: Exploring the Consequences of Customer Orientation* (London: Palgrave, 2020).

⁴ Mehran Nejati and Parnia Parakhodi Moghaddam, “The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions For Dining in Fast-Casual Restaurants in Iran,” *British Food Journal* 115, no. 11 (2013), <https://doi.org/10.1108/BFJ-10-2011-0257>.

⁵ Leon G. Schiffman and Joseph Wisenblit, *Consumer Behavior* (Harlow: Pearson Education Limited, 2015).

Hedonic consumption is based on hedonism.⁶ Marketers are directly responsible for Americans' decreasing physical activity and their consumption of unreasonably large quantities of unhealthy and non-nutritious foods. One study demonstrated that consumers believe that foods that are less healthy taste better, are enjoyed more, and are preferred when a hedonic meal takes place. In the course of getting us to eat more, marketers have studied our eating habits in detail and used the results in packaging and determining portion sizes. Marketers have also used their knowledge of perception to increase the quantities of foods consumers eat by the way these items are packaged or presented.⁷ Some research discussed hedonic motivation (Anderson et al.,⁸ Ardane et al.,⁹ Arul Rajan;¹⁰ Cardoso & Pinto;¹¹ Choi;¹² Dastan & Gecti;¹³ Ghali;¹⁴ Ginting & Nugroho;¹⁵ Kuikka & Laukkanen;¹⁶ Labbe et al.,¹⁷ Nejati & Moghaddam;¹⁸ Novela et al.,¹⁹ Rahmadilah & Sari;²⁰

⁶ Wayan Deni Ardane, Ida Bagus Nyoman Udayana, and Bernadetta Diansepti Maharani, "The Effect of Utilitarian Value and Hedonic Value on Loyalty Through Satisfaction in Shopee's E-Commerce (Case Study on Students of The Faculty of Economics, University of Sarjanawiyata Tamansiswa)," *IJEBAR* 5, no. 2 (2021), <https://doi.org/10.29040/ijebar.v5i2.2331>.

⁷ Schiffman and Wisenblit, *Consumer Behavior*.

⁸ Kelley C. Anderson et al., "Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective," *Journal of Retailing and Consumer Services* 21, no. 5 (2014), <https://doi.org/10.1016/j.jretconser.2014.05.007>.

⁹ Ardane, Udayana, and Maharani, "The Effect of Utilitarian Value and Hedonic Value on Loyalty Through Satisfaction in Shopee's E-Commerce (Case Study on Students of The Faculty of Economics, University of Sarjanawiyata Tamansiswa)."

¹⁰ K Arul Rajan, "Influence of Hedonic and Utilitarian Motivation on Impulse and Rational Buying Behavior in Online Shopping," *Journal of Statistics and Management Systems* 23, no. 2 (2020), <https://doi.org/10.1080/09720510.2020.1736326>.

¹¹ Paulo Ribeiro Cardoso and Sara Carvalho Pinto, "Hedonic and Utilitarian Shopping Motivations Among Portuguese Young Adult Consumers," *International Journal of Retail & Distribution Management* 38, no. 7 (2010), <https://doi.org/10.1108/09590551011052124>.

¹² Miju Choi, "Shopping Tourist Satisfaction: An Application of Hedonic and Utilitarian Values," *Journal of Tourism & Hospitality* 6, no. 5 (2017), <https://doi.org/10.4172/2167-0269.1000308>.

¹³ Ikram Dastan and Fatih Gecti, "Relationships among Utilitarian and Hedonic Values, Brand Affect and Brand Trust in the Smartphone Industry," *Journal of Management Research* 6, no. 2 (2014), <https://doi.org/10.5296/jmr.v6i2.5261>.

¹⁴ Zohra Zinoubi Ghali, "Effect of Utilitarian and Hedonic Values on Consumer Willingness to Buy and to Pay for Organic Olive Oil in Tunisia," *British Food Journal* 122, no. 4 (2020), <https://doi.org/10.1108/BFJ-06-2019-0414>.

¹⁵ Loise Aurora Rehmulliana Ginting, "The Influence of Hedonic and Utilitarian Motives on Customer Engagement of MyTelkomsel Gamified Application (A Study of MyTelkomsel Application Potential Customers' in Malang City)," *Jurnal Ilmiah Mahasiswa FEB* 7, no. 2 (2019).

¹⁶ Anna Kuikka and Tommi Laukkanen, "Brand Loyalty and The Role of Hedonic Value," *Journal of Product & Brand Management* 21, no. 7 (2012), <https://doi.org/10.1108/10610421211276277>.

¹⁷ David Labbe et al., "Pleasantness, Emotions and Perceptions Induced by Coffee Beverage Experience Depend on The Consumption Motivation (Hedonic or Utilitarian)," *Food Quality and Preference* 44 (2015), <https://doi.org/10.1016/j.foodqual.2015.03.017>.

¹⁸ Nejati and Parakhodi Moghaddam, "The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions For Dining in Fast-Casual Restaurants in Iran."

¹⁹ Selly Novela et al., "The Effects of Hedonic and Utilitarian Motivation toward Online Purchase

Randheer;²¹ Ryu et al.;²² Sharifi Fard et al.;²³ Vieira et al.²⁴). Utilitarian value is task oriented and cognitive in nature, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip.²⁵ A consumer receives utilitarian shopping value when he or she obtains the needed product, and this value increases as the consumer obtains the product more effortlessly. Utilitarian shoppers are motivated based on cognitive activities and goal-oriented tasks. Therefore, utilitarian purchasing behavior is more logical, rational, planned, part of daily routine and always included in purchases.

Utilitarian Function is a functional approach to understanding attitudes where researchers believe that consumers' attitudes reflect the utilities that brands provide. The utilitarian function reflects the utilities that brands provide. When a product enabled us to perform certain tasks in the past, our attitude toward it tends to be favorable. One strategy for changing attitudes in favor of a product is by demonstrating to consumers that the product possesses a utilitarian purpose(s) that they may not have considered. Altering attitudes according to consumer motivations is termed the functional approach, which classifies attitudes into four functions: the utilitarian, ego-defensive, value-expressive, and knowledge functions. Associating a brand with a well-liked object can also alter attitudes.²⁶ Some research discussed utilitarian motivation (Anderson et al.;²⁷ Ardane et al.;²⁸

Intention with Attitude as Intervening Variable,” in *2020 International Conference on Information Management and Technology (ICIMTech)*, 2020, <https://doi.org/10.1109/ICIMTech50083.2020.9211197>.

²⁰ Fajar Rahmadilah and Devilia Sari, “Pengaruh Hedonic Dan Utilitarian Motivation Terhadap Kepuasan Konsumen Dalam Membentuk Continuance Intention Netflix,” *eProceedings of Management* 8, no. 6 (2021).

²¹ Kokku Randheer, “Utilitarian and Hedonic Values Affect Brand Switching: Consumer Satisfaction as Moderator,” *International Journal of Marketing Studies* 7, no. 6 (2015), <https://doi.org/10.5539/ijms.v7n6p72>.

²² Kisang Ryu, Heesup Han, and Soocheong (Shawn) Jang, “Relationships Among Hedonic and Utilitarian Values, Satisfaction and Behavioral Intentions in The Fast-Casual Restaurant Industry,” *International Journal of Contemporary Hospitality Management* 22, no. 3 (2010), <https://doi.org/10.1108/09596111011035981>.

²³ Saeideh Sharifi Fard, Aref M Alkelani, and Ezhar Tamam, “Habit As a Moderator of The Association of Utilitarian Motivation and Hedonic Motivation with Purchase Intention: Implications for Social Networking Websites,” ed. Guangchao Charles Feng, *Cogent Social Sciences* 5, no. 1 (2019), <https://doi.org/10.1080/23311886.2019.1674068>.

²⁴ Valter Vieira, Fernando Oliveira Santini, and Clécio Falcao Araujo, “A Meta-Analytic Review of Hedonic and Utilitarian Shopping Values,” *Journal of Consumer Marketing* 35, no. 4 (2018), <https://doi.org/10.1108/JCM-08-2016-1914>.

²⁵ Ardane, Udayana, and Maharani, “The Effect of Utilitarian Value and Hedonic Value on Loyalty Through Satisfaction in Shopee’s E-Commerce (Case Study on Students of The Faculty of Economics, University of Sarjanawiyata Tamansiswa).”

²⁶ Schiffman and Wisenblit, *Consumer Behavior*.

²⁷ Anderson et al., “Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective.”

²⁸ Ardane, Udayana, and Maharani, “The Effect of Utilitarian Value and Hedonic Value on Loyalty

Arul Rajan;²⁹ Çal & Adams;³⁰ Cardoso & Pinto;³¹ Choi;³² Dastan & Gecti;³³ Ghali;³⁴ Ginting & Nugroho;³⁵ Kazmi et al.;³⁶ Nejati & Moghaddam;³⁷ Novela et al.;³⁸ Rahmadilah & Sari;³⁹ Randheer;⁴⁰ Ryu et al.;⁴¹ Sharifi Fard et al.;⁴² Vieira et al.⁴³)

2. Consumer Satisfaction

In terms of customer satisfaction, marketers have discovered that it is generally more profitable to maintain existing customers than to replace them with new customers.⁴⁴ Retaining current customers requires that they be satisfied with their purchase and use of the product. Thus, customer satisfaction is a major concern of marketers. Convincing consumers that your brand offers superior value is necessary in order to make the initial sale. Obviously, one must have a thorough understanding of the potential consumers' needs and of their information acquisition processes to

Through Satisfaction in Shopee's E-Commerce (Case Study on Students of The Faculty of Economics, University of Sarjanawiyata Tamansiswa)."

²⁹ Arul Rajan, "Influence of Hedonic and Utilitarian Motivation on Impulse and Rational Buying Behavior in Online Shopping."

³⁰ Betül Çal and Richard Adams, "The Effect of Hedonistic and Utilitarian Consumer Behavior on Brand Equity: Turkey – UK Comparison on Coca Cola," *Procedia - Social and Behavioral Sciences* 150 (2014), <https://doi.org/10.1016/j.sbspro.2014.09.057>.

³¹ Ribeiro Cardoso and Carvalho Pinto, "Hedonic and Utilitarian Shopping Motivations Among Portuguese Young Adult Consumers."

³² Choi, "Shopping Tourist Satisfaction."

³³ Dastan and Gecti, "Relationships among Utilitarian and Hedonic Values, Brand Affect and Brand Trust in the Smartphone Industry."

³⁴ Ghali, "Effect of Utilitarian and Hedonic Values on Consumer Willingness to Buy and to Pay for Organic Olive Oil in Tunisia."

³⁵ Ginting, "The Influence of Hedonic and Utilitarian Motives on Customer Engagement of MyTelkomsel Gamified Application (A Study of MyTelkomsel Application Potential Customers' in Malang City)."

³⁶ Syed Hasnain Alam Kazmi, Hui Zeng, and Malik Muneeb Abid, "Effects of Hedonism and Utilitarianism in Advertising in E-Business Equity," in *2016 8th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)*, vol. 02, 2016, <https://doi.org/10.1109/IHMSC.2016.232>.

³⁷ Nejati and Parakhodi Moghaddam, "The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions For Dining in Fast-Casual Restaurants in Iran."

³⁸ Novela et al., "The Effects of Hedonic and Utilitarian Motivation toward Online Purchase Intention with Attitude as Intervening Variable."

³⁹ Rahmadilah and Sari, "Pengaruh Hedonic Dan Utilitarian Motivation Terhadap Kepuasan Konsumen Dalam Membentuk Continuance Intention Netflix."

⁴⁰ Randheer, "Utilitarian and Hedonic Values Affect Brand Switching: Consumer Satisfaction as Moderator."

⁴¹ Ryu, Han, and Jang, "Relationships Among Hedonic and Utilitarian Values, Satisfaction and Behavioral Intentions in The Fast-Casual Restaurant Industry."

⁴² Sharifi Fard, Alkelani, and Tamam, "Habit As a Moderator of The Association of Utilitarian Motivation and Hedonic Motivation with Purchase Intention: Implications for Social Networking Websites."

⁴³ Vieira, Santini, and Araujo, "A Meta-Analytic Review of Hedonic and Utilitarian Shopping Values."

⁴⁴ D. L. Mothersbaugh, D. I. Hawkins, and S. B. Kleiser, *Consumer Behavior: Building Marketing Strategy* (New York: McGraw Hill Education, 2019).

succeed at this task. However, creating satisfied customers, and thus future sales, requires that customers continue to believe that your brand meets their needs and offers superior value after they have used it. You must deliver as much or more value than your customers initially expected, and it must be enough to satisfy their needs. Doing so requires an even greater understanding of consumer behavior. Satisfaction is an important driver of customer loyalty, and many organizations are investing in programs to enhance customer satisfaction.

3. Purchase Intention

In consumer purchasing decisions, buyers make six sub-decisions, namely: 1) Product choice. Consumers can decide to buy a product or use their money for other purposes. In this case, the company must focus its attention on the people interested in purchasing a product and the alternatives they are considering. 2) Brand choice. Consumers have to make decisions about which brand to buy. Each brand has its differences. In this case, the company must know how consumers choose a trusted brand. 3) Dealer choice. The consumer must decide which dealer to visit. Each consumer is different in determining distribution, which can be due to close location, low prices, complete inventory, shopping convenience, the flexibility of place, and so on. 4) Number of buyers or quantity (purchase amount). Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one type of product. In this case, the company must prepare several products according to different wishes. 5) Time of purchase (purchase timing). Consumer decisions in choosing the time of purchase can vary; for example, there is every day, once a week, once every two weeks, once every three weeks, once a month, and so on. 6) Payment method (payment method). Consumers can make decisions about the payment method used in making consumer decisions to use products or services.⁴⁵

Intent to purchase is a kind of decision in which one studies why a customer purchases a brand in particular. Constructs like considering something purchasing a brand and anticipating to purchase a brand aids to scope the intentions of purchasing.⁴⁶ Consumers generally trust the opinions of people (family, friends, acquaintances) more than marketing communications because, unlike marketing communications, these personal sources have no reason not to express their true opinions and feelings. As a consequence, word of mouth (WOM) can have a critical influence on consumer decisions and business success. It is estimated that 82 percent of consumer purchases are influenced by WOM. This WOM can be more effective the more explicit it is. Recent research shows that

⁴⁵ Philip Kotler et al., *Marketing Management* (London: Pearson Education, 2019).

⁴⁶ Syed Saad Hussain Shah et al., "The Impact of Brands on Consumer Purchase Intentions," *Asian Journal of Business Management* 4, no. 2 (2012).

purchase intentions increase when a person recommends, as opposed to likes, the product.³³ Consumers put their faith in WOM versus advertising across a number of products and services. The information following shows the percentage of adults who put people (WOM from friends, family, or other people), as compared with advertising.⁴⁷

4. Purchase Intention (PI)

Purchase intent can be viewed as a reflection of consumer behavior toward products or services. Consumers' trust in online social networks and identify the characteristics of online auto purchasers in order to help marketers develop better online marketing strategies, and they find that trust motivates individuals to shop online. In the context of this study, purchase intention can be defined as the intention to purchase fashion products on Instagram based on a review of the seller's previous transactions. People may decide to purchase a product after reading reviews or testimonials from previous purchasers; if no testimonials are available, they may ask family members or friends who are familiar with the product and have purchased it online. From there, there is trust between buyers based on reviews written by other individuals, friends, or family members. In addition, when individuals decide which products they wish to purchase, there will be transactions between buyers and sellers using E-banking or other services to complete the social commerce transaction.

In social commerce, reviews and recommendations are primarily provided by peers; therefore, a strong social presence can also reduce the social distance between consumers and peers, in addition to buyers and sellers. Contributing has been the relationship of trust between site members. In addition, social commerce sites with a strong social presence include more interactive content and social queues, which make the shopping process more transparent. It is not difficult to comprehend why consumers are willing to purchase a product or service in such a transparent environment, given that they believe unreliable behavior will be curbed. Social commerce incorporates greater social capabilities than conventional e-commerce. Thus, an empirical study conducted that courtship among social presence and consumers' purchase intention objective is favorable.

5. Research Framework

⁴⁷ Mothersbaugh, Hawkins, and Kleiser, *Consumer Behavior: Building Marketing Strategy*.

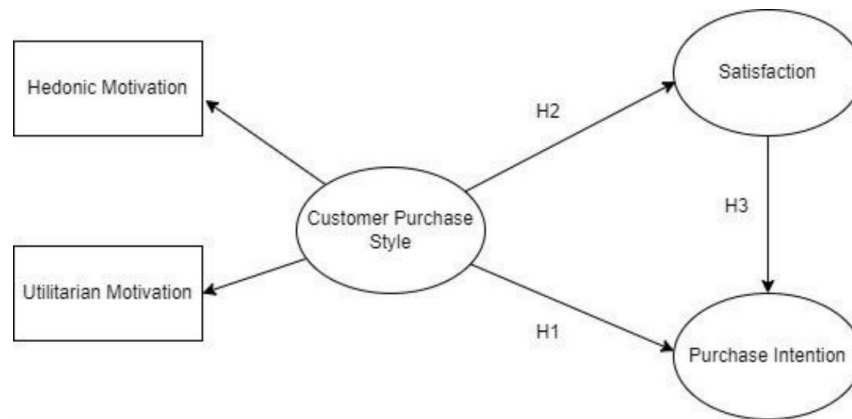


Figure.1 Conceptual Framework.

RESEARCH METHOD

1. Population and Sample

This study is a positivist paradigm using a mixed approach. This study employed primary data. In this study, the customers of XYZ Burger were the respondents. Data is a resource that must be investigated further to test hypotheses and reach a conclusion. The primary data gathered by distributing questionnaires and interviews. There are 20 participants interviewed to gather qualitative data analysis. The description of participants is shown in Table 1 .

Table 1: Description of Qualitative Participants

Participant	Name	Participant	Name
1	Male, 14 y.o	11	Male, 27 y.o
2	Male, 37 y.o	12	Female, 27 y.o
3	Female, 37 y.o	13	Male, 26 y.o
4	Female, 39 y.o	14	Male, 33 y.o
5	Male, 30 y.o	15	Female, 31 y.o
6	Male, 19 y.o	16	Female, 32 y.o
7	Male, 19 y.o	17	Female, 36 y.o
8	Female, 31 y.o	18	Female, 56 y.o
9	Female, 30 y.o	19	Male, 35 y.o
10	Female, 33 y.o	20	Female, 22 y.o

Source: Author data analysis

The target sample is 200 customers of XYZ burger. The sampling method is using purposive sampling. The criteria of respondents are non-vegetarian customers of XYZ Burger who are

experienced in consuming or buying plant-based burgers. The data gathering, data processing and reporting is conducted in 3 months. The location of the research is in the Jakarta area. XYZ burger outlet was available in this area, so it is possible to grab the targeted respondents. Based on their age, 40 (19.5%) of respondents are aged under 20 years old. There are 128 (62.4%) of respondents aged between 21-30 years old. The majority of respondents 168 (82%) of respondents are aged under 30 years old.

Table 2: Description of Quantitative Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20 Years	40	19.5	19.5	19.5
	21 -30 Years	128	62.4	62.4	82.0
	31 - 40 Years	25	12.2	12.2	94.1
	41 - 50 Years	10	4.9	4.9	99.0
	More than 50 Years	2	1.0	1.0	100.0
	Total	205	100.0	100.0	

Source: Author data analysis

2. Measurement Model

The design of data analysis (mix method approach) to test the proposed hypotheses is described in Figure 4.

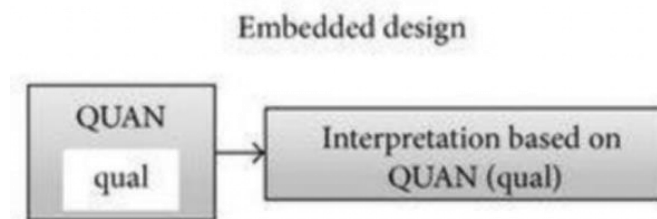


Figure 2: Embedded Design Data Interpretation

This method is useful when quantitative and qualitative methods are combined into one and are often referred to as mixed methods. Combined research is the stage of data collection, data analysis, with a combination of sequential methods, namely quantitative and qualitative methods or vice versa. These two methods were used to conclude the research questions. If it is concluded further, quantitative research methods focus more on numerical data with certain measuring instruments or instruments, while qualitative methods aim to describe analytical data in a narrative manner. It is different with

quantitative and qualitative methods, combined is a method used to combine qualitative and quantitative research.

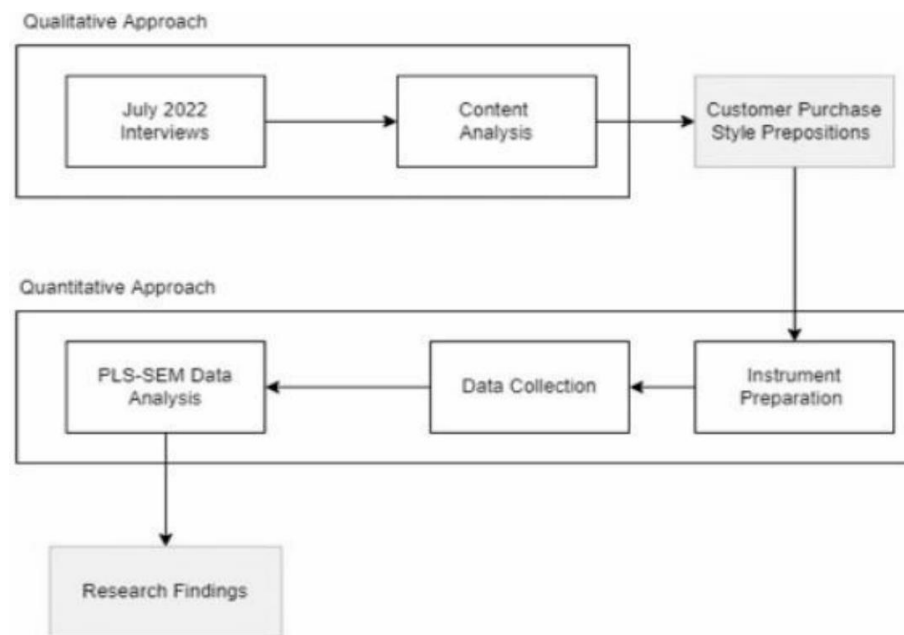


Figure 3: Design for Data Analysis (Mixed Method)

RESULTS AND DISCUSSION

1. Qualitative Result

Based on 20 interviewed participants in this research, the word count or content analysis was carried out using NVIVO 12 Pro. The result of content analysis related to heat related symptoms is shown in Figure 4 and table 3.

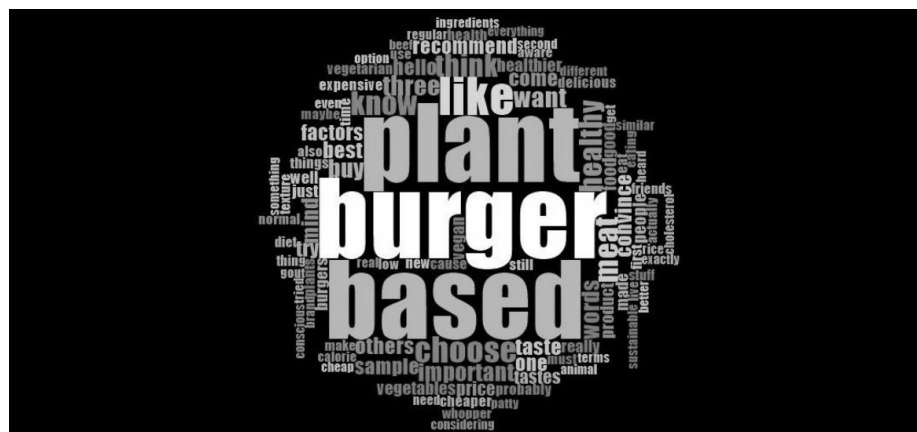


Figure 4: Content Analysis Word Cloud.

Table 3: Summary of content analysis

Code	Occurrence
1. Achievement	18
2. Efficiency	0
3. Pleasure & Gratification	2
4. Idea	7
5. Role	0
6. Social	1
7. Value	11

Source: Author data analysis

Based on qualitative data analysis most of the participants perceived and impressed with the plant-based burger. In terms of achievement, most respondents agree that plant-based burgers are healthier than meat-based burgers. Second, in terms of value, plant-based burgers are perceived as more valuable than meat-based burgers. In terms of idea, the plant-based burger is an innovative food, viral, accepted by consumers, even non-vegetarian consumers.

2. Quantitative Result

Based on the result above, the modification of the structural equation model by taking out the indicators that have loading factor below 0.6, the modified structural model is shown in Figure 5.

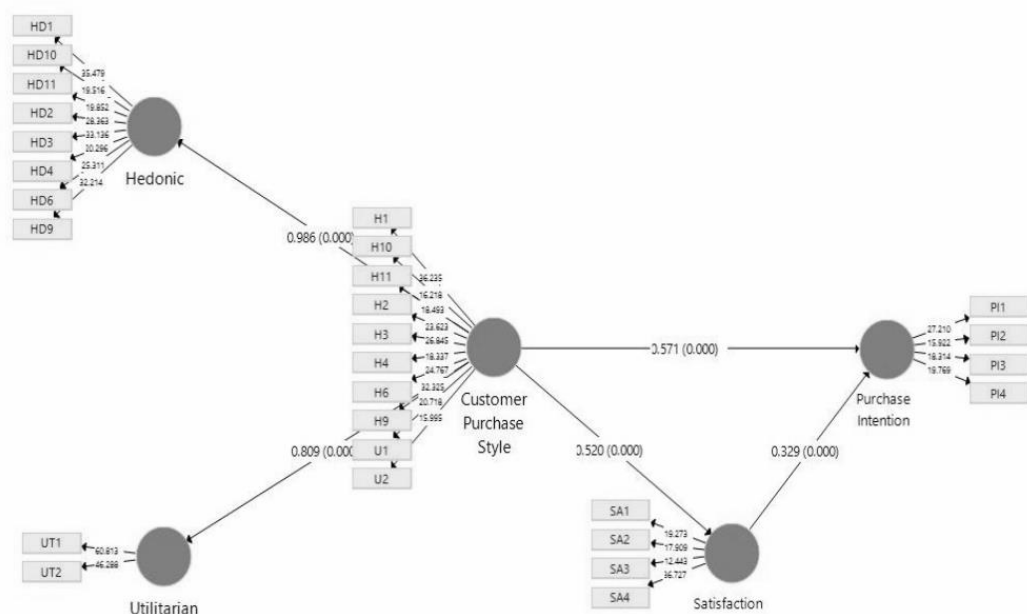


Figure 5: PLS-SEM Result

The direct effect significance test was used to test the effect of exogenous variables on endogenous variables. In connection with the research hypothesis is a one-way hypothesis, then H_0 is rejected, and it is concluded that exogenous variables have a significant effect on endogenous variables, if the P value < 0.05 and t statistic > 1.96 .

Table 4: Summary of hypothesis testing

Hypothetical Path	Path Coefficient (effect direction)	Standard Deviation (STDEV)	T Statistics (O/STDEV) (Significant >1.96)	P Values (Significant <0.05_	Inference
Customer Purchase Style -> Purchase Intention	0.571	0.065	8.787	0	Supported
Customer Purchase Style -> Satisfaction	0.52	0.078	6.686	0	Supported
Satisfaction -> Purchase Intention	0.329	0.085	3.854	0	Supported

Source: Author data analysis

Based on the results of the path/direct effect significance test above, the following test results are obtained: Customer purchase style, positively, affects the purchase intention with the loading factor 0,571 with t statistic 8.787 and p values 0.000. Therefore, the hypothesis states that customer purchase style has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta, statistically accepted. Customer purchase style, positively, affects the customer satisfaction with the loading factor 0,52 with t statistic 6.686 and p values 0.000. Therefore, the hypothesis states that customer purchase style has a positive and significant effect on customer satisfaction among non-vegetarian customers in Jakarta. Customer satisfaction, positively, affects the purchase intention with the loading factor 0,329 with t statistic 3.854 and p values 0.000. Therefore, the hypothesis states that customer satisfaction has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta, statistically accepted

CONCLUSION

Customer purchase style (hedonic and utilitarian) has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta. The influence of organic food's perceived values on consumer willingness to buy and willingness to pay in a developing country.⁴⁸ The findings indicate that dimensions like achievement, Value, Pleasure, Idea and Social have

⁴⁸ Ghali, "Effect of Utilitarian and Hedonic Values on Consumer Willingness to Buy and to Pay for Organic Olive Oil in Tunisia."

significant influence on consumer willingness to buy and to pay for organic olive oil. The hedonic value has a stronger influence on willingness to buy while the utilitarian value has a stronger influence on willingness to pay. Hedonic motivation significantly influences Online Purchase Intention for online shopping users. This result is supported by previous study that Hedonic Motivation had significant impact on Purchase Intention.⁴⁹ Customer purchase style (hedonic and utilitarian) has a positive and significant effect on customer satisfaction among non-vegetarian customers in Jakarta. This result is consistent with

The influence of dimensions like achievement, Value, Pleasure, Idea and Social on customers' satisfaction and behavioral intentions for dining out in the context of fast-casual restaurants in Iran.⁵⁰ Results of the study revealed that both hedonic and utilitarian values significantly influenced satisfaction and behavioral intentions. Besides, satisfaction was also found to have a significant positive influence on behavioral intentions. The study also showed that utilitarian value has a more powerful influence on the behavioral intention of customers in the context of fast-food restaurants. Customer satisfaction has a positive and significant effect on purchase intention among non-vegetarian customers in Jakarta. The more satisfied a customer, the more intent the respective customer to purchase/buy plant-based burgers. The influence of social media, brand perception, and buyer satisfaction on purchasing decisions.⁵¹ The results of this study both partially and simultaneously indicate that social media, brand perception, and purchase satisfaction have a positive and significant influence on the purchase decision.

Based on the results of data analysis and discussion, the findings of this study have a number of theoretical implications as follows: First, this study contributes to knowledge by integrating four theoretical models: customer purchase style, purchase intention and customer satisfaction. By combining these theories collectively, it provides a more comprehensive understanding of the effect of customer purchase style, purchase intention and customer satisfaction, and the effect of customer satisfaction and purchase intention. Second, although this study does not propose the role of customer satisfaction as a mediating variable that mediates the effect of customer purchase style and purchase intention, the indirect effect analysis shows that customer satisfaction acts as a mediating variable that mediates the effect of customer purchase style and purchase

⁴⁹ Novela et al., "The Effects of Hedonic and Utilitarian Motivation toward Online Purchase Intention with Attitude as Intervening Variable."

⁵⁰ Nejati and Parakhodi Moghaddam, "The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions For Dining in Fast-Casual Restaurants in Iran."

⁵¹ Dirwan, Mapparenta, and Muhammad Arif, "The Influence of Social Media, Brand Perception and Buyer Satisfaction on Purchasing Decisions for Ethnic Tuta Bags," *Point of View Research Management* 3, no. 2 (2022).

intention.

In addition to the theoretical implications, the findings of this study have a number of methodological implications. First, the current study follows the positivist paradigm with a quantitative deductive approach to examine the effect of customer purchase style, purchase intention and customer satisfaction, and the effect of customer satisfaction and purchase intention. Finally, considering the complexity of the relationship between variables, the next researcher should consider testing using Covariance-Based SEM (such as AMOS and Lisrel) as a tool to test hypotheses with a larger sample size.

REFERENCH

- Anderson, Kelley C., Dee K. Knight, Sanjukta Pookulangara, and Bharath Josiam. "Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective." *Journal of Retailing and Consumer Services* 21, no. 5 (2014). <https://doi.org/10.1016/j.jretconser.2014.05.007>.
- Ardane, Wayan Deni, Ida Bagus Nyoman Udayana, and Bernadetta Diansepti Maharani. "The Effect of Utilitarian Value and Hedonic Value on Loyalty Through Satisfaction in Shopee's E-Commerce (Case Study on Students of The Faculty of Economics, University of Sarjanawiyata Tamansiswa)." *IJEBA* 5, no. 2 (2021). <https://doi.org/10.29040/ijebar.v5i2.2331>.
- Arul Rajan, K. "Influence of Hedonic and Utilitarian Motivation on Impulse and Rational Buying Behavior in Online Shopping." *Journal of Statistics and Management Systems* 23, no. 2 (2020). <https://doi.org/10.1080/09720510.2020.1736326>.
- Çal, Betül, and Richard Adams. "The Effect of Hedonistic and Utilitarian Consumer Behavior on Brand Equity: Turkey – UK Comparison on Coca Cola." *Procedia - Social and Behavioral Sciences* 150 (2014). <https://doi.org/10.1016/j.sbspro.2014.09.057>.
- Choi, Miju. "Shopping Tourist Satisfaction: An Application of Hedonic and Utilitarian Values." *Journal of Tourism & Hospitality* 6, no. 5 (2017). <https://doi.org/10.4172/2167-0269.1000308>.
- Dastan, Ikram, and Fatih Gecti. "Relationships among Utilitarian and Hedonic Values, Brand Affect and Brand Trust in the Smartphone Industry." *Journal of Management Research* 6, no. 2 (2014). <https://doi.org/10.5296/jmr.v6i2.5261>.
- Dirwan, Mapparenta, and Muhammad Arif. "The Influence of Social Media, Brand Perception and Buyer Satisfaction on Purchasing Decisions for Ethnic Tuta Bags." *Point of View Research Management* 3, no. 2 (2022).
- Fan, Alei, Barbara Almanza, Anna S. Mattila, Li Ge, and Eunsol Her. "Are Vegetarian Customers More 'Green'?" *Journal of Foodservice Business Research* 22, no. 5 (2019). <https://doi.org/10.1080/15378020.2019.1637221>.
- Ghali, Zohra Zinoubi. "Effect of Utilitarian and Hedonic Values on Consumer Willingness to Buy and to Pay for Organic Olive Oil in Tunisia." *British Food Journal* 122, no. 4 (2020). <https://doi.org/10.1108/BFJ-06-2019-0414>.

- Ginting, Loise Aurora Rehmulliana. "The Influence of Hedonic and Utilitarian Motives on Customer Engagement of MyTelkomsel Gamified Application (A Study of MyTelkomsel Application Potential Customers' in Malang City)." *Jurnal Ilmiah Mahasiswa FEB* 7, no. 2 (2019).
- Kazmi, Syed Hasnain Alam, Hui Zeng, and Malik Muneeb Abid. "Effects of Hedonism and Utilitarianism in Advertising in E-Business Equity." In *2016 8th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)*, Vol. 02, 2016. <https://doi.org/10.1109/IHMSC.2016.232>.
- Kotler, Philip, Kevin Keller, Mairead Brady, Malcolm Goodman, and Torben Hansen. *Marketing Management*. London: Pearson Education, 2019.
- Kuikka, Anna, and Tommi Laukkanen. "Brand Loyalty and The Role of Hedonic Value." *Journal of Product & Brand Management* 21, no. 7 (2012). <https://doi.org/10.1108/10610421211276277>.
- Labbe, David, Aurore Ferrage, Andréas Rytz, Jeremy Pace, and Nathalie Martin. "Pleasantness, Emotions and Perceptions Induced by Coffee Beverage Experience Depend on The Consumption Motivation (Hedonic or Utilitarian)." *Food Quality and Preference* 44 (2015). <https://doi.org/10.1016/j.foodqual.2015.03.017>.
- Mothersbaugh, D. L., D. I. Hawkins, and S. B. Kleiser. *Consumer Behavior: Building Marketing Strategy*. New York: McGraw Hill Education, 2019.
- Nejati, Mehran, and Parnia Parakhodi Moghaddam. "The Effect of Hedonic and Utilitarian Values on Satisfaction and Behavioural Intentions For Dining in Fast-Casual Restaurants in Iran." *British Food Journal* 115, no. 11 (2013). <https://doi.org/10.1108/BFJ-10-2011-0257>.
- Novela, Selly, Yusvin Olivia Sihombing, Novita, Esther Caroline, and Rheiny Octavia. "The Effects of Hedonic and Utilitarian Motivation toward Online Purchase Intention with Attitude as Intervening Variable." In *2020 International Conference on Information Management and Technology (ICIMTech)*, 2020. <https://doi.org/10.1109/ICIMTech50083.2020.9211197>.
- Raghoebar, Sanne, Ellen Van Kleef, and Emely De Vet. "Increasing the Proportion of Plant-Based Foods Available to Shift Social Consumption Norms and Food Choice among Non-Vegetarians." *Sustainability* 12, no. 13 (2020). <https://doi.org/10.3390/su12135371>.
- Rahmadilah, Fajar, and Devilia Sari. "Pengaruh Hedonic Dan Utilitarian Motivation Terhadap Kepuasan Konsumen Dalam Membentuk Continuance Intention Netflix." *eProceedings of Management* 8, no. 6 (2021).
- Randheer, Kokku. "Utilitarian and Hedonic Values Affect Brand Switching: Consumer Satisfaction as Moderator." *International Journal of Marketing Studies* 7, no. 6 (2015). <https://doi.org/10.5539/ijms.v7n6p72>.
- Ribeiro Cardoso, Paulo, and Sara Carvalho Pinto. "Hedonic and Utilitarian Shopping Motivations Among Portuguese Young Adult Consumers." *International Journal of Retail & Distribution Management* 38, no. 7 (2010). <https://doi.org/10.1108/09590551011052124>.
- Ryu, Kisang, Heesup Han, and Soocheong (Shawn) Jang. "Relationships Among Hedonic and Utilitarian Values, Satisfaction and Behavioral Intentions in The Fast-Casual Restaurant Industry." *International Journal of Contemporary Hospitality Management* 22, no. 3 (2010). <https://doi.org/10.1108/09596111011035981>.
- Scarpi, Daniele. *Hedonism, Utilitarianism, and Consumer Behavior: Exploring the Consequences of Customer Orientation*. London: Palgrave, 2020.

Wellem Ghori Wondiwoy, Eddy Yansen : Understanding Customer Purchase Style Effect On Customer Satisfaction And Purchase Intention Toward Plant-Based Burgers

Schiffman, Leon G., and Joseph Wisenblit. *Consumer Behavior*. Harlow: Pearson Education Limited, 2015.

Shah, Syed Saad Hussain, Jabran Aziz, Maira Fatima, and Syed Kamran Sherazi. "The Impact of Brands on Consumer Purchase Intentions." *Asian Journal of Business Management* 4, no. 2 (2012).

Sharifi Fard, Saeideh, Aref M Alkelani, and Ezhar Tamam. "Habit As a Moderator of The Association of Utilitarian Motivation and Hedonic Motivation with Purchase Intention: Implications for Social Networking Websites." Edited by Guangchao Charles Feng. *Cogent Social Sciences* 5, no. 1 (2019). <https://doi.org/10.1080/23311886.2019.1674068>.

Vieira, Valter, Fernando Oliveira Santini, and Clécio Falcao Araujo. "A Meta-Analytic Review of Hedonic and Utilitarian Shopping Values." *Journal of Consumer Marketing* 35, no. 4 (2018). <https://doi.org/10.1108/JCM-08-2016-1914>.