

# “The influence of utilitarian value, hedonic value, and online review on consumers’ satisfaction, trust, and repurchasing intention in e-commerce platforms”

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# THE INFLUENCE OF UTILITARIAN VALUE, HEDONIC VALUE, AND ONLINE REVIEW ON CONSUMERS' SATISFACTION, TRUST, AND REPURCHASING INTENTION IN E-COMMERCE PLATFORMS

## Abstract

E-commerce is the process of buying and selling goods via the use of various Internet platforms. E-commerce is crucial for companies that sell products or services online because it provides a reliable, easy, and 24/7 channel of commerce for clients worldwide. Therefore, this study examines the impact of utilitarian value, hedonic value, and online reviews on client satisfaction, trust, and repurchase intentions in e-commerce platforms. This study used the cognition-affect-conation paradigm as the theoretical basis for developing the research framework. A partial least squares method was used to verify the proposed model via Google Forms from August 2024 to September 2024, using data gathered from 297 participants who participated in online purchasing on e-commerce platforms in Vietnam. This research used an online survey because of its increasing popularity and its ease, convenience, and cost-effectiveness as a data-gathering method. The findings demonstrate that utilitarian value beneficially affected buyer satisfaction ( $\beta = .242$ ,  $t = 4.121$ ), trust ( $\beta = .202$ ,  $t = 3.257$ ), and repurchase intention ( $\beta = .221$ ,  $t = 3.757$ ). Likewise, hedonic value positively impacted consumer satisfaction ( $\beta = .281$ ,  $t = 3.894$ ), trust ( $\beta = .446$ ,  $t = 6.122$ ), and repurchase intention ( $\beta = .268$ ,  $t = 3.753$ ) on e-commerce platforms. Moreover, online client reviews had a beneficial impact on consumer satisfaction ( $\beta = .182$ ,  $t = 3.463$ ) and trust ( $\beta = .145$ ,  $t = 2.570$ ). Additionally, client satisfaction ( $\beta = .215$ ,  $t = 4.064$ ) and trust ( $\beta = .215$ ,  $t = 4.064$ ) positively influenced repurchase intention.

## Keywords

utilitarian value, hedonic value, online reviews, satisfaction, trust, repurchase intention, e-commerce

## JEL Classification

M31, M30, M10

## INTRODUCTION

E-commerce is crucial for those selling items or services on the Internet since it provides a continuous and easy channel of commerce for worldwide clients, operating 24/7 (Hiranrithikorn & Banjongprasert, 2022). Furthermore, internet shoppers may be influenced to make purchases due to utilitarian values such as extensive product variety, cost savings, ease, as well as cost comparison, or they may be driven by hedonic values such as happiness, excitement, and pleasure (Lata et al., 2024). In addition, many studies have aimed to identify the determinants influencing shoppers' repurchase intention on e-commerce platforms (e.g., Aditya et al., 2023; Ginting et al., 2023; Helfiyana et al., 2024; Lata et al., 2024; Mawarni et al., 2023; Miao et al., 2022; Muhammad et al., 2024; Rosania & Wilujeng, 2023), focusing on utilitarian and hedonic value (Lata et al., 2024; Mawarni et al., 2023), online review (Helfiyana et al., 2024; Rosania & Wilujeng, 2023), satisfaction (Aditya et al., 2023;



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### Conflict of interest statement:

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Muhammad et al., 2024), trust (Ginting et al., 2023; Miao et al., 2022). Nonetheless, the scholars mentioned above have placed little focus on integrating these features into a cohesive framework. Therefore, it is necessary to investigate further the integration of these features into a cohesive framework in the context of e-commerce platforms.

## 1. LITERATURE REVIEW

E-commerce refers to the transaction of purchasing and selling products using online platforms. An individual or entity can conduct transactions using online platforms (Ginting et al., 2023). The Internet has elevated marketing from a unidirectional approach to real-time, personalized marketing. The rapid rise of online resources and gadgets, including smartphones, has precipitated a shift in online transactions. The Internet and advancing technology have profoundly altered consumer behavior. Clients get enhanced exposure, increased options, and greater agency due to their ability to obtain pertinent information readily. They possess an innovative, convenient approach to information retrieval and simplified shopping techniques. Thus, significant alterations in consumer behavior due to digital technology have been analyzed to formulate and enhance efficient digital marketing tactics (Banjongprasert, 2024). One of the main advantages of internet purchasing is the fact that it can be easily completed in a few seconds by simply tapping on a single tab, using the ease and pleasure of the home or any other location. Instead of visiting in-person stores, buyers may shop via the ease of their homes by utilizing a smartphone, tablet, or other internet-enabled gadget to browse e-commerce sites, compare pricing, browse feedback, and buy things (Muhammad et al., 2024). Furthermore, internet shoppers may be influenced to make purchases due to utilitarian values such as extensive product variety, cost savings, ease, as well as cost comparison, or they may be driven by hedonic values such as happiness, excitement, and pleasure (Lata et al., 2024). Moreover, online evaluations serve as a reliable source of current information for consumers on goods and services, encapsulating genuine feedback and experiences of other shoppers (Kuan et al., 2015). Around 88 percent of consumers seek internet reviews before making purchases, indicating a growing reliance on such evaluations (Park et al., 2007). Likewise, individuals acquire the ability to assess items and services, solicit re-

commendations prior to purchase, and disseminate their experiences post-purchase. Similarly, satisfaction for clients is reflected in the subjective judgments made while comparing the process of consuming items or services to what was expected (Evelina et al., 2020). Besides, clients' trust in online evaluations has been shown to significantly influence online purchases as buyers often seek trustworthy information about items and services (Filiari, 2016). In the realm of e-commerce, trust is essential for establishing and sustaining relationships. The presence of trust might motivate customers to engage in online buying via e-commerce platforms. This information may be ascertained via internet consumer reviews (Rosania & Wilujeng, 2023). Similarly, consumers often seek expert or reliable comments to evaluate services or goods, as not all information on review sites is beneficial (Filiari et al., 2018). Consequently, internet reviews significantly influence the intention to buy when they are seen as credible by consumers (Park et al., 2021). Besides, the expectations of internet customers have consistently escalated in recent years. To keep their clientele, online retailers must recalibrate methods that align with customer expectations and secure clients' trust (Sullivan & Kim, 2018). Simultaneously, enterprises are endeavoring to maintain clientele since this confers a competitive advantage. Online retailers, akin to traditional establishments, consistently exceed customer expectations, leading to enhanced satisfaction, clients' trust, and an increased likelihood of repeat purchases (Miao et al., 2022). Moreover, the individual features of shoppers in an online purchasing context are particularly significant since individual purchasing behaviors may vary according to individual preferences and psychological states (e.g., emotional impulses, personal inclinations, realistic buying orientations, etc.). It is essential to investigate customers' psychological states or traits to comprehend how consumers behave online from a psychological viewpoint (Lim & Kim, 2020). Psychological research may be divided into three categories: cognition, emotion, and conation (Tian et al., 2023). Therefore, the

cognition-affect-conation (CACo) model as its foundation for constructing the research model. The CACo framework is an analytical framework employed to elucidate individuals within the realm of how customers make decisions. It suggests that individual conduct is shaped by three fundamental components: cognition (thought), affect (emotion), and conation (desire or act) (Hilgard, 1980). These elements engage with one another to influence attitudes among customers, preferences, and buying choices. Cognition pertains to customers' opinions, ideas, and understanding regarding an item, service, or brand. It encompasses the cognitive analysis of data, including features of the item, advantages, and cost. Affect denotes customers' feelings about an item or the brand. Feelings significantly impact client conduct and making choices; pleasant feelings correlate with increased happiness and trust, while adverse feelings might inhibit buying again. Conation pertains to the client's intentions or readiness to take action, such as executing an order or participating in a certain habit. The motivating element propels customers to translate their ideas and feelings into actions, culminating in behaviors such as item repurchasing (Manqing & Khiam, 2023). Expanding the CACo model with cognition is important as it includes the aspects (utilitarian values, hedonic values, and online review) that can impact customers' affection and repurchase intentions in e-commerce platforms. Affect relates to customers' satisfaction and trust in e-commerce platforms as determined by their cognition. Conation is associated with customers' inclination to repurchase in e-commerce platforms, which is influenced by their cognition and affection.

Repurchase intention refers to a buyer's inclination to buy a thing again, regardless of the items or services, after prior exposure to its advantages and value (Mawarni et al., 2023). Repurchase intention also refers to the likelihood that a buyer will again buy an item from the vendor. It also refers to the buyer's desire to buy from the same store again in the future (Javed & Wu, 2020). Scholars denote consumer reselling as loyalty due to its substantial influence on the achievement of e-commerce. In e-commerce, loyalty refers to a client's inclination to repurchase from the same institution where they recently made a purchase. This desire to repurchase is often shown by individuals who are

satisfied and have trust in the provided service (Miao et al., 2022). Utilitarian value refers to the benefits consumers obtain when purchasing items or services, including elements of usefulness, financial worth, and practical benefit. Consumers with a practical viewpoint are prone to emphasize item or service assessments and pricing compared prior to executing transactions that concentrate on certain activities and functionalities (Andriani et al., 2021). Furthermore, ease regarding access, search, ownership, and transaction is seen as a utilitarian motive (Sarah & Sobari, 2022). Utilitarian value denotes the degree to which an item or service's characteristics, cost, and level of service align with the client's anticipated benefit, with customers recognizing this value when their predicted criteria are fulfilled (Febriyanti & Irmawati, 2024). Utilitarian value largely pertains to satisfying the practical demands that customers possess for an item or service. Utilitarian value serves as an instrument to achieve a goal and may be associated with practical motivations, including temporal, locational, and possessive requirements (Nny et al., 2024). Utilitarian value denotes customers' desire to use an item depending on its utility, attributes, and functional purpose to satisfy a certain demand. The utilitarian approach prioritizes functional reasoning focused on goods and customer choices. Client satisfaction has emerged as a critical attribute that requires attention. Increased usefulness perceived by customers after a transaction correlates with heightened customer satisfaction (Mawarni et al., 2023). Previous studies have argued that the value of utilitarianism has a favorable and substantial impact on client satisfaction in entertainment platforms (Yum & Kim, 2024) and fashion-related industries (Mawarni et al., 2023). Yet, in a study conducted by Nny et al. (2024) of personal care items, utilitarian value did not impact client satisfaction. Scholars above have noted that the relationship between utilitarian value and satisfaction is inconsistent, prompting more investigations to validate this association. Moreover, utilitarian value may enhance a gratifying buying experience, and this relationship fosters consumer trust. Trust among consumers underscores that favorable experiences, especially the potential benefits derived from an item, may enhance trust among customers (Febriyanti & Irmawati, 2024). On the other hand, with online buying, buyers often qu-

estion the credibility of sellers and items due to the absence of authenticity assurances from e-commerce platforms. This pertains to the practical aspect of utilitarian value, which emphasizes consumer tasks via streamlined operations that facilitate efficient purchasing (Sarah & Sobari, 2022). Furthermore, the impact of utilitarian value on customer trust remains a subject of scholarly discussion. The studies conducted by Yum and Kim (2024) on entertainment platforms, Wu and Huang (2023) on live-streaming e-commerce, and Rezaldi and Kuala (2022) on e-marketplaces suggest that consumers' utilitarian value is expected to considerably and favorably affect their trust. Yet, studies carried out by Sidik and Roostika (2024) on TikTopShop and Febriyanti and Irmawati (2024) on TikTopShop stated that customers' utilitarian value is not anticipated to significantly and positively influence their trust in sellers and products. Academics above have observed that the correlation between utilitarian value and clients' trust is ambiguous, necessitating more research to substantiate this link. Besides, utilitarian value and rebuying intention are interrelated since utilitarian value significantly influences consumers' intention to repurchase, mostly due to factors such as cost savings and ease (Lata et al., 2024). Similarly, when customers possess a favorable attitude regarding the item, this will enhance their inclination to repurchase the item (Andriani et al., 2021). Numerous prior investigations were undertaken to ascertain the correlation between utilitarian value and intention to buy again, with varied results. The studies by Lata et al. (2024) on online shopping and Andriani et al. (2021) on e-commerce found utilitarian value significantly impacted the tendency to buy items again. Nonetheless, studies by Mawarni et al. (2023) on counterfeit items and Rezaldi and Kuala (2022) on e-marketplaces indicated that the utilitarian value factor has no significant impact on the intention to repurchase. Academics above have observed that the correlation between utilitarian value and repurchase intention is inconsistent, necessitating more research to substantiate this relationship. Hedonic value refers to the sense of fulfillment experienced while buying and using the item. Hedonic features pertain to emotional customers; hence, when buying, such consumers experience feelings of happiness, hatred, or anger. Hedonic customers want sites that offer the safety of trans-

actions, confidentiality, active supervision, and immediate availability of extensive information, as well as internal experiences rooted in sensations, psychological significance, and elegance to enhance online purchasing enjoyment (Andriani et al., 2021). Hedonic value refers to the benefit derived by consumers from relaxing moments and joys (Evelina et al., 2020). Hedonic value has emerged as a key element for firms to enhance consumer satisfaction throughout the process of purchasing. A prevalent strategy for retailers to enhance hedonic value is via promotional campaigns, which may evoke feelings of pleasure and delight when consumers get significant discounts, hence reinforcing customer satisfaction (Nny et al., 2024). The prior studies still debate the relationship between hedonic value and consumer satisfaction. For instance, according to previous research, hedonic value is intricately linked to consumer satisfaction across several domains, including counterfeit products (Mawarni et al., 2023), hypermarkets (Amiruddin et al., 2020), shopping mall (Bakirtaş et al., 2015), items for personal care (Nny et al., 2024), and online shopping (Andriani et al., 2021). Yet, the study by Vijay et al. (2019) posited that hedonic value did not significantly affect clients' satisfaction in internet shopping. Thus, more investigation is needed to validate this connection. Moreover, the significance of the hedonic experience is in its capacity to cultivate an intense psychological connection between customers and a particular item or service. When customers anticipate happiness and fulfillment from an item or service, individuals have a greater incline to identify the item or service with high quality and value. The results may enhance consumer confidence in its goods and perhaps influence their buying choices (Alfira et al., 2024). Likewise, the connection between considered value and trust is intricately linked within business-customer interactions. Continuously providing great value via an item or service cultivates trust, as consumers come to depend on the supplier for the dependable satisfaction of their demands (Yum & Kim, 2024). Previous studies indicate that hedonic value positively influences trust in several areas, including Tiktokshop (e.g., Febriyanti & Irmawati, 2024; Sidik & Roostika, 2024), entertainment sites (Yum & Kim, 2024), and coffee shops (Alfira et al., 2024). Likewise, the relationship between hedonic values and repurchases is noticeable, as consumers often

engage in shopping on the Internet to alleviate pressure or to adhere to habits, so becoming repeated clients (Lata et al., 2024). Likewise, repurchase intentions stem from a positive inclination inside an individual since purchasing may alleviate weariness from many everyday tasks. Engaging in pleasurable buying activities will result in plans to repurchase (Mawarni et al., 2023). Multiple previous studies were conducted to determine the relationship between hedonic value and repurchase intention, with different findings. The studies by Mawarni et al. (2023), Lata et al. (2024), and Andriani et al. (2021) discovered that hedonic value strongly influenced the propensity for repeat purchases. However, research conducted by Rezaldi and Kuala (2022) demonstrates that the hedonic value element does not significantly influence repurchase intention. For this reason, additional research is required to verify this correlation. Clients' online reviews are total the knowledge, attitudes, and views of buyers, allowing exchanges among clients who generate, send out, and evaluate data prior to acquiring an item or service internet (Ventre & Kolbe, 2020). Online reviews are also customer assessments and experiences posted on sites for reviews (Tian et al., 2021). Online reviews enable customers to share their purchasing experiences freely. Online reviews may be categorized into good and negative evaluations. Positive reviews indicate remarks made by customers on their favorable perceptions of a product. The converse happens for bad reviews. Two-sided ratings arise from the divergent impressions and expectations individuals have about items, particularly when these expectations contrast with actual experiences. Consequently, the evaluations will influence client satisfaction with the products (Hu, 2022). Besides, customers who see online reviews as beneficial are likely to engage with them, so their understanding of both the favorable and unfavorable attributes of the item is enhanced. Consequently, if consumers persist in the ordering process while considering the item evaluations of others, their satisfaction with the goods may increase (Changchit & Klaus, 2020). Moreover, online reviews can be perceived as incentives to attract seasoned consumers, encouraging them to endorse products and services that may captivate prospective buyers and stimulate purchasing interest (Rosania & Wilujeng, 2023). Clients' trust in online conversations may be in-

creased by positive online feedback that is seen as credible and trustworthy by consumers. This trust may affect consumers' propensity to record or disseminate what they purchase experiences. Trust encourages individuals to provide their information, thoughts, or perspectives on an item or brand (Rahman et al., 2020). Ventre and Kolbe (2020) demonstrate that the quality of feedback from customers on platforms on the internet directly influences the trustworthiness of vendors and what customers buy. Shoppers with larger trust in e-stores have a greater inclination to make a purchase. Prior research indicates that connections among online shopping site participants produce favorable evaluations and influence the trust of other individuals (Anggraeni, 2024; Sibgatullah et al., 2023). Customer satisfaction is a "person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations" (Kotler et al., 2022). Client satisfaction significantly influences business prosperity. Satisfied consumers are more likely to maintain their relationships with a firm and transform into fervent supporters of the product who readily endorse the product to others. Consequently, retailers must prioritize and diligently oversee customer happiness, as it not only cultivates a favorable impression of the company but also enhances the retention of clients, two aspects that are essential for attaining sustained achievement in the face of fierce competition (Yum & Kim, 2024). Customer satisfaction is the factor that encourages buyers to rebuy an item (Akdin et al., 2022), fosters loyalty continually, and encourages them to recommend it to others (Ginting et al., 2023). Likewise, customers who are really delighted with their goods or services are more inclined to exhibit brand loyalty. Highly contented consumers are more inclined to disseminate good word of mouth. Individuals are also prone to buying again, resulting in increased sales (Nny et al., 2024). Trust signifies the assumption that the other side is both willing and capable to "act in the consumer's interest, honest in transactions, and both capable of, and predictable at, delivering as promised" (Sullivan & Kim, 2018). Trust is a psychological condition when an individual acknowledges unknowns or risks in anticipation of positive outcomes from the intentions or actions of others (Alfira et al., 2024). Trust in online purchasing re-

fers to the ability of a customer to rely on online retailers, items, or services and expose themselves to potential risks throughout the process of purchasing, anticipating that the online retailers would engage in appropriate activities and provide satisfactory support (Yudha et al., 2022). Besides, trust is the cornerstone of effective deals and represents trust in the dependability, honesty, and authenticity of companies, goods, and services. Beyond interpersonal relationships, this concept of trust has relevance in the enterprise sector, as clients rely on companies to live up to their expectations. Trust is more than just a sense of trust; it is the conviction that companies will fulfill their obligations and duties to customers through the whole customer experience (Yum & Kim, 2024). Furthermore, establishing a safe and reliable atmosphere for transactions via the internet is a critical priority for online retailers nowadays due to its direct impact on shopping continuation intentions (Miao et al., 2022). Likewise, in a digital context, clients' trust is seen as a confident conviction that might enhance the propensity to engage in online transactions (Chiu et al., 2009). Prior research has examined the correlation between customer trust and intention to repurchase, yielding varied results. The studies by Febriyanti and Irmawati (2024) on TikTok, Miao et al. (2022), and Sullivan and Kim (2018) on e-commerce platforms found that buyer trust significantly affects the likelihood of repeated purchases. Yet, an investigation by Aditya et al. (2023) on tourism travel, Manqing and Khiam (2023) on live-streaming e-commerce, and Ginting et al. (2023) on e-commerce sites indicated that client trust had no significant effect on the intent to repurchase. The academics mentioned above have argued that the relationship between customer trust and repurchase intention is contradictory, requiring more investigation to validate this connection.

Besides, many studies have aimed to identify the determinants influencing shoppers' repurchase intention on e-commerce platforms (e.g., Aditya et al., 2023; Ginting et al., 2023; Helfiyana et al., 2024; Lata et al., 2024; Mawarni et al., 2023; Miao et al., 2022; Muhammad et al., 2024; Rosania & Wilujeng, 2023). Nonetheless, the scholars mentioned above have placed little focus on integrating these features into a cohe-

sive framework. Moreover, this study utilizes the cognition-affect-conation (CACo) model as its foundation for constructing the research model. Thus, to fill the gap, this research investigates the impact of utilitarian value, hedonic value, and online reviews on clients' satisfaction, trust, and repurchase intention in e-commerce platforms by extending the cognition-affect-conation model. In particular, this study expands the CACo model with cognition as the aspects (utilitarian values, hedonic values, and online review) that can impact customers' affection and repurchase intentions in e-commerce platforms. Affect relates to customers' satisfaction and trust in e-commerce platforms as determined by their cognition. Conation is associated with customers' inclination to repurchase in e-commerce platforms, which is influenced by their cognition and affection. Additionally, after a review of the existing literature, the hypotheses are proposed as follows:

- H1: *Utilitarian value has a beneficial effect on satisfaction.*
- H2: *Utilitarian value has a beneficial effect on clients' trust.*
- H3: *Utilitarian value has a beneficial effect on repurchase intention.*
- H4: *Hedonic value positively influences satisfaction.*
- H5: *Hedonic value has a favorable impact on trust.*
- H6: *Hedonic value has a beneficial effect on repurchase intention.*
- H7: *Online reviews have a beneficial effect on customer satisfaction.*
- H8: *Online reviews have a beneficial effect on customer trust.*
- H9: *Clients' satisfaction positively influences the intention to buy again.*
- H10: *Clients' trust positively influences the intention to buy again.*

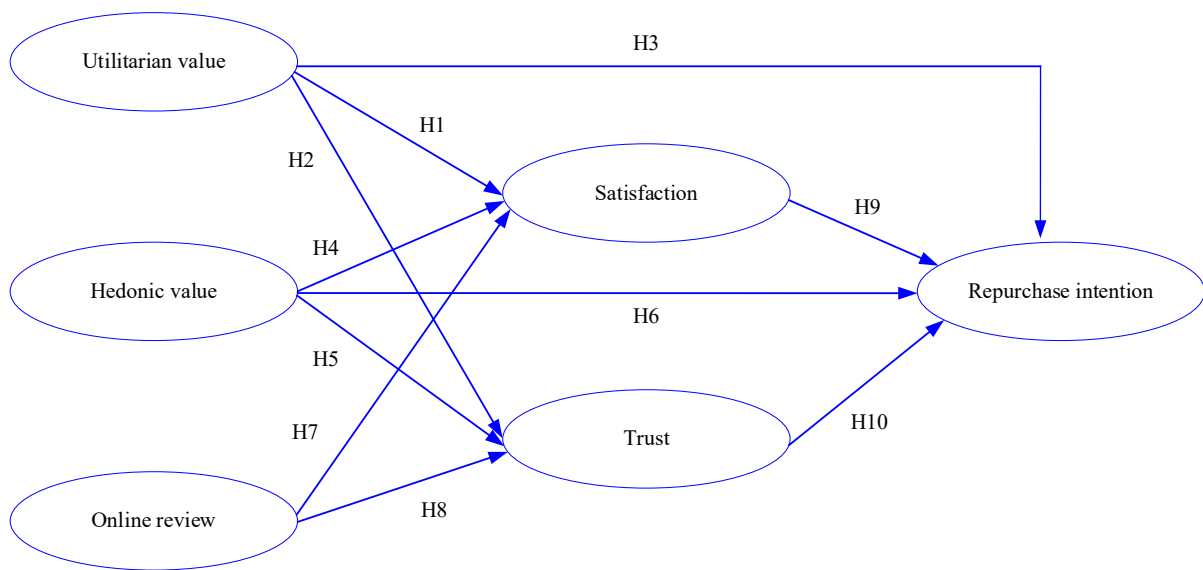


Figure 1. Research model

## 2. METHODOLOGY

This research employs a quantitative poll questionnaire to examine the stated hypotheses. Every concept for measuring items was predominantly derived from previous research, with certain measures being marginally modified to align with the setting of internet-based buying in the e-commerce website. The current investigation employed the Likert scale to indicate the degree of the participants' agreement, ranging from 1 for strongly disapprove to 5 for completely agree. The items utilized for measuring are displayed in Table 1.

An internet-based poll was distributed to a sample group of clients residing in Vietnam for data gathering,

aiming for adequate representation. The form used for the survey was pilot-tested with six consumers who had shopped online before to see how easy the questions were to understand and whether they adequately measured the outcomes we were hoping for. Some words and terms are modified according to the pilot outcomes to ensure the questionnaire's intelligibility.

This investigation employs purposive sampling. This sample approach was selected due to its accessibility, cost-effectiveness, and convenience. The non-probability sampling approach was used due to demographic characteristics and the investigation's objective (Tongco, 2007). The investigators employed Google Forms and disseminated ques-

Table 1. Measures

Items	References
<b>Utilitarian value (UtV)</b>	
UtV1. The items and services I buy on the internet consistently cost appropriately and are of high quality.	
UtV2. During internet buying, I specifically search for the things I require.	Vijay et al. (2019)
UtV3. I may purchase exactly what I need.	
UtV4. I achieve what I desire when purchasing items online.	
<b>Hedonic value (HeV)</b>	
HeV1. Online purchasing consistently excites me.	
HeV2. Online shopping provides me with more joy than the items acquired.	Vijay et al. (2019)
HeV3. In comparison to other activities, the time dedicated to internet shopping is genuinely pleasurable.	
<b>Online review (OnR)</b>	
OnR1. Online client evaluations were a helpful tool when making the item.	
OnR2. The item's internet client reviews provide valuable information.	
OnR3. I think the item's client internet reviews were useful.	Changchit and Klaus (2020)
OnR4. The website's online customer review mechanism was helpful.	

**Table 1 (cont.). Measures**

Items	References
<b>Satisfaction (CoS)</b>	
CoS1. The functionality of the website(s) has met my expectations.	Vijay et al. (2019)
CoS 2. I am delighted with the experience of utilizing the website(s) that are associated with online buying.	
CoS 3. The experience, in general, of purchasing from an internet-based vendor has been satisfactory to me.	
<b>Trust (CoT)</b>	
CoT1. I willingly submit my personal information to my preferred online store for the sake of ease in future purchases.	Miao et al. (2022)
CoT2. I trust the suggestions provided by my favorite internet merchant.	
CoT3. I have confidence in the assertions and guarantees made by this online shop about a product.	
<b>Repurchase intention (Rel)</b>	
Rel1. I intend to buy things through this internet merchant again.	Miao et al. (2022)
Rel2. I anticipate repurchasing from online stores shortly.	
Rel3. I expect to repurchase from the internet merchant shortly.	

tionnaires using social networking sites and Zalo to collect the data from August 2024 to September 2024. This research employs a web-based survey due to its efficiency and cost-effectiveness (Kusumawardani et al., 2023). Likewise, online surveys are common because of their increasing popularity, ease, convenience, and cost-effectiveness as a data-gathering method (Andrade, 2020). Of 320 persons polled, 297 were classified as acceptable, while 23 were classified as unsuitable. Table 2 presents the demographic characteristics of the respondents.

**Table 2. Attributes of the sample**

Characteristics	Frequency	%
<b>Gender</b>		
Male	110	37.0
Female	187	63.0
<b>Age</b>		
18-25	220	74.1
26-40	60	20.2
> 40	17	5.7
<b>Job</b>		
Student	172	57.9
Office personnel	73	24.6
Freelancer	36	12.1
Other	16	5.4
<b>Income per month</b>		
< 8 million VND	159	53.6
8-< 15 million VND	102	34.3
15-25 million VND	19	6.4
> 25 million VND	17	5.7

According to Table 2, 187 female respondents made up 63% of the total, while 110 male respondents made up 37% of the total. The survey respondents were categorized by age as follows: 74.1% fell between the 18 to 25 age category. Furthermore,

20.2% were aged between 26 and 40, while 5.7% were beyond 40 years old. The responses from the participant’s occupations could be classified into four different groups: students (57.9%), office personnel (24.6%), freelancers (12.1%), and others (5.4%). According to per month income expressed in millions of VND, there are four different groups: those making less than eight (53.6%), those making between eight and less than fifteen (34.3%), those making between fifteen and twenty-five (6.4%), and those making more than twenty-five (5.7%).

Upon data collection, the data are assessed using partial least squares structural equation modeling (PLS-SEM) as the statistical methodology employed in this investigation, with SmartPLS as the analytical instrument.

### 3. RESULTS

The application of a self-reporting technique for data collecting may inadvertently result in common method bias (CMB), therefore undermining research results (Podsakoff et al., 2003). Thus, two distinct statistical methodologies were used to verify that CMB did not significantly threaten the precision of the current results. Initially, Harman’s single-factor test was used to ascertain if a singular component could account for the bulk of the variation. The factor analysis results revealed that the first component represented 36.65% of the data variance, which was below the 50% threshold. The second step was carrying out a collinearity test that had been designed by Kock (2015). According to the findings, every single value of the variance inflation factor (VIF) was lower than 3.3 (see Table 3 for more explanation).

**Table 3.** VIF

	CoS	CoT	HeV	OnR	Rel	UtV
CoS					1.481	
CoT					1.754	
HeV	1.226	1.226			1.543	
OnR	1.203	1.203				
Rel						
UtV	1.208	1.208			1.332	

Table 4 presents the estimated value of Cronbach’s alpha ( $\alpha$ ), which extends from 0.772 to 0.859. Correspondingly, the composite reliability (CoR) indexes varied between 0.779 and 0.868. These indexes are above a suitable level of 0.7, as demonstrated by Hair et al. (2021). Moreover, the average variance extracted (AvVE) indices for each concept ranged from 0.637 to 0.739. Similarly, the indices of the outer loadings (OuL) range from 0.745 to 0.881, which indicates that they are regularly higher than the appropriate level of 0.70. Thus, the findings demonstrate robust convergent validity of the data (Hair et al., 2021).

**Table 4.** Measurement

Constructs		OuL	$\alpha$	CoR	AvVE
Utilitarian value (UtV)	UtV1	0.865	0.859	0.868	0.702
	UtV2	0.791			
	UtV3	0.844			
	UtV4	0.849			
Hedonic value (HeV)	HeV1	0.857	0.823	0.826	0.739
	HeV2	0.840			
	HeV3	0.881			
Online review (OnR)	OnR1	0.745	0.812	0.827	0.637
	OnR2	0.787			
	OnR3	0.848			
	OnR4	0.810			
Satisfaction (CoS)	CoS1	0.812	0.795	0.796	0.710
	CoS2	0.848			
	CoS3	0.866			
Trust (CoT)	CoT1	0.859	0.808	0.810	0.723
	CoT2	0.835			
	CoT3	0.855			
Repurchase intention (Rel)	Rel1	0.803	0.772	0.779	0.686
	Rel2	0.814			
	Rel3	0.867			

Furthermore, cross-loadings were used in the study to assess the validity of discriminant assessment. As indicated in Table 5, the results indicated that the values showing interactions between notions were higher than those representing relationships with other notions, so providing evidence that the premises of discriminant validity were correct (Hair et al., 2021).

**Table 5.** Cross-loadings

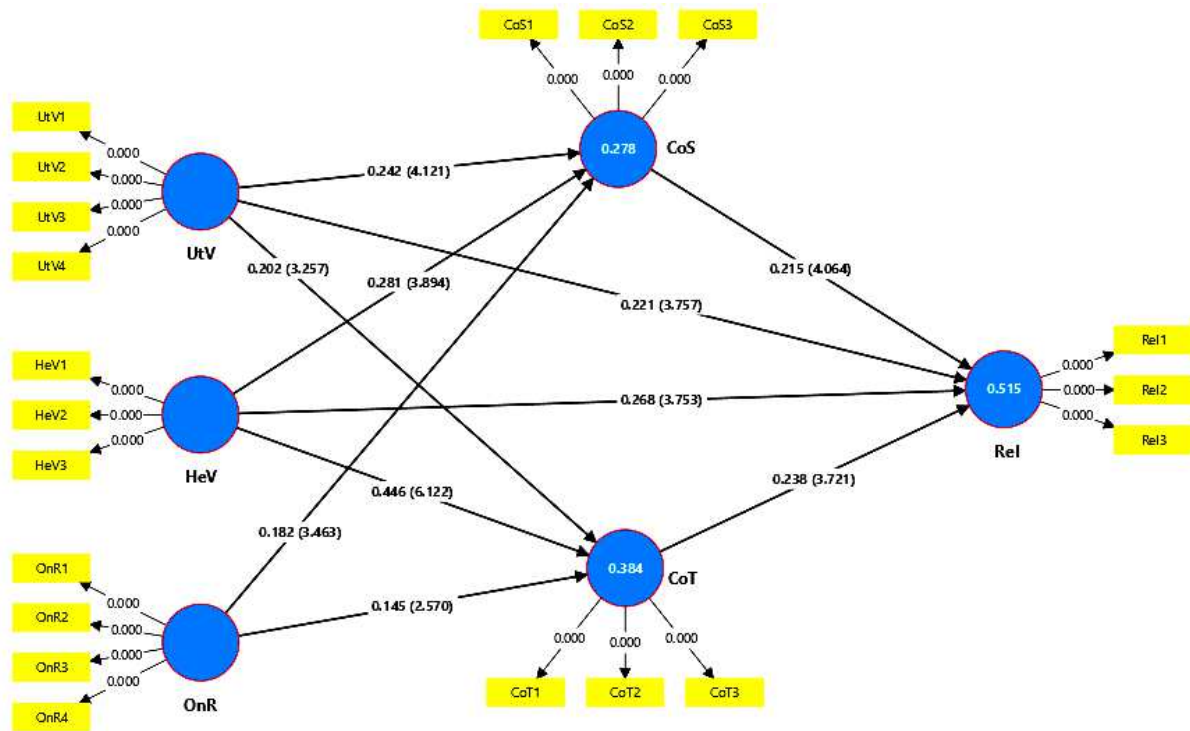
	CoS	CoT	HeV	OnR	Rel	UtV
CoS1	0.812	0.383	0.335	0.279	0.458	0.326
CoS2	0.848	0.451	0.364	0.316	0.429	0.323
CoS3	0.866	0.437	0.377	0.296	0.466	0.340
CoT1	0.395	0.859	0.486	0.362	0.536	0.348
CoT2	0.492	0.835	0.538	0.276	0.475	0.314
CoT3	0.396	0.855	0.411	0.276	0.478	0.349
HeV1	0.304	0.496	0.857	0.302	0.445	0.267
HeV2	0.397	0.457	0.840	0.315	0.500	0.342
HeV3	0.391	0.503	0.881	0.280	0.518	0.260
OnR1	0.249	0.263	0.343	0.745	0.337	0.272
OnR2	0.357	0.346	0.270	0.787	0.388	0.221
OnR3	0.262	0.278	0.253	0.848	0.318	0.280
OnR4	0.219	0.235	0.241	0.810	0.313	0.185
Rel1	0.330	0.402	0.470	0.352	0.803	0.384
Rel2	0.538	0.525	0.417	0.402	0.814	0.399
Rel3	0.448	0.518	0.527	0.320	0.867	0.432
UtV1	0.388	0.356	0.262	0.275	0.427	0.865
UtV2	0.261	0.265	0.256	0.245	0.338	0.791
UtV3	0.340	0.362	0.283	0.210	0.437	0.844
UtV4	0.308	0.332	0.330	0.282	0.427	0.849

The results of the PLS analysis (Table 6 and Figure 2) demonstrated that the UtV had a positive influence on CoS ( $\beta = .242, t = 4.121$ ), CoT ( $\beta = .202, t = 3.257$ ), and Rel ( $\beta = .221, t = 3.757$ ), hence confirming hypotheses *H1*, *H2*, and *H3*. According to the findings, HeV had a positive impact on CoS ( $\beta = .281, t = 3.894$ ), had a significant and positive effect on CoT ( $\beta = .446, t = 6.122$ ), and had a positive effect on Rel ( $\beta = .268, t = 3.753$ ), hence providing support for hypotheses *H4*, *H5*, and *H6*. As a consequence of the findings, it was determined that OnR experienced a favorable effect on both CoS ( $\beta = .182, t = 3.463$ ) and CoT ( $\beta = .145, t = 2.570$ ), thus providing support for hypotheses *H7* and *H8*. In addition, the results of the study demonstrated that CoS ( $\beta = .215, t = 4.064$ ) and CoT ( $\beta = .238, t = 3.721$ ) had a positive influence on Rel, hence confirming the hypotheses *H9* and *H10*.

**Table 6.** Testing of hypotheses

Hypothesis	Path coefficient	t-value	p-value	Results	
H1	UtV -> CoS	0.242	4.121	0.000	Validated
H2	UtV -> CoT	0.202	3.257	0.001	Validated
H3	UtV -> Rel	0.221	3.757	0.000	Validated
H4	HeV -> CoS	0.281	3.894	0.000	Validated
H5	HeV -> CoT	0.446	6.122	0.000	Validated
H6	HeV -> Rel	0.268	3.753	0.000	Validated
H7	OnR -> CoS	0.182	3.463	0.001	Validated
H8	OnR -> CoT	0.145	2.570	0.010	Validated
H9	CoS -> Rel	0.215	4.064	0.000	Validated
H10	CoT -> Rel	0.238	3.721	0.000	Validated

Note: UtV – Utilitarian value; HeV – Hedonic value; OnR – Online review; CoS – Satisfaction; CoT – Trust; Rel – Repurchase intention.



Note: UtV – Utilitarian value; HeV – Hedonic value; OnR – Online review; CoS – Satisfaction; CoT – Trust; Rel – Repurchase intention.

Figure 2. PLS results

## 4. DISCUSSION

The findings posit that utilitarian value had a significant and favorable impact on clients’ satisfaction (*H1*), trust (*H2*), and repeated intention (*H3*). The results are consistent with those of Yum and Kim (2024), Wu and Huang (2023), Andriani et al. (2021), and Lata et al. (2024). The results indicated that boosting utilitarian value on e-commerce platforms may lead to heightened client satisfaction, trust, and desire to repurchase. However, the findings of Nny et al. (2024) demonstrated that utilitarian value did not affect client satisfaction. The difference may be explained by the fact that the study of Nny et al. (2024) concentrated on personal care items and female consumers. In contrast, this study focused on various products available on e-commerce platforms, encompassing both female and male shoppers. Similarly, the study of Febriyanti and Irmawati (2024) argued that utilitarian value didn’t affect client trust. Likewise, the study of Rezaldi and Kuala (2022) argued that utilitarian value didn’t affect client repurchase intention. The varied consumer cultures may clarify the variation; this research was conducted in Vietnam, and those conducted by

Febriyanti and Irmawati (2024) and Rezaldi and Kuala (2022) were conducted in Indonesia.

The findings indicate that hedonic value had a significant and positive impact on clients’ satisfaction (*H4*), trust (*H5*), and intention to repeat (*H6*). The findings correspond with those reported by Mawarni et al. (2023), Yum and Kim (2024), Andriani et al. (2021), and Lata et al. (2024). The findings suggest that enhancing hedonic value on e-commerce platforms could result in increased customer satisfaction, trust, and a greater likelihood of repurchase. Nonetheless, the results presented by Vijay et al. (2019) indicated that hedonic value had no impact on client satisfaction. The diverse consumer cultures might indicate the differences; this study was carried out in Vietnam, while those by Vijay et al. (2019) took place in India.

The findings indicate that online reviews had a significant and positive impact on clients’ satisfaction (*H7*) and trust (*H8*). The results are consistent with those of Changchit and Klaus (2020) and Anggraeni (2024). The results indicate that improving online client reviews on e-commerce platforms may lead to higher levels of customer satis-

faction and trust. Customers who perceive online reviews as advantageous are more inclined to interact with them, thereby deepening their comprehension of both the positive and negative characteristics of the product. Thus, when consumers continue with the ordering process while taking into account the evaluations of others, their satisfaction with the products may rise, and the quality of feedback from customers on online platforms directly impacts the trustworthiness of vendors and the purchasing decisions of customers.

The results demonstrate that client satisfaction (*H9*) and trust (*H10*) significantly and positively influenced clients' intentions to repurchase. The

findings align with the work of Ginting et al. (2023), Febriyanti and Irmawati (2024), Miao et al. (2022), and Sullivan and Kim (2018). The results indicate that improving client satisfaction and trust in e-commerce platforms may lead to higher intentions for customers to make repeat purchases. However, the studies conducted by Aditya et al. (2023) and Manqing and Khiam (2023) revealed that client trust did not significantly influence the intention to repurchase. The varied consumer cultures may reflect the distinctions; this investigation was conducted in Vietnam, whereas the studies of Aditya et al. (2023) were performed in Indonesia, and those by Manqing and Khiam (2023) were carried out in China.

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## CONCLUSION

By expanding the cognition-affect-conation paradigm, this study examines how online reviews, hedonic value, and utilitarian value influence customers' satisfaction, trust, and desire to repurchase in e-commerce platforms. The results show that customer satisfaction, trust, and desire to repurchase were all favorably affected by utilitarian and hedonic values. Additionally, customer satisfaction and trust were positively impacted by online customer reviews. Furthermore, repurchase intention was significantly impacted by consumer satisfaction and trust.

This research has several limitations. This research only examined the influence of utilitarian value, hedonic value, and internet reviews on customer satisfaction and trust. Client satisfaction and trust may influence other factors. Consequently, the next research should identify other factors influencing consumer satisfaction and trust. Secondly, this research implemented data provided by respondents from a particular cohort of e-commerce users, adding bias and restricting the generality of the results. Future studies need to use varied data sources and methodologies.

## AUTHOR CONTRIBUTIONS

Conceptualization: Dam Tri Cuong.  
 Data curation: Dam Tri Cuong.  
 Formal analysis: Dam Tri Cuong.  
 Investigation: Dam Tri Cuong.  
 Methodology: Dam Tri Cuong.  
 Project administration: Dam Tri Cuong.  
 Resources: Dam Tri Cuong.  
 Supervision: Dam Tri Cuong.  
 Visualization: Dam Tri Cuong.  
 Writing – original draft: Dam Tri Cuong.  
 Writing – review & editing: Dam Tri Cuong.

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