

The Effect Symbolic and Utilitarian Value on Purchase Intention: The Mediating Role of Customer Engagement

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ABSTRACT

This study aims to analyze the effect of symbolic and utilitarian values on purchase intentions through customer engagement as an intervening factor for Mykonos perfume on TikTok livestream. The sample for the study consisted of 130 respondents aged 17 who have watched TikTok livestream from @mykonosofficial in Yogyakarta. Data collection was done using distributed questionnaires, and the sampling technique used was purposive sampling. The study used both outer model and inner model analysis techniques, with SmartPLS 4.0 as the analysis tool. The research results show that (1) symbolic value has a positive and significant effect on customer engagement (2) there is no positive and significant effect of symbolic value on customer engagement (3) there is no positive and significant effect of symbolic value on purchase intention (4) utilitarian value has a positive and significant effect on purchase intention (5) customer engagement has a positive and significant effect on purchase intention (6) symbolic value positively and significantly affects purchase intention through customer engagement (6) utilitarian value does not have a positive and significant effect on purchase intention through customer engagement.

Keywords: symbolic value, utilitarian value, customer engagement, purchase intention

INTRODUCTION

The development of increasingly sophisticated technology has led to the emergence of the internet. Every year, the internet has a tremendous impact on people's lives (Mauludin et al., 2022). Thanks to technological advancements and the spread of the internet, everything can be done more efficiently and effectively. Many activities are now possible as a result of these developments, one of which is online shopping. The use of mobile devices, e-commerce platforms, and social media has become the primary channels for consumers to search for information, interact with brands, and make purchases (Mirzam, 2024). This situation pushes changes in business practices, especially in the e-commerce sector, making various online shopping platforms easier to access through social media.

One of the social media apps frequently used by people is TikTok. TikTok itself originally came from China and serves as a platform for its users to share creative short videos. With features like adding music and using filters, it further boosts the creative value of the videos shared. Since the COVID-19 pandemic, the usage of TikTok has skyrocketed. TikTok is developing the TikTok Shop feature that connects sellers, buyers, and content creators through livestream services to create a more engaging shopping experience (Mutaimnna, 2024). The live streaming feature allows

sellers to interact directly with consumers in real time, making the shopping experience more interactive and personal (Putri & Maleha, 2025).

Various products have experienced rapid growth thanks to digital marketing strategies through TikTok livestream, one of which is perfume. Perfume has a very significant impact on people who use it as part of their daily needs. One perfume brand that uses TikTok Shop as its marketing platform is Mykonos, on their TikTok account @mykonosofficial. Mykonos is a local Indonesian perfume product that was established in 2019. Mykonos Perfume, located in East Jakarta, managed to boost sales after launching the Paris Collection, a collaboration with Yves Ryan, a creative company from France. This collection was inspired by the solo travel experience of one of the Mykonos team members to Paris in finding inspiration and self-identity.

Mykonos perfume is one of the local brands that has grown rapidly through digital marketing strategies, especially by utilizing the live streaming feature on TikTok Shop (Anggari, 2025). Mykonos is also among the seven best-selling perfume brands on e-commerce with sales revenue of IDR 982.7 million (Fitria & Indayani, 2024). Even though it has good sales performance, selling through TikTok livestream still shows fluctuating trends.

The phenomenon experienced by Mykonos, as reported by Kata data, shows that Mykonos perfume sales have fluctuated up and down over time. Data from Mykonos perfume sales on TikTok livestream @mykonosofficial also shows these fluctuations. This fluctuation phenomenon at Mykonos indicates that purchase intentions, which are influenced by factors such as the perceived utilitarian value by consumers, the strength of symbolic value, and customer engagement during livestream, have not yet formed in a stable and consistent way. Ultimately, this determines the level of purchase intention for the perfume, which in turn affects Mykonos perfume sales.

This study uses the Stimulus-Organism-Response (S-O-R) Model proposed by Donovan & Rossiter, (1994) This model explains that certain triggering signals (stimulus), known as stimuli, can trigger a person's emotional and cognitive processes (organism), which then lead to responsive actions (response) in the form of approach behavior. Based on this theory, this study examines the influence of symbolic value and utilitarian value (stimulus) on purchase intention (response) and customer engagement (organism) as mediating variables in the context of Mykonosofficial live streaming on TikTok. The S-O-R model has been widely used to predict and understand consumer behavior, as seen in studies on buying intention and behavior (Wang & Li, 2016).

Previous research, Study Dua, (2024), examined the influence of symbolic value and utilitarian value on purchase intention through customer engagement. However, that study had limitations in its research context because it was only conducted on the Facebook Live platform without focusing on a specific brand. In fact, the characteristics of each live commerce platform and the marketing strategies of each brand can lead to different consumer behaviors. Therefore,

this study fills that gap by testing the same model on TikTok Livestream @mykonosofficial, focusing on the local perfume brand Mykonos.

Purchase Intention, or buying intention, is one of the basic concepts in consumer behavior studies that describes a person's desire or tendency to buy a certain product or service in the future. Purchase Intention becomes a main factor that drives someone to make a purchase (Khumaeroh & Fauzi, 2025). Purchase Intention is basically a consumer's desire or willingness to buy a product. It is the result of a process that consumers go through, which involves thinking, evaluating, and choosing alternatives. Purchase Intention arises when consumers have already gone through things like product awareness and have seriously considered it before making a purchase (Djamaly et al., 2023). Purchase intention is a feeling of interest in a product or service accompanied by a feeling of happiness. After that, the individual's interest generates a desire to own or experience the product or service by exchanging money (Isna & Hutami, 2022). Purchase intention can be explained as an initial plan or desire of consumers that arises to repurchase a product or service in the future, influenced by various factors such as individual needs and interests (Wijaya & Indriyanti, 2022). Purchase intention is always present in every individual, where no one fully understands what consumers currently want and expect (Rabbani et al., 2025)

Symbolic value generally covers various important aspects, such as social status, identity formation, and recognition from society gained through owning or using certain products. Consumers often choose products not just based on their functionality or the level of enjoyment they offer, but also because of the symbolic meaning they associate with those products (Al & Albarq, 2022). According to Ilma, (2023) symbolic value comes from shopping activities that are not just about economic matters, but also social actions that carry certain meanings. In the shopping process, there are social rules, human interactions, and the formation of consumer identity that reflects values, status, and self-image aimed at society. Symbolic value shows how the experience of buying and using a product shapes social identity and consumer feelings, as well as how they see themselves. This value appears when a product isn't just useful, but represents things like social status, lifestyle, and certain personal values. It appears when a product isn't only practical, but also represents things like status, lifestyle, or specific personal values (Nurpadilah & Kostini, 2024).

Utilitarian value is related to consumer behavior that focuses on the functional benefits of a product or service in fulfilling needs rationally. Consumers choose products or services based on their ability to meet the necessary functions and usefulness. Purchase decisions are made logically and rationally, considering how well a product can meet actual needs, rather than because of emotions, lifestyle, or purely aesthetic impressions (Arumsari & Septianingrum, 2025). Utilitarian value is connected to ease of use and time-saving elements, giving a more complete picture of how

consumers view purchases and search for information. Consumers tend to buy products that meet their practical needs when shopping online, which strengthens their desire to purchase (Zhang et al., 2023). According to Alfiansyah & Nurlinda, (2023), it is related to the effectiveness and efficiency generated from using online services, such as easily gathering information, improving workplace effectiveness, or the ability to use them anytime and anywhere. In e-commerce, utilitarian value is defined in terms of features, price, and quality of a product or service. According to expected utility, consumers experience utilitarian value from products and services when their requirements are met (Wu & Huang, 2023). This can be concluded that utilitarian value is the value perceived by customers from the actual benefits of a product or service. This value comes from practical use, efficiency, economy, and the function of the product in meeting needs rationally, rather than from emotional aspects or subjective pleasure when shopping.

Customer engagement can generally be defined as a relationship formed between consumers and a brand. This engagement specifically arises through various forms of interaction with the brand, including purchasing products, consuming content on social media platforms, and exposure to various information related to the brand (Chandra & Sari, 2021). According to Malah et al., (2025), customer engagement is not just about consumer interaction with a product or brand, but also involves emotional and cognitive elements that strengthen the customer's bond with the brand (Arifin et al., 2025). Customer engagement is a behavior or a stable condition. Engagement behavior appears spontaneously and is triggered by certain social stimuli.

Based on the discussion above, the research hypotheses are as follows:

H1: Symbolic value has a positive effect on customer engagement.

H2: Utilitarian value has a positive effect on customer engagement.

H3: Symbolic value has a positive effect on purchase intention.

H4: Utilitarian value has a positive effect on purchase intention.

H5: Customer engagement has a positive effect on purchase intention.

H6: Symbolic value has a positive and significant effect on purchase intention through customer engagement.

H7: Utilitarian value has a positive and significant effect on purchase intention through customer engagement

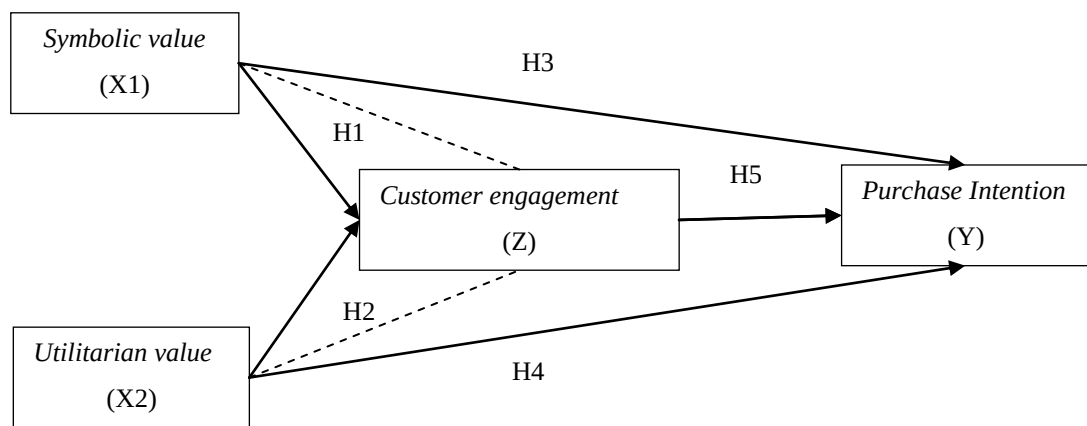


Figure 1. Research Framework

Source: (Dua, 2024)

RESEARCH METHODS

This study uses a quantitative or survey-based approach, which aims to examine the relationship between variables and the research subject; thus, this study includes independent variables, dependent variables, and intervening variables. This study aims to determine the effect of symbolic value, utilitarian value on purchase intention through customer engagement as an intervening variable in the TikTok livestream @mykonosofficial in Yogyakarta. The population of this study consists of viewers of the TikTok @mykonosofficial livestream in Yogyakarta, totaling 130 samples or respondents, as determined using the Hair formula (Hair et al., 2014). The Hair formula was used because the population size is not known with certainty, and it recommends a minimum sample size of 5–10 times the number of indicators used in the study. This research was conducted using non-probability sampling techniques, including purposive sampling, with data collection methods that utilized primary data gathered through the distribution of a questionnaire in the form of a Google Form to respondents who had watched the TikTok livestream @mykonosofficial in Yogyakarta and were at least 17 years old. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM). In instrument measurement, validity testing is conducted to ensure that the instrument measures what it is intended to measure (Hair et al., 2014). The instrument is considered valid if the loading factor value is ≥ 0.50 . Reliability testing is performed to assess the consistency of the measurement results (Hair et al., 2014). The instrument is considered reliable if the composite reliability value is ≥ 0.70 and the AVE is ≥ 0.50 .

RESULTS AND DISCUSSION

Outer Model Analysis

Descriptive statistical analysis is useful to describe or provide an overview to know the respondent's answer. This descriptive analysis, seen with the mean value to find out the average value of the respondent's answer in this study. And inferential statistical analysis to find out the outer model test, convergent validity average variance extracted, reliability test, fornell-larcker criterion, R-square value, direct effect test, specific indirect effect, and total effect. This submission is done using smart-PLS 4.0

Table 1. *Loading factor value*

Variabel	Indicator	Loading Factor	Desc
<i>Symbolic Value</i>	SV1	0,889	Valid
	SV2	0,827	Valid
	SV3	0,914	Valid
<i>Utilitarian Value</i>	UV1	0,945	Valid
	UV2	0,950	Valid
<i>Customer Engagement</i>	CE1	0,828	Valid
	CE2	0,818	Valid
	CE3	0,819	Valid
<i>Purchase Intention</i>	PI1	0,740	Valid
	PI2	0,795	Valid
	PI3	0,740	Valid
	PI4	0,799	Valid

Source: primary data smart PLS 4.0

Based on the results of the convergent validity test, one indicator had a value below the minimum threshold of 0.70—specifically, utilitarian value indicator 3, with a value of 0.506—and was therefore deemed invalid. The next step was to remove that indicator from the model to improve the quality of the measurement model analysis. As a result, the construct being measured became more reliable and valid.

Table 2. *Average Variance Extracted*

Variabel	AVE	Desc
<i>Symbolic Value</i>	0,770	Valid
<i>Utilitarian Value</i>	0,897	Valid
<i>Customer Engagement</i>	0,591	Valid
<i>Purchase Intention</i>	0,675	Valid

Source: primary data smart PLS 4.0

Based on the results of the convergent validity test using the average variance extracted (AVE) values, all variables have AVE values greater than 0.50. This shows that the measurement model has met the convergent validity criteria. Thus, the measurement model used in this study has

successfully met the AVE-based convergent validity criteria, allowing the indicators used in this study to effectively explain each latent variables.

Table 3. Validitas Diskriminan *Cross Loadings*

	<i>Symbolic Value</i>	<i>Utilitarian Value</i>	<i>Customer Engagement</i>	<i>Purchase Intention</i>	Desc
SV1	0,889	0,628	0,575	0,539	Valid
SV2	0,827	0,689	0,484	0,372	Valid
SV3	0,914	0,633	0,584	0,518	Valid
UV1	0,718	0,945	0,620	0,425	Valid
UV2	0,674	0,950	0,668	0,422	Valid
CE1	0,359	0,311	0,740	0,549	Valid
CE2	0,437	0,415	0,795	0,618	Valid
CE3	0,654	0,822	0,740	0,429	Valid
PI1	0,428	0,445	0,799	0,592	Valid
PI2	0,533	0,421	0,590	0,828	Valid
PI3	0,383	0,362	0,531	0,818	Valid
PI4	0,427	0,316	0,611	0,819	Valid

Source: primary data smart PLS 4.0

The cross-loading values for variables symbolic value, utilitarian value, customer engagement, and purchase intention show correlation values between the indicators (instruments) and their constructs (variables) greater than correlation values between the indicators (instruments) and other constructs (variables). The results of the convergent and discriminant validity tests show consistent values, with all indicators declared valid. This indicates that the model used has a good fit and can effectively differentiate between different constructs. Thus, it can be concluded that the measuring measurement used in this study is valid.

Table 4. Fornell-Larcker Criterion

	<i>Symbolic value</i>	<i>Utilitarian value</i>	<i>Purchase Intention</i>	<i>Customer engagement</i>
<i>Symbolic value</i>	0,878			
<i>Utilitarian value</i>	0,734	0,947		
<i>Purchase Intention</i>	0,628	0,678	0,769	
<i>Customer engagement</i>	0,550	0,447	0,705	0,822

Source: primary data smart PLS 4.0

Based on the table, each construct has the highest correlation value compared to the correlation with other constructs, which is shown by the numbers in bold. Each construct in the model can be clearly distinguished from each other, so the model can be considered to have a good measurement quality. Meanwhile, numbers that are not printed in bold show the correlation between two different constructs

Inner model analysis

Table 5. Results of the R Square Test (R^2)

Variabel	R-square	R-square Adjusted
<i>Purchase intention</i>	0,662	0,654
<i>Customer engagement</i>	0,307	0,296

Source: primary data smart PLS 4.0

Based on the R-square calculation results in the table above, it can be seen that the R-square value for purchase intention is 0.662, which means that the model can explain 66.2% of the variation in purchase intention. This shows that the model has a moderate level of accuracy in explaining the factors that influence purchase intention. Meanwhile, the R-square value for customer engagement is 0.307, indicating that 30.7% of the variation in customer engagement is explained, which shows that the model has a weak performance in predicting the relationship between the independent variables, symbolic value and utilitarian value, and the dependent variable, which is purchase intention.

Table 6. Total effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV) P Values	P Values
SV > CE	0,482	0,489	0,111	4,336	0,000
UV > CE	0,094	0,089	0,126	0,743	0,457
SV > PI	0,282	0,295	0,113	2,492	0,013
UV > PI	0,470	0,457	0,119	3,951	0,000
CE > PI	0,490	0,089	0,089	5,488	0,000

Source: primary data smart PLS 4.0

The results of the total effect analysis which illustrate the overall influence between the independent and dependent variables. The effect of symbolic value on purchase intention has a t-value of $2.492 > 1.96$ and a p-value of $0.013 < 0.05$, which indicates it has a significant effect.

Meanwhile, the effect of utilitarian value on purchase intention has a t-value of $3.951 > 1.96$ and a p-value of $0.000 < 0.05$, showing that it significantly affects purchase intention.

Table 7. Direct Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV) P Values</i>	P Values
SV > CE	0,482	0,489	0,111	4,336	0,000
UV > CE	0,094	0,089	0,126	0,743	0,457
SV > PI	0,046	0,053	0,105	0,442	0,658
UV > PI	0,424	0,415	0,107	3,963	0,000
CE > PI	0.490	0,494	0,089	5,488	0,000

The parameters used to evaluate the significance of the relationship are the t-statistic and p-value. A relationship is considered significant if the p-value is < 0.05 and the t-statistic is 1.96 at a 95% confidence level. The utilitarian value variable towards customer engagement and the symbolic value variable towards purchase intention showed insignificant results, the symbolic value variable towards customer engagement is positive and significant, utilitarian value towards purchase intention is positive and significant, and customer engagement towards purchase intention proves that the effect is positive and significant.

Table 8. Specific Indirect Effects

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV) P Values</i>	P Values
SV > CE > PI	0.236	0,242	0,071	0,304	0,001
UV > CE > PI	0.046	0,042	0,064	0,717	0,474

Source: primary data smart PLS 4.0

The analysis results show that the coefficient of the symbolic value parameter on purchase intention through customer engagement indicates no indirect effect. And it shows significant results. Meanwhile, the coefficient parameter for utilitarian value on purchase intention through customer engagement shows positive and significant results. Research results are presented in the form of graphs, tables, or descriptive.

The influence of symbolic value on customer engagement

The test results for the symbolic value variable (X1) on customer engagement (Z) showed a $t = 4.336 > 1.96$ and a p-value of $0.000 < 0.05$, which proves that symbolic value has a significant

effect on customer engagement (Z) during the TikTok livestream @mykonosofficial. Based on this finding, hypothesis H1, which states that symbolic value (X1) has a positive and significant effect on customer engagement (Z), is accepted. With these research results consistent with studies conducted by previous researchers Haniyah & Andriani, (2024), Ramadhoni & Prassida, (2025), Dewobroto & Enrica, (2021), Adha et al., (2025) stating that symbolic value has a significant effect on customer engagement.

The influence of utilitarian value on customer engagement

Based on the results of the second hypothesis test (H2), utilitarian value (X2) does not significantly affect customer engagement (Z); the t-value is $0.743 < 1.96$ and the p-value is $0.457 > 0.05$. This proves that utilitarian value has no significant impact on customer engagement on the TikTok livestream @mykonosofficial in Yogyakarta. The results of this study are different from the research conducted by Zaini & Salim, (2023), Alifa & Roostika, (2024), Wongkitrungrueng & Assarut, (2020), Akram et al., (2021) and Li et al. (2024), which showed that the utilitarian value variable has a significant impact on customer engagement. However, these results are in line with previous research by Arisman & Salehudin, (2022), which found that the customer engagement variable does not significantly affect purchase intention.

The influence of symbolic value on purchase intention

Based on the results of testing the third hypothesis (H3), symbolic value (X1) has a significant effect on purchase intention (Y), showing a t-value of $2.493 > 1.96$ and a p-value of $0.013 < 0.005$. This proves that symbolic value (X1) has a significant effect on purchase intention (Y) on the live streaming @mykonosofficial. The research results differ from previous studies, but this study supports earlier research conducted by Nurpadilah & Kostini, (2024), Arisman & Salehudin, (2022), Dua, (2024), Tan, (2024), Sarah & Sobari, (2022), where this study shows that symbolic value has a positive and significant effect on purchase intention.

The influence of utilitarian value on purchase intention

Based on the results of the fourth hypothesis test (H4) on utilitarian value (X2), utilitarian value has a significant effect on purchase intention (Y), showing a t-value of $3.951 > 1.96$ and a p-value of $0.000 < 0.005$. This proves that utilitarian value (X2) has a significant effect on purchase intention (Y) in the live streaming @mykonosofficial. The results of this study are different from previous research conducted by (Lembana & Hutagaol, 2023), who stated that the utilitarian value variable had an insignificant effect on purchase intention. However, this research is in line with earlier studies conducted by Sarah & Sobari, (2022), Sasangka et al., (2022), Lukitaningsih et al., (2023), Hidayatullah, (2021), Kala et al., (2022), and Amirah et al., (2025)

The effect of customer engagement on purchase intention

Based on the results of the fifth hypothesis test (H5), customer engagement (Z) has a positive and significant effect on purchase intention (Y), showing a p-value of $0.000 < 0.005$. This proves that customer engagement (Z) positively and significantly affects purchase intention (Y) on live streaming @mykonosofficial. The results of this study support previous research conducted by Hardiana & Kharisma, (2025), Yudistira & Jatnika, (2024), Zheng et al., (2022), Clarence & Keni, (2022), and Lin & Nuangjamnong, (2022) who also found that the customer engagement variable has a significant effect on purchase intention.

The effect of symbolic value on purchase intention is mediated by customer engagement.

Based on the analysis, it shows that the effect of symbolic value on purchase intention is mediated by customer engagement, with a p-value of 0.001. This means that customer engagement can mediate the relationship between symbolic value and purchase intention, which indicates a significant effect.

The effect of utilitarian value on purchase intention is mediated by customer engagement.

Based on the analysis of the effect of utilitarian value on purchase intention mediated by customer engagement, it shows a p-value of 0.474, which indicates that this indirect effect is not significant. From this result, it can be concluded that the customer engagement variable (Z) does not contribute significantly to the relationship between utilitarian value (X2) and purchase intention (Y). The presence of customer engagement doesn't significantly strengthen or explain the relationship between utilitarian value (X2) and purchase intention (Y) in this model.

CONCLUSION

H1 is accepted, symbolic value has a positive and significant effect on customer engagement. It can be concluded that the higher the symbolic value, the higher the customer engagement on the Tiktok livestream @mykonosofficial. H2 is rejected, the utilitarian value variable has a significant effect on customer engagement. It can be concluded that changes in utilitarian value do not affect customer engagement on the Tiktok livestream @mykonosofficial. H3 is rejected, symbolic value has an insignificant effect on purchase intention. It can be concluded that changes in symbolic value do not affect purchase intention on the Tiktok livestream @mykonosofficial. H4 is accepted, utilitarian value has a positive and significant effect on purchase intention. It can be concluded that the higher the utilitarian value, the higher the purchase intention on the Tiktok livestream @mykonosofficial. H5 is accepted, customer engagement has a positive and significant effect on purchase intention. This can be concluded that the higher the customer engagement, the higher the purchase intention on TikTok livestream @mykonosofficial. H6 is accepted, customer engagement can mediate between symbolic value and purchase intention.

This can be concluded that increasing customer engagement will enhance the influence of symbolic value on purchase intention. H7 is rejected, customer engagement cannot mediate between utilitarian value and purchase intention. This can be concluded that an increase in customer engagement does not increase the influence of utilitarian value on purchase intention.

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