

The Influence of Utilitarian Value on Repurchase Intention through Attitude among Bandung Indah Plaza Visitors

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Abstract

This study explores whether utilitarian value contributes to repurchase intention by considering attitude as an intervening variable among visitors to Bandung Indah Plaza. The research employed a cross-sectional quantitative design with 126 Generation Z participants from the Greater Bandung area recruited using purposive sampling. Data were collected through an online questionnaire and processed using descriptive analysis, simple and multiple linear regression techniques, together with Sobel mediation analysis in SPSS version 27. The empirical results reveal a statistically significant positive relationship between utilitarian value, attitude, and repurchase intention. Moreover, attitude significantly promotes repurchase intention while simultaneously functioning as the mechanism through which utilitarian value influences repurchase intention. Overall, the findings suggest that shopping center management should emphasize functional shopping experiences, including convenience and efficiency, to encourage repeat purchasing behavior in offline retail environments.

INTRODUCTION

Rapid technological developments, shifting lifestyles, and evolving consumer preferences have transformed purchasing behavior, requiring businesses to continuously adjust to increasingly intense market competition. Within the retail industry, this transformation is reflected in the expansion of modern retail formats that provide shopping experiences emphasizing practicality, convenience, and efficiency compared with traditional retail. The emergence of modern shopping centers, such as malls, represents one form of adaptation by retail companies to meet the needs of modern consumers who prioritize convenience and comfort in their shopping. In Indonesia, the modern retail sector continues to grow despite facing fluctuating economic conditions and shifts in consumer spending patterns.

Although shopping mall foot traffic has increased, this trend has not always been accompanied by a rise in sales. The Indonesian Shopping Center Entrepreneurs Association (*Asosiasi Pengusaha Pusat Perbelanjaan Indonesia - APPBI*) notes that mall visits increased in early 2025, yet sales growth remains at a low level. This phenomenon is known as “Rojali” (*Rombongan Jarang Beli*) which refers to groups that rarely buy and “Rohana” (*Rombongan Hanya Nanya*) for groups that only ask, which describe high visitor activity in shopping malls but low transaction volumes at retail tenants.

A similar phenomenon has also occurred at Bandung Indah Plaza, one of the oldest malls in the city of Bandung. According to the financial report of Lippo Malls Indonesia Retail Trust (2024), visitor traffic at Bandung Indah Plaza increased by approximately 1.8 million visitors during the 2021-2024 period (excluding 2022). However, during the same period, Bandung Indah Plaza's gross revenue actually decreased by approximately 0.4 million Singapore Dollars. These conditions suggest that increasing visitor traffic does not automatically translate into stronger repurchase intentions.

Repurchase intention has been regarded as a key predictor of future purchasing behavior because it represents consumers' willingness to buy the same products or services again following their previous consumption experiences. Existing empirical studies have identified numerous determinants of repurchase intention, including product quality, product innovation, price perception, advertising, customer satisfaction, brand awareness, and perceived quality (Adna & Sigarlaki, 2025; Adriansyah & Marliani, 2025; Kulsum & Nurmansyah, 2025; D. N. Sari & Nurtjahjadi, 2025; Syaputri & Herawati, 2025). Among the factors associated with repurchase intention, utilitarian value represents consumers' perceptions of the functional benefits gained during shopping, particularly those related to efficiency, convenience, and effectiveness. Previous empirical evidence reported by Guo & Li (2022), Liu et al. (2025), and Steiner et al. (2025) demonstrated that greater utilitarian value encourages stronger repurchase intentions. Conversely, the findings of Imbayani et al. (2025) revealed that utilitarian value did not have a significant effect on repurchase intention.

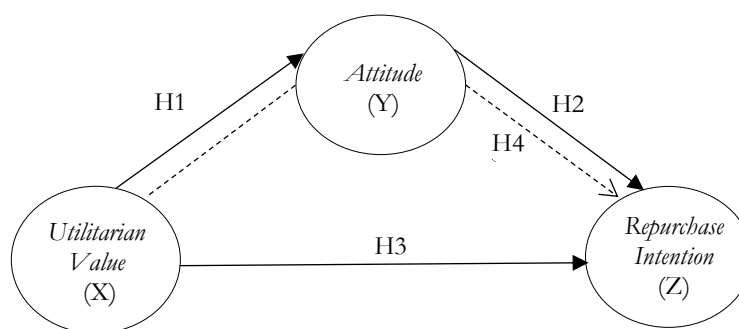
Besides utilitarian value, consumer attitude has also been identified as an important predictor of repurchase intention. Attitude reflects consumers' cognitive evaluations and emotional responses toward an object before purchasing decisions are made. Previous studies by Chairunisa et al. (2025), Pramuditha et al. (2025), Sari & Nurhadi (2025), and Vu & Nguyen (2025) reported positive relationships between attitude and repurchase intention, whereas Pitaloka et al. (2022) obtained different findings. Earlier studies also suggest that utilitarian value contributes to more favorable consumer attitudes (Du, 2025; Gunardi et al., 2025; Soe et al., 2025). However, Ahmad et al. (2025) reported inconsistent evidence.

Several previous studies have also found that attitude mediates the effect of utilitarian value on repurchase intention. However, most of these earlier studies were conducted primarily in the contexts of e-commerce, online retail, luxury goods, and green products. Only a limited number of studies have investigated how utilitarian value and attitude influence repurchase intention in modern shopping centers, particularly offline malls, with even fewer focusing on Generation Z, the demographic group that currently dominates consumption in urban areas. Consequently, there remains a lack of research examining the relationships among these variables within the context of consumer behavior at modern shopping centers in Indonesia.

Drawing upon empirical observations and previous research findings, this study addresses two important gaps. First, increased visitor traffic has not necessarily been accompanied by higher repurchase transactions. Second, earlier studies examining utilitarian value and attitude have produced inconsistent findings while focusing predominantly on online retail settings. Therefore, this research investigates how utilitarian value affects repurchase intention through attitude among Bandung Indah Plaza visitors and extends the literature by providing evidence from offline shopping malls during the Rojoli and Rohana phenomenon among Generation Z consumers in the Greater Bandung area.

Based on the theoretical framework and previous studies, utilitarian value is predicted to positively influence attitude and repurchase intention. Moreover, this study proposes that attitude not only strengthens repurchase intention but also acts as the mechanism through which utilitarian value influences repurchase intention. Figure 1 depicts the conceptual framework.

Figure 1. Conceptual Framework



METHODS

A quantitative cross-sectional research design was employed to examine how utilitarian value influences repurchase intention through attitude among visitors to Bandung Indah Plaza. The target population consisted of Generation Z consumers residing in the Greater Bandung area who had previously visited and made purchases at Bandung Indah Plaza. Participants were selected using a purposive sampling technique within a non-probability sampling framework, resulting in a total sample of 126 respondents.

Data were collected by distributing a structured online survey using Google Forms. Each questionnaire item was rated on a five-point Likert scale, where 1 represented strong disagreement and 5 represented strong agreement. Respondents' perceptions were summarized by calculating the average score for each construct, where higher scores indicated more favorable respondent perceptions. The utilitarian value construct comprised the dimensions of efficiency, convenience, and effectiveness. The attitude construct comprised cognitive and affective dimensions, whereas repurchase intention was represented by transactional, referential, preferential, and explorative intention indicators.

Instrument validity was assessed through Pearson's Product-Moment correlation analysis, whereas reliability was examined using Cronbach's Alpha coefficient. Prior to hypothesis testing, the data were examined for normality, multicollinearity, and heteroscedasticity to verify that the assumptions required for regression analysis had been satisfied. Hypothesis testing was then carried out using descriptive statistics, simple linear regression, multiple linear regression, and the Sobel mediation analysis. All statistical procedures were conducted using SPSS version 27.

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Profile

Description	Frequency	Percentage
Gender		
Male	32	25.40%
Female	94	74.60%
Age		
18-21 years old	42	33.33%
22-25 years old	62	49.21%
26-29 years old	10	7.94%
>29 years old	12	9.52%
Residence		
Bandung City	71	56.35%
Bandung Regency	25	19.84%
West Bandung Regency	3	2.38%
Cimahi City	27	21.43%
When was the last time you visited Bandung Indah Plaza?		
1-2 weeks ago	38	30.16%
3-4 weeks ago	34	26.98%
> 1 month ago	54	42.86%

As presented in Table 1, most respondents were female (74.60%) and belonged to the 22-25-year age group (49.21%). More than half of the participants resided in Bandung City (56.35%). These characteristics indicate that Bandung Indah Plaza is primarily visited by Generation Z consumers living within the Greater Bandung area.

Descriptive Analysis

Table 2. Descriptive Analysis

Variable	N	Min	Max	Mean	SD
Utilitarian Value (X)	126	14	25	20.61	2.373
Attitude (Y)	126	8	15	12.18	1.773
Repurchase Intention (Z)	126	10	20	15.87	2.378

Table 2 shows that the utilitarian value variable achieved a mean score of 20.61, equivalent to an average item score of 4.12 on the five-point Likert scale. This result reflects respondents' agreement that Bandung Indah Plaza offers practical, convenient, and efficient shopping experiences. Similarly, the average item scores for attitude and repurchase intention were 4.06 and 3.97, respectively, indicating generally favorable attitudes and relatively strong intentions to revisit and make repeat purchases at Bandung Indah Plaza.

Validity Test

Based on the criteria by Sekaran & Bougie (2016), an instrument item achieves validity when its computed Pearson correlation (r) surpasses the critical r -table threshold.

Table 3. Validity Test Results

Statement	Pearson Correlation (r)	r -table	Result
Utilitarian Value (X)			
I can shop quickly at Bandung Indah Plaza	.574	.147	Valid
The stores/tenants I am looking for are easy to find at Bandung Indah Plaza	.710	.147	Valid
The directions at Bandung Indah Plaza are easy to follow	.567	.147	Valid
The stores at Bandung Indah Plaza carry the products I need	.714	.147	Valid
Bandung Indah Plaza offers a wide variety of items all in one place	.675	.147	Valid
Attitude (Y)			
I believe Bandung Indah Plaza is a great place to shop	.738	.147	Valid
I consider Bandung Indah Plaza to be the perfect place to shop	.800	.147	Valid
I like Bandung Indah Plaza as a place to shop	.813	.147	Valid
Repurchase Intention (Z)			
I am willing to shop at Bandung Indah Plaza again in the future	.661	.147	Valid
I am willing to recommend Bandung Indah Plaza to others	.662	.147	Valid
I choose Bandung Indah Plaza as my primary shopping destination	.845	.147	Valid
I am interested in learning more about new stores or tenants at Bandung Indah Plaza	.791	.147	Valid

All questionnaire items satisfied the validity requirement because each Pearson correlation coefficient exceeded the critical r -table value of 0.147.

Reliability Test

Following Ghazali (2018) guidelines, internal consistency is established when a variable's Cronbach's alpha score is greater than the 0.60 acceptable limit.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Result
Utilitarian Value (X)	.657	Reliable
Attitude (Y)	.686	Reliable
Repurchase Intention (Z)	.729	Reliable

Each research variable demonstrated acceptable reliability, as all Cronbach's Alpha coefficients were greater than the minimum threshold of 0.60.

Classical Assumption Tests

Table 5. Classical Assumption Tests

Test Type	Result	Information
Normality (Kolmogorov-Smirnov)	Sig. .099 > .05	Normal Distribution
Multicollinearity	Tolerance = .567 > .10; VIF = 1.763 < 10	No multicollinearity
Heteroscedasticity (Glejser)	Sig. .929; .260 > .05	No heteroscedasticity

The findings confirm that the dataset fulfilled all classical assumption requirements, including normality, multicollinearity, and heteroscedasticity.

Simple Linear Regression Analysis

Table 6. Simple Linear Regression Analysis

Variable	Coefficient (B)	t-value	Sig.	Result
Constant	2.053	-	-	-
Utilitarian Value (X)	.491	9.727	.000	Significant

Formulated as: $Y = 2.053 + 0.491X$.

The simple linear regression equation projects a baseline attitude level of 2.053 when utilitarian value is set to zero. Furthermore, a one-unit elevation in utilitarian value drives a 0.491-unit rise in consumer attitude. The positive coefficient demonstrates a direct correlation between the variables, with statistical validation confirming that utilitarian value significantly and favorably impacts attitude ($B = 0.491$; $t = 9.727$; $p = 0.000$).

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Variable	Coefficient (B)	t-value	Sig.	Result
Constant	-.510	-	-	-
Utilitarian Value (X_1)	.383	5.609	.000	Significant
Attitude (X_2)	.697	7.634	.000	Significant

Expressed through the equation $Y = -0.510 + 0.383X_1 + 0.697X_2$

The multiple linear regression model estimates a base repurchase intention of -0.510 if both utilitarian value and attitude equal zero. Holding attitude constant, every single-unit growth in utilitarian value yields a 0.383-unit enhancement in the intention to repurchase. Similarly, keeping utilitarian value static, an increment of one unit in consumer attitude results in a 0.697-unit boost in repurchase intention. Overall, the findings verify that both utilitarian value ($B = 0.383$; $t = 5.609$; $p = 0.000$) and attitude ($B = 0.697$; $t = 7.634$; $p = 0.000$) exert significant, positive effects on consumers' repurchase intention.

Hypothesis Test

Table 8. Hypothesis Test

Hypothesis	Path	B	t- statistic	p- value	Result
H1	UV $\rightarrow$ ATT	.491	9.727	.000	Supported
H2	ATT $\rightarrow$ RI	.697	7.634	.000	Supported
H3	UV $\rightarrow$ RI	.383	5.609	.000	Supported
H4	UV $\rightarrow$ ATT $\rightarrow$ RI	-	5.994	.000	Supported

Evaluation of the research hypotheses indicates that utilitarian value creates a favorable and statistically meaningful impact on consumer attitude ($B = 0.491$; $t = 9.727$; $p = 0.000$). Additionally, attitude displays a strong positive influence on repurchase intention ($B = 0.697$; $t = 7.634$; $p = 0.000$), alongside the direct positive outcome of utilitarian value on the same variable ($B = 0.383$; $t = 5.609$; $p = 0.000$). Furthermore, mediation analysis via the Sobel test establishes that attitude acts as a vital bridge connecting utilitarian value with repurchase intention ($t = 5.994$; $p = 0.000$).

DISCUSSION

The Influence of Utilitarian Value on Attitude

The empirical evidence indicates that utilitarian value has a positive and significant influence on the attitude of Bandung Indah Plaza visitors ($B = 0.491$; $t = 9.727$; $p = 0.000$). This result implies that consumers who perceive the shopping center as practical, convenient, and efficient are more likely to develop favorable attitudes toward it. Utilitarian value represents the functional benefits experienced during shopping, including ease of locating products, accessibility of retail tenants, shopping convenience, and overall efficiency. These practical benefits contribute to consumers' positive evaluations of their shopping experiences at Bandung Indah Plaza.

The present findings imply that functional value remains an important consideration for Generation Z consumers in the Greater Bandung area when visiting shopping centers. Although malls increasingly serve recreational and social purposes, consumers continue to value convenience and efficiency throughout the shopping process. Bandung Indah Plaza is therefore perceived as capable of meeting consumers' practical shopping needs, which subsequently encourages the development of more positive attitudes. These findings are consistent with the studies conducted by Du (2025), Gunardi et al. (2025), and Soe et al. (2025), all of which reported a positive relationship between utilitarian value and consumer attitude.

The Influence of Attitude on Repurchase Intention

The results indicate that attitude positively and significantly influences repurchase intention among Bandung Indah Plaza visitors ($B = 0.697$; $t = 7.634$; $p = 0.000$). Consumers who hold favorable attitudes toward the shopping center tend to exhibit stronger intentions to revisit and make repeat purchases. Positive attitudes reflect favorable evaluations and emotional responses that encourage consumers to continue purchasing products or services from tenants at Bandung Indah Plaza.

The present findings highlight the important role of consumer attitude in encouraging repurchase intention within the context of modern shopping centers. Consumers who perceive Bandung Indah Plaza positively are more likely to maintain their shopping preferences and

continue visiting the mall. Positive shopping experiences strengthen consumers' willingness to make repeat purchases. These findings are in agreement with those reported by Chairunisa et al. (2025), Pramuditha et al. (2025), Sari & Nurhadi (2025), and Vu & Nguyen (2025), who likewise found that attitude positively influences repurchase intention.

The Influence of Utilitarian Value on Repurchase Intention

The analysis provides evidence that utilitarian value has a positive and significant effect on repurchase intention among Bandung Indah Plaza visitors ($B = 0.383$; $t = 5.609$; $p = 0.000$). Consumers who perceive greater practicality, convenience, and effectiveness while shopping are more likely to intend to revisit and make future purchases. In this study, utilitarian value reflects consumers' perceptions of the functional benefits obtained during shopping, including efficient product searches, convenient tenant access, and the effective fulfillment of shopping needs.

These findings indicate that functional value continues to be an important consideration for Generation Z consumers when visiting modern shopping malls. Despite the growing role of shopping centers as places for leisure and social interaction, consumers still prioritize convenience and efficiency during their shopping activities. Bandung Indah Plaza is perceived as providing practical shopping experiences that satisfy consumers' expectations, thereby encouraging repeat purchasing behavior. Similar findings have been reported by Guo & Li (2022), Liu et al. (2025), and Steiner et al. (2025), who also identified a positive association between utilitarian value and repurchase intention.

The Influence of Utilitarian Value on Repurchase Intention through Attitude

The significant mediating effect of attitude on the link between utilitarian value and repurchase intention is formally verified by the Sobel test outcomes ($t = 5.994$; $p = 0.000$). This outcome indicates that utilitarian value influences repurchase intention not only directly but also indirectly through consumers' attitudes. Consumers who perceive shopping at Bandung Indah Plaza as practical, efficient, and convenient often form a positive attitude toward the establishment, a factor that directly reinforces their likelihood to repurchase.

The findings further indicate that the connection between utilitarian value and repurchase intention is significantly reinforced through the mediating function of attitude. Functional shopping experiences alone may not be sufficient to encourage repeat purchases unless they are accompanied by positive consumer attitudes toward the shopping center. Therefore, shopping center management should focus not only on improving functional shopping experiences but also on fostering favorable consumer attitudes to encourage long-term loyalty and repeat purchasing behavior. The present findings support previous evidence identifying attitude as a mediator between utilitarian value and repurchase intention while extending this line of research to the context of offline modern shopping malls.

CONCLUSION

This study confirms that utilitarian value has a positive and statistically significant effect on both attitude and repurchase intention among Bandung Indah Plaza visitors. Furthermore, the results demonstrate that the effect of utilitarian value on the intention to repurchase is significantly mediated by consumer attitude, which also directly promotes repeat purchases.

The findings emphasize that functional shopping experiences, particularly convenience, efficiency, and effectiveness, play an essential role in fostering favorable consumer attitudes and

encouraging repeat purchasing behavior among Generation Z consumers in the Greater Bandung area. These results also suggest that shopping center management should focus not only on increasing visitor numbers but also on improving consumers' functional shopping experiences to stimulate repeat purchases amid the Rojoli and Rohana phenomenon.

This study has limitations, particularly in terms of the research scope, which focused only on Bandung Indah Plaza visitors in the Greater Bandung area. Future studies are recommended to examine additional variables, such as hedonic value, shopping lifestyle, or store atmosphere, and involve larger and more diverse samples from different shopping centers or cities in order to provide more comprehensive findings regarding consumer behavior in modern retail environments.

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