THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORT SHOES

KARYA AKHIR

Untuk Memenuhi Persyaratan
Memperoleh Gelar Sarjana

CINDIKA VERONA
NIM. B1024221028

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TANJUNGPURA
PONTIANAK

2026

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORT SHOES

KARYA AKHIR

Untuk Memenuhi Persyaratan
Memperoleh Gelar Sarjana

CINDIKA VERONA
NIM. B1024221028

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2026

PERNYATAAN BEBAS DARI PLAGIAT

Yang bertanda tangan di bawah ini:

Nama	: Cindika Verona
NIM	: B1024221028
Jurusan	: Manajemen
Program Studi	: Manajemen
Konsentrasi	: Pemasaran
Judul Karya Akhir	: *The Effects Of Utilitarian And Hedonic Values On Purchase Intention For Sport Shoes*

Menyatakan dengan sesungguhnya bahwa Karya Akhir dengan judul tersebut di atas, secara keseluruhan adalah murni karya penulis sendiri dan bukan plagiat dari karya orang lain, kecuali bagian-bagian yang dirujuk sebagai sumber pustaka sesuai dengan panduan penulisan yang berlaku.

Apabila di dalamnya terbukti penulis melakukan plagiat, maka sepenuhnya menjadi tanggung jawab penulis yang dapat berakibat pada pembatalan Karya Akhir dengan judul tersebut di atas.

Demikian pernyataan ini penulis buat dengan sebenar-benarnya.

Pontianak, 30 Januari 2026



Cindika Verona
NIM. B1024221028

PERTANGGUNGJAWABAN KARYA AKHIR

Saya, yang bertanda tangan di bawah ini:

Nama	: Cindika Verona
NIM	: B1024221028
Jurusan	: Manajemen
Program Studi	: Manajemen
Konsentrasi	: Pemasaran
Tanggal Ujian	: 30 Januari 2026

Judul Karya Akhir :
The Effects Of Utilitarian And Hedonic Values On Purchase Intention For Sport Shoes

Menyatakan bahwa Karya Akhir ini adalah hasil karya saya sendiri, dan semua sumber baik yang dikutip maupun dirujuk telah saya nyatakan dengan benar.

Pontianak, 30 Januari 2026



Cindika Verona
B1024221028

LEMBAR YURIDIS

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORTS SHOES

Penanggung jawab Yuridis

Cindika Verona
B1024221028

Jurusan : Manajemen
Program Studi : Manajemen
Konsentrasi : Pemasaran
Tanggal Ujian : 30 Januari 2026

MAJELIS PENGUJI

Majelis Penguji	Nama NIP	Tgl/bln/thn	Tanda Tangan
Pembimbing 1	Dr. Hj. Juniwati, SE, M.P 196206031989032001	7/7/2026	
Pembimbing 2	Ilzar Daud, SE, M.Si., Ph.D 197208192000121001	7/7/2026	
Penguji 1	Dr. Barkah, S.E., M.Si. 196502201990032 000	7/7/2026	
Penguji 2	Bintoro Bagus Purmono, S.E., M.M. 198410012023211017	7/7/2026.	

Dinyatakan telah memenuhi persyaratan dan lulus oleh Majelis Penguji dalam Ujian Karya Akhir dan Komprehensif untuk memperoleh gelar Sarjana.

Pontianak,
Koordinator Program Studi Manajemen

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

UCAPAN TERIMA KASIH

Alhamdulillah Puji dan syukur penulis panjatkan kehadirat Allah SWT atas Rahmat dan Hidayah-nya, sehingga penulis dapat menyelesaikan karya akhir yang berjudul "*The Effect Of Utilitarian And Hedonic Values On Purchase Intention For Sport Shoes*", ini dengan baik. Penulisan karya akhir ini untuk memenuhi persyaratan dalam memperoleh gelar Sarjana (S1) Manajemen di Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.

Karya akhir ini Adalah bentuk tanggung jawab penulis terhadap Keputusan yang telah penulis ambil sebelumnya, juga bentuk terima kasih penulis kepada kedua orang tua yang telah membimbing dan memberikan dukungan kepada penulis hingga akhirnya bisa menyelesaikan penulisan karya akhir ini dengan baik.

Penulis juga banyak mendapatkan bimbingan, arahan, dan Manajemen dukungan dari berbagai pihak. Oleh karena itu, pada kesempatan ini penulis ingin menyampaikan terimakasih yang sebesar-besarnya kepada:

1. Prof. Dr. H. Garuda Wiko, S.H., M.Si, Rektor Universitas Tanjungpura Pontianak.
2. Ibu Dr. Barkah SE, M.Si, Dekan Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
3. Bapak Heriyadi, SE, M.E, Ph.D, Ketua Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
4. Ibu Dr. Wenny Pebrianti, S.E., M.Sc Sekretaris Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
5. Bapak Bintoro Bagus Purmono, S.E., M.M. Ketua Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
6. Bapak Ilzar Daud, S.E., M.Si., Ph.D selaku Dosen Pembimbing Akademik yang telah memberikan bimbingan dan arahan kepada penulis mulai sejak pertama sebagai mahasiswa Sl manajemen di Fakultas Ekonomi dan Bisnis Univesritas Tanjungpura, hingga berhasil menyelesaikan Karya Akhir.
7. Ibu Dr. Hj. Juniwati, S.E., M.P. selaku Dosen Pembimbing Riset yang selalu membantu memberikan arahan, masukan serta nasihat kepada penulis selama pengerjaan karya akhir ini.
8. Sir Arman Jaya S.Pd., M.M. selaku dosen yang telah membimbing dan memberikan kesempatan kepada penulis untuk tumbuh menjadi lebih baik sejak semester pertama hingga penulis menyelesaikan karya akhir ini.
9. Seluruh Dosen Fakultas Ekonomi dan Bisnis Khususnya Prodi Manajemen yang telah memberikan bekal ilmu pengetahuan selama masa perkuliahan berlangsung.
10. Staf Akademik, Tata Usaha terutama Ibu Dina dan Tenaga Kependidikan lainnya di Fakultas Ekonomi dan Bisnis yang telah membantu proses administrasi selama kuliah dan penulisan karya akhir ini.
11. Ibu dan Bapak penulis yang telah mendoakan, membimbing, dan memberi kesempatan kepada penulis untuk memilih jalannya sendiri hingga pada titik ini penulis mampu mempertanggung jawabkan pilihannya sendiri.
12. Saudara-saudara penulis yang selalu memberikan dukungan emosional kepada penulis.

13. Ilma Safira Andani dan Wan Fayzah yang telah menjadi dua orang pertama yang mendukung Keputusan penulis untuk melanjutkan Pendidikan ke Tingkat yang lebih tinggi sampai akhirnya penulis menyelesaikan tugas akhir ini
14. Teman seangkatan penulis Daranti Rahmadhani, Faiza Aulia, Nola Angelica Onenesti, Zuliandra Adelia Putri, Aura Rahamania Austin, Riyan Hidayat, Adil Imam Nurkhalish, Luqman Nul Hakim, Sinatrya Iz-zul Haq, dan Anugerah Bintang Pratama yang telah membersamai penulis sejak awal perkuliahan.
15. Goku Syahlidi dan Angga Suda Pamungkas yang telah membantu penulis dalam proses penyelesaian tugas akhir.
16. Rika Ayub selaku mentor penulis sebelumnya yang telah mengijinkan penulis untuk menempuh Pendidikan sambil bekerja dan di saat yang bersamaan memberikan dukungan kepada penulis untuk menyelesaikan Pendidikan.
17. Terakhir, saya ucapkan terimakasih dan selamat kepada penulis, Cindika Verona yang telah menyelesaikan tugas akhir ini dan mampu bertanggung jawab dengan pilihannya sendiri hingga akhir. Teruslah belajar setelah ini dan tumbuhlah dengan sebaik mungkin untuk memaksimalkan potensi yang Tuhan berikan sebagai bentuk Syukur atas setiap karunia yang di berikan.

Penulis menyadari bahwa skripsi ini masih memiliki berbagai keterbatasan dan belum sepenuhnya sempurna. Oleh karena itu, penulis mengharapkan saran dan masukan yang bersifat membangun dari berbagai pihak sebagai bahan perbaikan di masa yang akan datang. Akhir kata, penulis berharap skripsi ini dapat memberikan manfaat, baik bagi penulis sendiri maupun bagi pembaca dan pihak-pihak yang berkepentingan

Pontianak, 30 Januari 2026

Cindika Verona
B1021221028

PENGARUH NILAI UTILITARIAN DAN HEDONIK TERHADAP NIAT MEMBELI SEPATU OLAHRAGA

Cindika Verona

Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Tanjungpura.

ABSTRAK

Tren olahraga yang berkembang pesat telah menyebabkan peningkatan penjualan di industri pakaian olahraga, terutama dalam penjualan alas kaki. Adidas, sebagai merek teratas di Indonesia, telah berhasil mendominasi pasar alas kaki olahraga dan mengungguli produk-produk lokal maupun global lainnya di pasar-pasar berkembang seperti Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh nilai utilitarian dan hedonik terhadap niat beli yang dimediasi oleh sikap, dengan FOMO sebagai variabel moderator. Dengan menggunakan metode kuantitatif terhadap 256 responden Generasi Z di Indonesia dan dianalisis menggunakan SEM-PLS versi 4, hasil penelitian menunjukkan bahwa kedua variabel independen tersebut memiliki pengaruh yang signifikan terhadap niat beli, baik secara langsung maupun melalui mediasi variabel sikap. Selain itu, sikap sebagai variabel mediasi juga memainkan peran yang signifikan dalam niat beli. Namun, pengaruh FOMO sebagai variabel moderator antara sikap dan niat beli menunjukkan hasil yang tidak signifikan. Temuan ini memberikan implikasi strategis bagi Adidas dalam meningkatkan inovasi produk.

Kata kunci: Sikap, FOMO, Nilai Hedonik, Nilai Utilitarian, Niat Membeli

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORT SHOES

Cindika Verona

Department of Management
Faculty of Economics and Business
Tanjungpura University

ABSTRACT

The rapidly growing sports trend has led to an increase in sales in the sportswear industry, especially in footwear sales. Adidas, as the top brand in Indonesia, has successfully dominated the sports footwear market and outperformed local and other global products in emerging markets such as Indonesia. This study aims to analyze the influence of utilitarian and hedonic value on purchase intention mediated by attitude with FOMO as a moderating variable. Using a quantitative method on 256 Generation Z respondents in Indonesia and analyzed using SEM-PLS version 4, the results indicate that both independent variables have a significant effect on purchase intention, both directly and through the mediation of the attitude variable. Furthermore, attitude as a mediating variable also plays a significant role in purchase intention. However, the influence of FOMO as a moderating variable between attitude and purchase intention shows insignificant results. These findings provide strategic implications for Adidas in enhancing product innovation.

Keyword: *Attitude, FOMO, Hedionic Value, Utilitarian Value, Purchase Intention*

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORT SHOES

RINGKASAN KARYA AKHIR

1. Background

The increasing awareness of healthy lifestyles in Indonesia, particularly after the COVID-19 pandemic, has encouraged the growth of sports and fitness activities among consumers. This development has also been strengthened by the rapid use of social media and digital platforms, which have made sports activities, healthy lifestyles, and footwear trends more visible to the public. As a result, sports shoes are no longer perceived merely as functional products used for physical activities, but have also become part of lifestyle, identity, and self-expression, especially among Generation Z consumers.

In the Indonesian sports footwear market, global brands such as Adidas continue to hold a strong position despite their relatively high prices. This phenomenon reflects the strong appeal of international brands, which are often associated with product quality, comfort, fashionable design, brand reputation, and social status. However, this condition also creates an interesting consumer behavior issue, as many Indonesian consumers still show a strong intention to purchase premium global sports shoes despite having relatively limited purchasing power.

Consumer purchase intention toward sports shoes can be influenced by both utilitarian and hedonic values. Utilitarian value refers to the functional benefits of a product, such as comfort, durability, quality, and performance support. Meanwhile, hedonic value relates to emotional and experiential benefits, such as pleasure, confidence, visual attractiveness, and the symbolic meaning of the product. These values may shape consumers' attitudes, which subsequently influence their purchase intention.

In addition, the increasing influence of social media has encouraged the emergence of the Fear of Missing Out (FOMO) phenomenon. In the context of sports shoes, FOMO may encourage consumers to follow popular trends and purchase products that are widely used by others in their social environment. Therefore, this study examines the influence of utilitarian value and hedonic value on purchase intention toward Adidas sports shoes, with attitude as a mediating variable and FOMO as a moderating variable.

2. Problem Statement

1) How do utilitarian value and hedonic value directly influence consumers' purchase intention toward Adidas sports shoes?
2) How does attitude mediate the relationship between utilitarian value, hedonic value, and purchase intention?
3) How does FOMO moderate the relationship between attitude and purchase intention?

3. Research Objectives

1) Analyze the direct influence of utilitarian value and hedonic value on purchase intention.
2) Examine the mediating role of attitude in the relationship between utilitarian value, hedonic value, and purchase intention.
3) Test the moderating effect of FOMO on the relationship between attitude and purchase intention.

4. Research Method

This study employs a quantitative approach with a survey method to examine consumer behavior toward Adidas sports shoes in Indonesia. The population of this study consists of Generation Z consumers in Indonesia who are familiar with global sports shoe brands and have experience owning sports shoes from brands other than Adidas. The sampling technique used in this study is purposive sampling. The respondents were selected based on several criteria, namely Generation Z consumers aged 18–28 years, living in Indonesia, knowledgeable about global sports shoe brands, and owning sports shoes other than Adidas. A total of 256 respondents participated in this study.

Data were collected through an online questionnaire distributed using Google Forms. The questionnaire used a five-point Likert scale to measure respondents' perceptions of the research variables, namely Utilitarian Value, Hedonic Value, Attitude, Fear of Missing Out, and Purchase Intention. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4. The analysis included measurement model testing to assess validity and reliability, as well as structural model testing to examine the proposed hypotheses.

5. Result and Discussion

The results of the measurement model indicate that all research instruments meet the required standards of validity and reliability. All indicators have loading factor values above the recommended threshold, while the Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability values also fulfill the required criteria. These results show that the instruments used in this study are valid, reliable, and appropriate for measuring the research constructs.

The structural model results show that utilitarian value has a positive and significant effect on attitude. This finding indicates that functional aspects of Adidas sports shoes, such as comfort, product quality, durability, and performance support, play an important role in shaping consumers' positive evaluations. Hedonic value also has a positive and significant effect on attitude, indicating that emotional aspects such as confidence, fashion appeal, enjoyment, and visual attractiveness contribute to the formation of favorable consumer attitudes.

Furthermore, utilitarian value, hedonic value, and attitude have a positive and significant effect on purchase intention. These findings suggest that consumers' intention to purchase Adidas sports shoes is shaped by both functional and emotional considerations. Attitude also serves as an important mediating

mechanism, as positive evaluations of utilitarian and hedonic values can strengthen consumers' intention to purchase the product. However, the moderating role of FOMO in the relationship between attitude and purchase intention is not significant. This result indicates that FOMO does not strengthen or weaken the influence of attitude on purchase intention. In this context, consumers' purchase intention toward Adidas sports shoes appears to be more strongly influenced by product value, brand evaluation, and personal consideration rather than by the fear of being left behind by trends.

6. Conclusion and Recommendations

This study concludes that utilitarian value and hedonic value significantly influence consumers' attitudes toward Adidas sports shoes. Both variables also have a significant effect on purchase intention. In addition, attitude plays an important role in shaping purchase intention, indicating that consumers who have positive evaluations of Adidas sports shoes are more likely to show an intention to purchase the product. The findings also indicate that attitude functions as a mediating variable in the relationship between utilitarian value, hedonic value, and purchase intention. However, FOMO does not significantly moderate the relationship between attitude and purchase intention. This means that the effect of attitude on purchase intention remains consistent regardless of consumers' level of FOMO.

Based on these findings, Adidas and other sports footwear brands are encouraged to emphasize both functional and emotional values in their marketing strategies. Product quality, comfort, durability, design, confidence, and lifestyle relevance should be communicated clearly to consumers. Since FOMO does not show a significant moderating effect, marketing strategies should not rely solely on trend pressure or artificial scarcity, but should focus more on authentic product value, consumer trust, and strong brand positioning.

Future research is recommended to include additional variables such as price sensitivity, brand loyalty, perceived quality, social influence, or brand trust to provide a broader understanding of purchase intention in the sports footwear market. Further studies may also examine actual purchase behavior to better explain the relationship between consumer intention and real purchasing decisions.

DAFTAR ISI

Halaman

JUDUL i
PERNYATAAN BEBAS DARI PLAGIAT ii
PERTANGGUNGJAWABAN KARYA AKHIR iii
LEMBAR YURIDIS iv
UCAPAN TERIMA KASIH v
ABSTRAK vii
ABSTRACT viii
RINGKASAN KARYA AKHIR ix
DAFTAR ISI xii
DAFTAR TABEL xiii
DAFTAR GAMBAR xiv
DAFTAR LAMPIRAN xv
ISI KARYA AKHIR 1
1. *Introduction* 1
2. *Research Methods* 4
3. *Research Result* 5
4. *Discussion* 9
5. *Conclusion* 10
6. *Recommendation* 10
7. *References* 10
LAMPIRAN I SK Dekan xvi
LAMPIRAN II *Letter of Acceptance* xx
LAMPIRAN III Dokumen Informasi Artikel xxii
LAMPIRAN IV Tabel Operasionalisasi xxiv
LAMPIRAN V Kuesioner xxix
LAMPIRAN VI Tabulasi Data xxxv
LAMPIRAN VII Output Olahan Data xlii

DAFTAR TABEL

Halaman

Table 1. Respondent Characteristic.....5
Table 2. Convergent Validity and Composite Reliability.....6
Table 3. Discriminant Validity (HTMT)..... 8
Tabel 4. Path Results..... 8

DAFTAR GAMBAR

Halaman

Figure 1. Algorithm Model Result 8

DAFTAR LAMPIRAN

Halaman

LAMPIRAN I SK Dekan xvi
LAMPIRAN II *Letter of Acceptance* xx
LAMPIRAN III Dokumen Informasi Artikel xxii
LAMPIRAN IV Tabel Operasionalisasi xxiv
LAMPIRAN V Kuesioner xxix
LAMPIRAN VI Tabulasi Data xxxv
LAMPIRAN VII Output Olahan Data xlii

JURNAL ILMIAH MANAJEMEN DAN BISNIS
P-ISSN 2620-9551
E-ISSN 2622-1616
JAMBURA: Vol X. No X. XXXX
Website Jurnal: http://ejurnal.ung.ac.id/index.php/JIMB

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORTS SHOES

Cindika Verona[1], Juniwati[2], Ilzar Daud[3], Barkah[4], Bintoro Bagus Purmono[5]

Universitas Tanjungpura, Pontianak, Indonesia[12345]

E-Mail: B10242211028@student.untan.ac.id

Abstract: *The rapidly growing sports trend has led to an increase in sales in the sportswear industry, especially in footwear sales. Adidas, as the top brand in Indonesia, has successfully dominated the sports footwear market and outperformed local and other global products in emerging markets such as Indonesia. This study examines the effect utilitarian and hedonic value on purchase intention, with attitude positions as a mediating variable and FOMO as a moderating variable. Using a quantitative method on 256 Generation Z respondents in Indonesia and analyzed using SEMPLS version 4, the results indicate that both independent variables have a significant effect on purchase intention, both directly and through the mediation of the attitude variable. Furthermore, attitude as a mediating variable also plays a significant role in purchase intention. However, the influence of FOMO as a moderating variable between attitude and purchase intention shows insignificant results. These findings provide strategic implications for Adidas in enhancing product innovation.*

Keywords: ***Attitude; FOMO; Henic Value; Utilitarian Value; Purchase Intention***

Abstrak: *Tren olahraga yang berkembang pesat telah mendorong peningkatan penjualan dalam industri pakaian olahraga, khususnya pada penjualan footwear. Adidas, sebagai salah satu merek terkemuka di Indonesia, berhasil mendominasi pasar sepatu olahraga dan mengungguli produk lokal maupun produk global lainnya di emerging market seperti Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh utilitarian value dan hedonic value terhadap purchase intention yang dimediasi oleh attitude, dengan FOMO sebagai variabel moderasi. Penelitian ini menggunakan metode kuantitatif terhadap 256 responden Generasi Z di Indonesia dan dianalisis menggunakan SEM-PLS versi 4. Hasil penelitian menunjukkan bahwa kedua variabel independen berpengaruh signifikan terhadap purchase intention, baik secara langsung maupun melalui mediasi variabel attitude. Selain itu, attitude sebagai variabel mediasi juga memiliki peran yang signifikan terhadap purchase intention. Namun, pengaruh FOMO sebagai variabel moderasi antara attitude dan purchase intention menunjukkan hasil yang tidak signifikan. Temuan ini memberikan implikasi strategis bagi Adidas dalam meningkatkan inovasi produk.*

Kata Kunci: Sikap; FOMO; Nilai Hedonis; Nilai Utilitarian; Minat Beli

INTRODUCTION

1. Background

Indonesian people's awareness of a healthy lifestyle has increased since the COVID-19 pandemic, supported by the significant role of social media which continues to grow and has a significant impact on sports trends. Social media platforms and tracking apps like Strava, which have seen a tenfold increase in usage since 2019 (Hypeabis, 2025), have made exercise and a healthy lifestyle more visible, trackable, and desirable. As a result, exercise and physical activity have transformed from niche hobbies into daily routines for many, reinforcing new patterns in consumer demand for products like sports shoes. Based on the data from IMARC (2026), the sportswear market value in Indonesia in 2024 is estimated to reach around USD 2.55 billion, with predicted growth of up to USD 3.55 billion in 2033, reflecting an average annual growth rate of 3.72%. Meanwhile, the sports shoes market itself is projected to experience growth of 14.12% until 2027 (Febrian, 2025). Running shoes dominate the market as the most popular category, accounting for 41.8% of total sales and significantly outpacing other types of sports shoes. In comparison, soccer shoes accounted for only 15.1%, followed by futsal shoes at 11.5%, training shoes at 7.2%, badminton shoes at 5.5%, hiking shoes at 5%, and volleyball shoes at 3.7%. This sales composition

demonstrates a strong consumer preference for running shoes in Indonesia, placing Indonesia among the countries with the highest sports shoes purchasing rates compared to other countries (Akmal, 2025).

Data shows that international brand like Adidas still occupy the top positions in the sports shoes competition in the Indonesian market (Top Brand Index, 2025). This trend is certainly a concern for local products and a challenge for the Indonesian footwear industry. The value of imported products, with their global brand reputation and perceived superior quality, poses a major problem for domestic producers. This is because local brands compete not only on quality but also on perception and the image they form in the minds of consumers. In the scope of footwear, this phenomenon shows that sports shoes is not only seen from the perspective of its functional use, but has now become a symbol of lifestyle and an expression of identity, especially among generation Z. Consumer attention has shifted not only to practical aspects (utilitarian value), but also to social and emotional values related to comfort, pleasure, and entertainment (hedonic value), which significantly influences consumer behavior in choosing products (Zeng & Lin, 2025).

In many cases, consumers purchase a product not solely based on its utility, but also out of a desire to experiences that can enhance their social image. Products that are in demand or popular are often used as tools to project social identity, build connections within a community, and gain recognition from their social circle. In other words, the pursuit of products and experiences deemed fashionable is a way for consumers to achieve emotional satisfaction and enhance their social status through symbolic consumption. In addition, the fear of missing out (FOMO) phenomenon also strengthens the position of international brands, because consumers tend to be encouraged to own products that are currently popular globally to remain considered to follow social trends and not be out of style. This condition in line with social comparison theory, where Festinger (1954) believe that Individuals construct perceptions of their social and personal values through the process of comparing themselves with others. In addition, Social Comparison Theory supports the understanding of FOMO as a moderating variable, because consumers tend to make purchasing decisions based on social references and fear of being left out of trending consumption patterns (Dinh & Lee, 2024; Japutra et al., 2025).

According to Przybylski et al., (2013), the dominance of social media has created a new dynamic in consumption behavior. Platforms like Instagram and TikTok showcase the lifestyles of influencers and peers wearing premium sports shoes, fostering the phenomenon of Fear of Missing Out (FOMO). This leads people to underestimate their social skills and increases fears of missing out (FOMO) because the assessment is dominated by memorable examples (Good & Hyman, 2020). Furthermore, the FOMO phenomenon shapes people's responses to product choices, ultimately influencing purchase intentions. This raises questions, particularly in the Indonesian footwear market. In facts, the data show that global brands like Adidas which is known to have quite high prices, is still top brands in Indonesia. And at the same time, the average monthly wage of Indonesian people is in the range of 2-5 million rupiah (Nusawork, 2025), which means it is almost the same as the price of these global products. Given these conditions, how can Indonesian footwear consumers balance utility value and emotional satisfaction when choosing products, especially when faced with significant purchasing power constraints?

To understand this complex consumer behavior phenomenon, this study uses the Theory of Planned Behavior (TPB) as its main theoretical basis, which explains how attitudes mediate the relationship between perceived value and behavioral intention (Ajzen, 2011). In the realm of consumer behavior, attitude is understood as an individual's overall evaluation of a particular behavior, such as the decision to purchase a global shoes brand. This attitude is formed through the interaction between an individual's beliefs about the consequences of that behavior and their assessment of the expected consequences. The Theory of Planned Behavior (TPB) has been shown to have strong validity and has been widely applied in various research contexts, including sustainable consumption (Yadav & Pathak, 2016), discretionary shopping (Pena-García et al., 2020), and fashion product purchasing decisions (Cuong, 2024). Although consumer behavior has been extensively studied across various product categories, a notable research gap exists within the sportswear industry in emerging markets, particularly in Indonesia. This study represents one of the first attempts to examine the paradoxical nature of consumer behavior in such markets, where strong preferences for premium international brands persist despite considerable purchasing power limitations. In addition, the Indonesian market presents its own challenges with a significant income-price gap, where consumers with limited purchasing power still show strong intentions toward premium international brands. From an industry perspective, understanding consumer behavior patterns in the Indonesian sports shoes market is crucial for international brands seeking

JURNAL ILMIAH MANAJEMEN DAN BISNIS
P-ISSN 2620-9551
E-ISSN 2622-1616
JAMBURA: Vol X. No X. XXXX
Website Jurnal: http://ejurnal.ung.ac.id/index.php/JIMB

to expand their market share and for local brands striving to compete effectively. The rapid growth of the Indonesian sports shoes market demands a comprehensive analysis of consumer behavior to support strategic business decisions. Theoretically, this research responds to the need for more contextual consumer behavior studies in emerging markets. Additionally, the influence of social media and FOMO on purchasing decisions requires an updated theoretical framework that can explain current consumer behavior patterns.

This study aims to examine the influence of utilitarian and hedonic values on Indonesian consumers' intention to purchase sports shoes, with attitude as a mediating variable and FOMO as a moderating variable. Specifically, this study aims to: (1) analyze the direct influence of utilitarian and hedonic values on purchase intention; (2) examine the mediating role of attitude in the relationship between values and purchase intention; (3) test the moderating effect of FOMO on the relationship between attitude and purchase intention; and (4) provide empirical evidence for the paradox between limited purchasing power and premium brand preferences in the Indonesian sportsshoes market. The results of this study are expected to contribute to the theoretical understanding of consumer behavior in developing markets while providing practical insights for sports shoes industry players operating in a price-sensitive yet brand-conscious market environment.