

ABSTRACT

This research explores the impact of utilitarian and hedonic values on consumers' emotional pleasure and their intention to purchase Mykonos perfume through TikTok Shop. The study also examines the mediating role of flow experience in these relationships. A quantitative method with SEM-PLS analysis was applied, using data from 400 respondents who are active TikTok Shop users. The findings reveal that utilitarian value has a statistically significant influence on emotional pleasure, with a t-statistic of 3.323. Hedonic value demonstrates a stronger and more significant effect on emotional pleasure, indicated by a t-statistic of 6.276. Emotional pleasure, in turn, significantly influences purchase intention (t-statistic = 5.726). Moreover, flow experience serves as a significant mediator between both utilitarian and hedonic values and their influence on emotional pleasure and purchase intention, with t-statistics exceeding 3.7. This study contributes to consumer behavior literature in the context of social commerce and offers practical insights for brands to develop emotional-driven marketing strategies, especially through interactive platforms like TikTok Shop.

Keywords: Utilitarian Value, Hedonic Value, Emotional Pleasure, Purchase Intention, Flow Experience, TikTok Shop.