

Shopping Value Resonance of Household Appliance and Purchase Intentions in E-Commerce

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ABSTRACT

This study investigates shopping value resonance as a novelty concept that can bridge monetary promotion to purchase intentions on e-commerce platforms. Previous research has revealed that monetary promotion does not affect purchase intentions. The data was collected through a survey of 426 respondents who had shopped online in the form of home appliances and domiciled in Central Java, Indonesia. The data is analyzed using the Structural Equation Model PLS. The results show that monetary promotion has a significant and positive effect on purchase intention and shopping value resonance. Furthermore, shopping value resonance positively affects purchase intention. All the hypotheses are confirmed. The role of shopping value resonance as a mediation of monetary promotion and purchase intention is proven. Companies engaged in e-commerce can increase monetary promotion (e.g., discounts) through shopping value resonance, so that customer shopping on e-commerce is more comfortable and fun. This will have an impact on increasing purchase intentions. The findings suggest the need for companies to create monetary added value in their promotional activities considered useful by their customers.

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki shopping value resonance sebagai konsep kebaruan dapat menjembatani promosi finansial terhadap niat berbelanja pada platform e-commerce. Penelitian terdahulu mengungkapkan bahwa promosi finansial tidak berpengaruh terhadap niat berbelanja. Data dikumpulkan melalui survey terhadap 426 responden yang pernah berbelanja online berupa alat perlengkapan rumah dan berdomisili di Jawa Tengah, Indonesia. Data dianalisis dengan menggunakan Structural Equation Model PLS. Hasil penelitian menunjukkan bahwa promosi finansial berpengaruh signifikan dan positif terhadap niat berbelanja dan shopping value resonance. Selanjutnya, shopping value resonance berpengaruh positif terhadap niat berbelanja. Semua hipotesis terbukti dalam penelitian ini. Peran shopping value resonance sebagai mediasi promosi finansial dan niat berbelanja terbukti. Perusahaan yang bergerak pada bisnis e-commerce dapat meningkatkan promosi finansial (misalnya diskon) melalui shopping value resonance agar belanja pelanggan pada e-commerce semakin nyaman dan menyenangkan. Hal ini akan berdampak pada peningkatan niat berbelanja. Hasil penelitian menyarankan perlunya perusahaan untuk menciptakan nilai tambah finansial dalam kegiatan promosinya yang dipandang bermanfaat oleh pelanggannya.

1. INTRODUCTION

The development of e-commerce business in Indonesia has experienced a very significant increase. Based on databoks.co.id, the We Are Social survey results in April 2021, Indonesia is the largest user of e-commerce services globally, with 88.1%. The peak moment of promotion (e.g., moment

12.12), known as HARBOLNAS (national online shopping day), is always used as the peak moment of discount for marketplace sites in marketing their products. This research is interesting because the implications of sales promotion run by companies with e-commerce platforms using monetary and non-monetary promotions can increase customer

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buying interest. Sales promotion in monetary promotion, such as discounts and free shipping, is a more effective utilitarian product.

In contrast, non-monetary promotion is more effective for hedonic products. Both utilitarian and hedonic customers' purchasing decisions are uniquely influenced by discounts (Jee, 2021). In addition, giving discounts can also increase pre-orders for the next product (Mukherjee et al., 2021). Social media interactions affect the quality of content, the reliability of perceived sources, and consumers' purchasing intentions on e-commerce (Onofrei et al., 2022). Therefore, business actors should take advantage of this moment because customers' shopping value increases purchase intention and sales in the marketplace (Paramitha et al., 2022).

Web satisfaction deals with shopping value, atmospheric website cues and purchase intentions (Prashar et al., 2017). E-loyalty also influences the impact of atmospheric website cues on e-satisfaction (Vijay et al., 2019). However, poor reviews on the marketplace led to a decrease in purchase intentions in e-commerce customers (Zhang et al., 2022). As a shopping value mediation, customer satisfaction can affect future purchase intentions and word of mouth (WOM) (Moharana & Pradhan, 2019). Symbolic representation, the similarity of self-image, and emotional value strongly impact purchase intentions (Chen et al., 2022). In smart retail technology, there is a perceived complexity of customers' perspectives, novelty, advantages and risk characteristics that affect shopping value for consumers (Adapa et al., 2020). Customer perception of shopping value positively influences consumer satisfaction and loyalty (Cotarelo et al., 2021).

Online buyer groups are influenced by shopping value and website features, including e-shopping buyers because of their convenience and usefulness, and others rely on e-commerce to search for products (Kumar & Ayodeji, 2021). Value in the company to always excel should be developed, such as innovation with a web-based business platform, to facilitate the customer service experience (Edvardsson & Enquist, 2011). Brand resonance capabilities can influence marketing performance as a boost to social media marketing through the ability to associate and create strong brands as well as make a point of difference (Munir et al., 2021). The implications of an effective relationship marketing strategy shape a strong brand resonance through personalized attention and real rewards. Brand resonance is built with indicators of behavioral

loyalty, affective attachment, sense of continuity, and affective engagement (Habib et al., 2021). Resonance with a broad scope of experience can perfect alignment and coherence to life's ever-evolving transformation (Ruthven, 2020).

Consumers' purchase intentions at online shopping festivals on marketplace sites are quite interesting. There is a relationship between consumer purchasing intentions and utilitarian products and hedonistic products (Shang et al., 2020). Customer purchase motivation for online shopping is different from each other (Won & Kim, 2020). It can also increase consumer purchase intentions in online shopping (Akram et al., 2021). Customers on marketplace sites can simultaneously make impulse purchases (Bandyopadhyay et al., 2021).

The study focused on end customers to explore sellers' reputations using the Business to Consumer (B2C) e-commerce platform (Malak et al., 2021). The seller markets his product through the marketplace and is purchased by the customer as the product's end-user. The context of the area to be studied is Central Java, Indonesia. As a developing country with a population that is generally sensitive to prices, Indonesia will be interesting when discount promotions are applied (Sanny et al., 2022).

The characteristics of the people of Central Java are Javanese cultural values. One of these values is related to traditional household appliances. Traditional tools have lexical meanings, cultural meanings, and philosophical values (Suryadi, 2018). The e-commerce products studied are household appliances. Household appliances are among the most popular product categories by consumers who use e-commerce services. According to statistics 2020, household items such as furniture, kitchen appliances and others contribute 8.29 percent of the total trading. Household appliances sold in the marketplace have a relatively low level of risk, so buyers will feel safe and comfortable shopping for these products (Puspitasari et al., 2017). For online shopping intentions to be maintained, the risk of online shopping should be minimized (Tran, 2020a). Millennials become potential generations usually like to buy products after receiving information or other user experiences. About 53 percent of the products category they buy include household appliances, 53% (Fadholi et al., 2020). Sales of the household appliance in Shopee is 133 million items. Similarly, in the Tokopedia marketplace, household appliance products occupy the top position along with food & beverages and health products (9%).

Sales promotion tools in the form of monetary-

immediate can encourage customers to make unexpected impulse purchases (Bandyopadhyay et al., 2021). Other findings suggest that the perception of utilitarian benefits in savvy customers using sales pitches in the form of discounts can impact purchasing decisions (Jee, 2021). There are differences in purchase intentions depending on rating and price (Park et al., 2021). Purchase intentions are also influenced by customers' knowledge of product risks, privacy risks, and customer satisfaction (Tran, 2020b). However, the findings of other researchers suggest different results. Sales promotion in monetary promotion is not proven to increase customer buying intentions on marketplace sites (Sanny et al., 2022). It was also found that monetary-delayed sales promotion has no impact on impulse purchases and value shopping (Bandyopadhyay et al., 2021). So did other findings that sales promotions in monetary forms, such as discounts and price-bundling, did not affect utilitarian benefits (Sinha & Verma, 2020). When used for a long time, monetary promotion can decrease positive anticipatory utility over time (Mukherjee, 2021).

Because of gaps in previous studies, this study uses perspective from the dominant service logic /SDL theory by Lusch & Vargo (2016) as a theoretical foundation for mediating monetary promotion and purchase intention. Companies' business sustainability can be developed by creating established values (Lusch & Vargo, 2016). This study explores how e-commerce businesses can increase purchase intentions for their customers so that the company's performance improves. It also examines how to overcome sales promotion strategies in monetary promotions that are considered less attractive to customers to increase customer purchase intentions. We develop and test the conceptual model of shopping value resonance as a bridge to the monetary promotion and purchase intention in e-commerce businesses in Indonesia to answer the objectives. Shopping value resonance is a process of rejuvenating the value of shopping built to meet customer desires, find products that customers are looking for, a joy to shop, convenience shopping and quality products. Shopping value resonance makes customers more time-saving when shopping online. Customers can easily get the product they are looking for without hassle because the products offered are complete, as expected, and at a competitive price. Shopping value resonance can bridge monetary promotion against purchase intention. Through shopping value resonance, customers will easily find the products they are

looking for in the marketplace so that the discounts offered by the marketplace can improve the quality of customer perception, which will automatically increase purchase intentions. Shopping value resonance makes customers feel comfortable shopping online in the marketplace so that the price bundling promoted by the marketplace will attract more customers because the price is felt to be more appropriate. This will increase purchase intentions. Likewise, shopping value resonance through the quality of products offered by the marketplace following the price pegged so that coupons promoted to customers will be able to adjust the quality of products expected by customers. This will also have an impact on increasing purchase intentions. So that shopping for customers will be more fun and can increase purchase intentions. This study aimed to explore previous findings where there were monetary promotion inconsistencies to purchase intentions. Using shopping value resonance is expected to be a monetary promotion bridge to purchase intention to contribute to improving the company's performance.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Our study of shopping value resonance, as a novelty in this study, was adopted from the service dominance logic of Lusch & Vargo (2016). In SDL, there is an axiom, "Multiple actors co-create value, always including the beneficiary" and value is unique and phenomenal. Well-established and strong values can be developed to sustain a company's business (Lusch & Vargo, 2016). Continued business development with a business platform that facilitates customer service experiences that enhance customer and enterprise ethical values are major factors in developing value resonance (Edvardsson & Enquist 2011). Likewise, original and energetic leadership makes high resonance value resulting in sustainable customer value (Edvardsson & Enquist, 2012).

Shopping value through smart retail technology (SRT) can improve a positive consumption experience for consumers and retailers (Adapa et al., 2020). Shopping value consists of utilitarian and hedonistic values. Utilitarian shopping value is closely related to the appropriateness of customers in shopping and gaining functional benefits (El Hedhli et al., 2017). While hedonic shopping value is more than the customer pleasure felt when shopping (Sarkar, 2011). To generate sustainable customer value is certainly not easy. Especially for customers who shop online. Because in shopping online,

relative customers consider the goods they will buy whether the quality is in line with what the seller has offered? The low price of the sales promotion strategy will raise the above questions. Therefore, we developed the concept of shopping value resonance to bridge monetary promotion and purchase intention so that we can answer the research questions above. Several indicators include achieving what the customer wants, finding the product the customer is looking for, the joy of shopping, and a quality product for a set price.

One type of sales promotion is monetary promotion. Monetary promotion allows consumers to save more because of their purchases at relatively lower prices (Sinha & Verma, 2020). Companies can establish monetary promotion strategies to attract price-sensitive customers while still improving the quality of their products (Sanny et al., 2022). Although customers are sensitive to prices, they still pay attention to the quality of their products. Monetary promotion is more effective for utilitarian product types, associated with discounting price promotions so that consumers gain economic benefits and feel the cost savings incurred (Su et al., 2021). However, shopping online through e-commerce cannot be separated from the risks. Is the item purchased not on order, or is the product offered quality or not?

Consumers will be satisfied if what is expected aligns with the product's performance. Customer satisfaction impacts shopping value through future and word-of-mouth subscription intentions (Moharana & Pradhan, 2019). It is also known that the consumer experience when shopping and shopping trip value has a relationship to the buying interest of customers (Terblanche & Kidd, 2021). Thus we propose our first hypothesis:

H₁. Monetary promotion affects shopping value resonance.

The quality of service in marketing is very important. Service quality directly impacts the customer experience's value, the relationship quality with the customer, and the intention to buy (Tran, 2020a). Customers in online shopping sites can use more time to increase purchase intentions (Akram et al., 2021). Buying intentions are also influenced by the consumer's attitude (Won, 2020). Consumers who have high confidence in the company will intend to buy products in the company. Customers' purchasing intentions are closely related to quality, trust, and social presence in their environment (Liu et al., 2019). Shopping value with innovation,

entertainment, and social interaction dimensions affects purchase intentions (Çavuşoğlu et al., 2021). Furthermore, product quality and customer trust can affect purchase intentions (Liu et al., 2019). In order for customer repurchase intentions on digital business platforms not to be polarized, customers should not be made uncomfortable by always being reminded to clean their baskets during online shopping (Zhao et al., 2021). Customer attitudes toward certain sponsors also influence repurchase intentions as part of customer fan (Cho et al., 2021).

Shopping value can resonate with customers to be more interested in shopping online. It can be done by a pleasant shopping notice to the customer through a price that matches a quality product to increase the customer's buying intentions. For this reason, we propose the second hypothesis:

H₂. Shopping value resonance (SVR) affects purchase intentions.

Monetary promotion has a stronger impact on sales than gifts, and among such monetary promotions, standard promotions are more influential than coupon promotions (Tong et al., 2022). Monetary promotion, also called price promotion, offers buyers to buy products at lower prices (Sinha & Verma, 2020).

Customers are actively increasing interest in their purchases and the development of digital business platforms with a B2B para-social influence on recurring purchase intentions (Yuan et al., 2021). Sales promotion by giving discounts is the most sought information by customers, so this increases purchase intention (Sinha & Verma, 2020). de Oliveira Santini et al. (2015) prove that monetary promotion can increase purchase intentions. For this reason, we propose the hypothesis:

H₃. Monetary promotion affects purchase intentions.

For buyers who are sensitive to prices, the provision of discounts by sellers becomes attractive. Although in shopping online, risks arise from the discounts given. Sales promotion in discounts derived from price quality and hedonistic benefits can influence consumer purchasing decisions (Jee, 2021). Monetary promotions in the form of discounts are seen as beneficial and valuable by rational customers (Sanny et al., 2022). Internet network availability, website ease of use, and customer costs affect customer purchase intentions on e-commerce (Chen & Yang, 2021).

Giving discounts to customers is not seen as a form of quality reduction of the products sold. However, discounts can be used for customers to obtain quality products. For this reason, we propose the mediation hypothesis:

H₄. Shopping value resonance (SVR) mediates the influence of monetary promotion on purchase intentions.

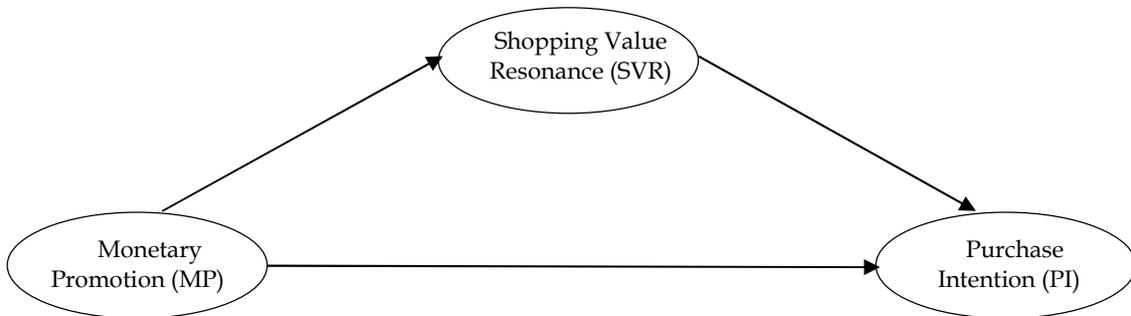


Figure 1. Research framework

3. RESEARCH METHOD

The population of this study is Indonesian consumers who use e-commerce platforms in Indonesia, such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. Consumers have purchased household appliance products as it is one of the best-selling product categories in online shopping. The sample size determination for using Structural Equation Modeling (SEM) follows Hair et al. (2021). The recommended size sample is 100-200 subjects or 5-10 times the number of parameters (indicator + column coefficient). To achieve a statistical power level of 0.95, we adopted the Soper sample size calculator for structural equation modeling (Soper, 2020). SEM-PLS line analysis investigates the mediation contribution of shopping value resonance of the influence of monetary promotion on purchase intentions.

The respondents are consumers who have been shopping for household appliance products on marketplaces in Indonesia, such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli, and live in Central Java. The reason for choosing respondents to live in Central Java is that Central Java people are generally sensitive to prices and have unique cultural characteristics. The method used to collect the data is a questionnaire distributed to

respondents (Sekaran & Bougie, 2016). The questionnaire is created in a Google form and distributed through WhatsApp Groups. The number of questionnaires distributed was 727 pieces. Questionnaire answers collected comes 678 respondents domiciled in Central Java and 49 domiciled outside Central Java. Of the 678 respondents, 426 had shopped for household appliances in the marketplace, which was the final sample of this study.

Some variable measurements in this study were adopted from previous studies and modified using new variables according to the purpose of the study. Monetary promotion is measured using a scale of five items adapted from Sanny et al. (2022) and Sinha & Verma (2020). Shopping value resonance is measured using a scale of four items adapted from Adapa et al., (2020), Kumar & Ayodeji (2021), Vijay et al. (2019), Tarka et al. (2022), Bandyopadhyay et al. (2021), and Dorai et al., (2021). The purchase intention is measured using a scale of six items adapted from Akram et al. (2021), Sanny et al. (2022), Jung et al. (2021), and Mukherjee (2021). All variables are measured using the five Likert scale, ranging from 1 to 5. The full explanation can be seen in Table 1.

Table 1. Operational definition of variables

Construct	Dimension/Indicator	References
Monetary	- Discount Price	Sanny et al. (2022)
Promotion	- Coupon - Price bundling	Sinha & Verma (2020)
Shopping Value Resonance	- Find the product the customer is looking for - a joy for shopping - Quality products for a set price. - Convenience Value	Adapa et al., (2020), Kumar & Ayodeji (2021), Vijay et al. (2019), Tarka et al. (2022), Bandyopadhyay et al. (2021), Dorai et al., (2021)
Purchase Intention	- Perceived quality - Price - Interest of consumer - Quality of the product - Value - Ease of shopping	Akram et al. (2021), Sanny et al. (2022), Jung et al. (2021), Mukherjee (2021)

4. DATA ANALYSIS AND DISCUSSION

In this study, 426 respondents had shopped online for home appliances and domiciled in Central Java. The questionnaire was distributed to respondents

for two months, from September to November 2021. The demographic characteristic of respondents is presented in Table 2.

Table 2. Characteristics of respondent

Characteristics	Percentage
Education level	
Elementary/Junior school	high 5.0
Senior high school	36.0
Diploma/Undergraduate	54.0
Master	4.0
Doctoral	1.0
Monthly income	
< IDR 3 million	77.0
IDR 3 - < IDR 5 million	13.0
IDR 5 - < IDR 7 million	4.0
IDR 7 - < IDR 10 million	3.0
≥ IDR 10 million	3.0
Shopping frequency	
Daily	3.0
Weekly	11.0
Monthly	58.0
Annually	4.0
Mixed	24.0
Market place	
Shopee	86.4
Tokopedia	7.3
Lazada	3.3
Bukaklapak	1.2
Blibli	0.2
JD.id	0.2
Other	1.4

The majority of online shopping respondents are women (68%), have a Diploma/Undergraduate (54%), and have an average monthly income < IDR 3 million (77%). Most respondents regularly shop every month (58%). Respondents mostly shop using Shopee.

This study tested the model using the SEM-PLS (Partial Least Square) structural equation technique using Smart-PLS 3.0 software. The SEM technique can test mediation effects simultaneously (Tabachnick & Fidell, 2019). Model testing on SEM-PLS is carried out in two stages: testing the measurement model (outer

model) and the structural model (inner model).

The measurement model consists of a construct's validity test and reliability test in tests, where the validity test separates into convergent and discriminant validities. The convergence validity test assesses the correlation between two measures of the same concept. The loading factor values are used to assess the reflective construction's convergence validity test. The discriminant validity test is measured by comparing the Average Variance Extracted (AVE) values of both constructions with the square of the correlation between the two constructions tested. Discriminant validity assesses how different the construction is from the others.

Convergence validity tests require a loading factor value of 0.7, and an AVE value must be higher than 0.5 (Hair et al., 2021). According to Hair et al. (2021), the square root of the AVE value of each construction must be higher than the correlation value between constructs. Reliability testing loading rules meet the composite reliability criteria, and Cronbach alpha is higher than 0.7, where 0.6 is still acceptable (Hair et al., 2021). Table 3 presents the results of validity and reliability test. Based on this table, it could be concluded that all variables are valid and reliable with the values Cronbach's Alpha and Composite Reliability >0.70.

Table 3. Results of validity and reliability test

Construct	Indicator	Std. Loading	Cronbach's Alpha	Status	R Square	R Square Adjusted
Monetary Promotion (X)	X1	0.825	0.735	Valid		
	X2	0.815		Valid		
	X3	0.785		Valid		
Purchase Intention (Y)	Y1	0.748	0.861	Valid	0.568	0.566
	Y2	0.840		Valid		
	Y3	0.778		Valid		
	Y4	0.746		Valid		
	Y5	0.760		Valid		
	Y6	0.731		Valid		
Shopping Value Resonance (Z)	Z1	0.750	0.824	Valid	0.197	0.195
	Z2	0.829		Valid		
	Z3	0.845		Valid		
	Z4	0.811		Valid		

Table 4 shows the results of the discriminant validity test using the Fornell-Larcker Criterion. This table shows that the root of AVE monetary promotion

is 0.809, higher than the correlation of this variable with purchase intention (0.574) and shopping value resonance (0.444).

Table 4. Results of discriminant validity test

Variable	Monetary Promotion	Purchase Intention	Shopping Value Resonance
Monetary Promotion	0.809		
Purchase Intention	0.574	0.768	
Shopping Value Resonance	0.444	0.692	0.810

The results of hypothesis testing are presented in Table 5 and Figure 2. This study tests the influence of monetary promotion on purchase intentions, mediated by shopping value resonance. The results show that monetary promotion has a significant and positive effect on purchase intention (P=0.000). This finding support previous studies proving that monetary promotion affects purchase intentions (Bandyopadhyay, Sivakumaran et al., 2021; Jee, 2021; Tran, 2020b). Price promotions are often used as a marketing strategy to attract new and existing customers. A lower retail price makes the product

more affordable for customers. As a result, retail traders in the marketplace apply certain discount patterns to increase customer purchase intentions and sales

The result also reveals that monetary promotion positively affects shopping value resonance (p=0.000). Furthermore, shopping value resonance positively affects purchase intention (p=0.000). This finding is in line with Terblanche & Kidd (2021). Customer consider this lower product price to be a good experience as it allows them to better afford the price offered.

Table 5. Results of hypothesis testing

Hypothesis	Direct & Indirect Effect	Coefficient	Std. Dev	T-Value	P-Value	Decision
H1	MP →SVR	0.444	0.046	9.729	0.000	Accepted
H2	SVR →PI	0.544	0.036	15.225	0.000	Accepted
H3	MP →PI	0.333	0.036	9.265	0.000	Accepted
H4 (ME)	MP →SVR →PI	0.242	0.029	8.404	0.000	Accepted

Note: MP= Monetary promotion; PI = Purchase intention; SVR= Shopping value resonance;
ME=Mediation effect

The finding also shows that shopping value resonance positively mediates the influence of monetary promotion on purchase intention (p=0.000). This means that if the marketplace company conducts monetary promotions (e.g., discounts), this will enhance the shopping value resonance process that further increases purchase intentions. Customers with a good experience in buying a product in the marketplace are satisfied with the seller of the product. This satisfaction in turn affects the customer’s shopping value through future purchase intention or spread the satisfaction by word of mouth. This finding explains that the variable shopping value

resonance as a novelty can bridge the gap in monetary promotion relationships to purchase intentions. Discounts are seen as useful and valuable by rational customers (Sanny et al., 2022). This price decline further increases purchase intention in e-commerce (Chen & Yang, 2021).

Figure 2 reveals that the R-square of purchase intention is 0.568. It means that 56.8 percent of customer purchase intentions are explained by monetary promotion and shopping value resonance. The model, therefore, is considered to be moderate. Another 43.2 percent of variation is influenced by other factors that need further study.

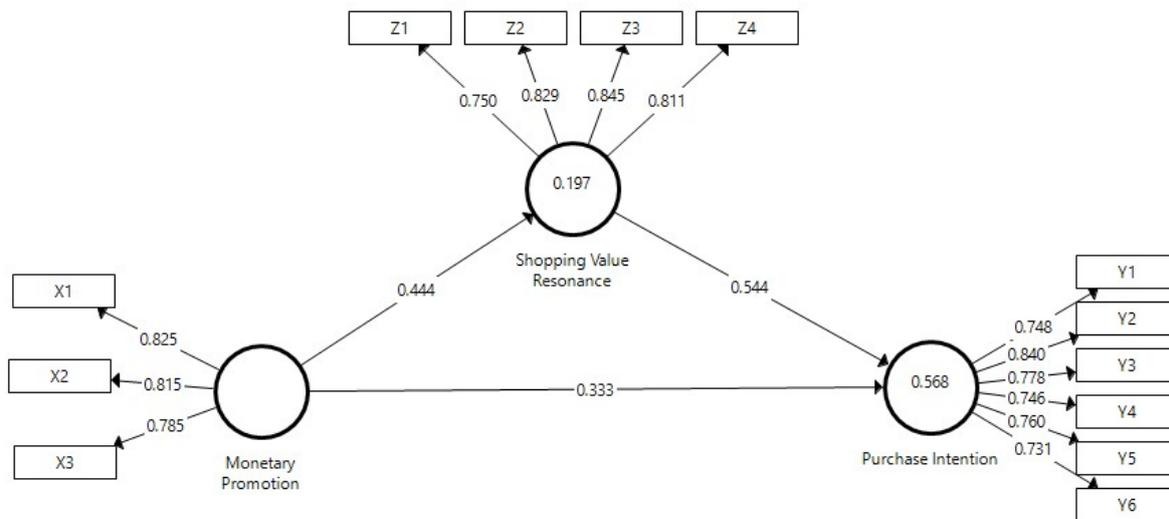


Figure 2. Path analysis

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Using the dominant service logic theory, the customer will state the perceived value (Lusch & Vargo, 2016). Then the company should be able to create the value of benefits felt by its customers. Customers will feel comfortable shopping. The results show that monetary promotion has a positive effect on purchase intentions.

Our research offers several contributions to the literature on monetary promotion. First, contrary to previous research showing that monetary promotion does not affect purchase intentions

(Sanny et al., 2022), our research shows that monetary promotion significantly affects purchase intentions. Companies engaged in e-commerce can increase monetary promotion (e.g., discounts), especially during HARBOLNAS (Online Shopping Day), through shopping value resonance, so that customer shopping on e-commerce is more comfortable and fun. This will have an impact on increasing purchase intentions. In line with our research findings, monetary promotion affects purchase intentions (Bandyopadhyay et al., 2021; Jee, 2021).

Second, the effect of shopping value resonance as a novelty in this study shows a very strong relationship with purchase intention. Similarly, monetary promotion and shopping value resonance are also strong. Shopping value resonance can be explained to bridge monetary promotion and purchase intention well. Convenience in shopping will increase the value of what the customer feels. The quality of the product that matches what the company has promised will cause customers to feel happy in doing this online shopping. Customers do not feel any hassles when shopping. For example, when a customer chooses a product placed online, the e-commerce company does not constantly remind him or throw it away. With shopping value resonance, customers will get a quality product following what the company has promised will cause customers to feel joy in doing this online shopping. The appearance of the products presented on e-commerce corresponds to the reality so that customers are not fooled.

Third, customers can easily get the products they want in the shopping value resonance. Providing valid information about product specifications will make it easier for customers to find the product they want. So that the time that customers spend when shopping online becomes shorter. For that, the value of benefits felt by customers will be expressed over the performance of e-commerce products or companies to be of particular concern to e-commerce companies in increasing shopping value resonance. Customers will feel comfortable in shopping, quality products, ease of finding products, suitability of products, and price offered with shopping value resonance; and it will then increase purchase intentions.

This research also contributes to the literature on shopping value resonance as a new concept to bridge the monetary promotion gap with purchase intention. This is proven to affect purchase intentions so that it can have an impact on purchasing decisions (Jee, 2021), determining ratings and prices (Park et al., 2021) and the satisfaction they feel (Tran, 2020a).

Our research is inseparable from limitations. First, our respondents are typical for the Central Java region only, and we recognize that respondents on a national and international scale will be even better because of the more sample size. Second, the type of products purchased by consumers is limited to home appliances; if future research can be more products purchased by consumers through the marketplace will be interesting again. Third, the addition of units is not only in business to customer

(B2C); maybe future research can include business to business (B2B), customer to customer (C2C), and customer to business (C2B) so that the results of the research will be more complex.

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