

CONSUMER VALUES AND INTENTION TO VISIT FOOD TRUCK “ANGKRINGAN” AMIDST COVID-19 PANDEMIC

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Abstract

The purpose of this study is to identify the factors that influence consumers' intention to visit the food truck “angkringan” from both utilitarian and hedonic perspectives. Structural equation modeling (SEM) was conducted with a sample of 42 responses. Both hedonic and utilitarian values do not directly impact consumers' intention, but the values do trigger consumers' intention indirectly by boosting a positive attitude toward food truck “angkringan”. Although utilitarian and hedonic values, such as convenience and reasonable prices, do not directly increase the intention to visit a food truck, these values evoke a favorable attitude towards the food truck which will ultimately trigger the intention. Thus, to attract consumers, utilitarian values e.g. efficiency or functionality and hedonic values, such as fun, exciting, unique, pleasant atmosphere, should not be ignored.

Keywords: Food Truck, Street Food, Consumer Value, Hedonic Value, Utilitarian Value

JELClasification:D9

1. INTRODUCTION

The term “angkringan” comes from the Javanese language, which means a tool and a place for selling food that is carried around and is curved upwards. In addition to being curved, there are also “angkringan” in the form of a wheelbarrow or food truck nowadays (Kagama, 2019). The existence of angkringan has also reached Jakarta and its surroundings, which at first only existed in Yogyakarta and Surakarta. However, the Covid-19 pandemic has had a negative impact on the food truck “angkringan” businesses. This sector experienced a decline in profits of up to 90% during the pandemic (Lawi, 2020). This is due to government regulations regarding restrictions on citizen mobility and physical distance to suppress the spread of the Covid-19 virus. Furthermore, food trucks have their own potential when compared to restaurants or other indoor places to dine in.

Food truck “angkringan” provide drastically different dining choices to consumers, including authentic cuisine and new fusion cuisine. More importantly, they have become an affordable dining option for consumers, as they offer good meals at low-level prices (Koutroumanis, 2015). They are also appealing to a number of consumers due to the accessibility and convenience of the affordable to-go

style meal and the wide variety of dining experiences (Wessel et al., 2016). In order to optimize the growth of the food truck business, food truck entrepreneurs need to understand how consumers build their intention to visit a food truck. Consumers engage in consumption behavior for two basic reasons: (a) entertainment and emotional value (hedonic), and (b) benefit and rational worth (utilitarian) (Arnold & Reynolds, 2003; Batra & Ahtola, 1991).

Hedonic values refer to an overall assessment of experiential benefits and sacrifices, such as pleasure and fun, whereas utilitarian values consider an overall assessment of functional benefits and sacrifices, such as economic values and time-saving judgments (Overby & Lee, 2006). Some consumers highly value the hedonic aspects of pleasure-oriented consumption while others greatly value the utilitarian aspect of worth of consumption (Shin et al., 2019). With this in mind, both hedonic and utilitarian values were investigated as they exert distinct influences on consumers' motives and behavioral intention (Ryu et al., 2010). To understand the role of utilitarian and hedonic values in the food truck “angkringan” business, these values are associated with attitudes and behavioral intentions of consumers.

Accordingly, this study had two primary purposes:

- a. To investigate the relative importance of hedonic and utilitarian values on intention to visit food trucks “angkringan”.
- b. To examine the mediating role of attitude between perceived values and behavioral intention.

1.1. Hedonic and Utilitarian Values

Values are defined as consumers' overall evaluation of the utility of products or services, based on perceptions of what they receive for what they give (Baker et al., 1994; Zeithaml, 1988). Value is a multi-dimensional construct, considering cognitive, social, functional, and/or emotional dimensions (Sweeney & Soutar, 2001). Among these various dimensions, the most commonly applied in marketing literature are hedonic and utilitarian dimensions (Babin et al., 1994; Jones et al., 2006; Park, 2004).

Consumers are typically involved in consumption behaviors for either hedonic or utilitarian reasons (Lim & Ang, 2008). Hedonic values reflect the emotional and affective aspects of consumption behavior, such as excitement and fun, while utilitarian values reflect the practical or economical aspects of consumption behavior (Babin et al., 1994). More specifically, hedonic values are more personal and subjective values which are aroused by playfulness and fun, rather than by task completion (Babin et al., 1994). Thus, they are experiential, affective, and non-instrumental in nature. The nature of hedonic values reflects entertainment and emotional aspects derived from the fun and play of the experience (Babin et al., 1994).

Conversely, utilitarian values are rational and task-oriented, and thus they are traditionally instrumental, cognitive, and functional in nature. Consumers pursuing utilitarian values are concerned with purchasing products in a timely and efficient manner to obtain their goals at a minimum cost (Babin et al., 1994). Utilitarian values are traditionally considered as the primary triggering factors of consumer choice (Kim et al., 2013). Both hedonic and utilitarian values represent an evaluation of the overall motive of consumption behaviors. Therefore, using these values together presents a more comprehensive understanding of the value (Ryu et al., 2010). This study applied the hedonic values of dining experiences at a food truck “angkringan” as possessing potential entertainment and emotional worth. The utilitarian attributes for dining at a food truck were interpreted as saving consumers' time, money, and effort to eat.

1.2. Values and Intention to Visit

Consumers' perceived value significantly affects their purchase decision-making process, thus leading to

the behavioral intention to visit (Zeithaml, 1988). Based on the equity theory consumers evaluate what is deserved for the perceived cost of the offerings, including monetary payments and non-monetary sacrifices (Yang et al., 2011). When consumption experiences present high value levels to consumers, they are more likely to express positive behavioral intentions (Ha & (Shawn) Jang, 2010; Kandampully et al., 2015). Thus, special attention has been paid to consumers' perceived values as a significant driving factor of their purchasing behaviors (Anderson & Srinivasan, 2003). A number of empirical studies, especially in hospitality literature, have presented the positive relationships between the hedonic and utilitarian values and the behavioral intentions, such as revisit intentions, word-of-mouth, and willingness to recommend (Chang, 2013; Ha & (Shawn) Jang, 2010; Hyun et al., 2011; Kim et al., 2013; Ozturk et al., 2016). For this study, the following hypotheses were tested:

H1. Hedonic value of the dining experience at a food truck positively influences consumers' intention to visit.

H2. Utilitarian value of the dining experience at a food truck positively influences consumers' intention to visit.

1.3. Values, Attitude, and Intention to Visit

Attitude is conceptualized as “an overall evaluation of an object captured in attribute dimensions such as good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable” (Ajzen, 1991). Furthermore, consumers' perceived values are the foundation of their attitudes toward an object (Kim et al., 2013). In this regard, previous studies have presented consumer values as fundamental predictors of consumer attitudes (Sweeney & Soutar, 2001). Researchers suggested that both hedonic and utilitarian values play a significant role in the understanding of consumers' attitudes toward purchasing hospitality products and services (Kim et al., 2013).

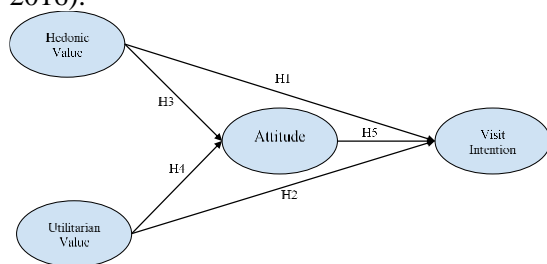
According to the Theory of Planned Behavior (TPB), one of the fundamental factors forming behavioral intention is attitude, and perceived value is an assessment of attitude (Ajzen, 1991). Homer and Kahle's (1998) value-attitude-behavior model also supports the notion that values, which are abstract in nature, influence midrange attitude, and in turn the attitude influences specific behavior in a decision-making process. The predictive ability of the TPB has been demonstrated in previous studies considering intentions to purchase services (Gursoy et al., 2006), food (Louis et al., 2007), and destination selection (Lee, 2009). Therefore, the following hypotheses are tested:

H3. Hedonic value of the dining experience at a food truck positively influences consumers' attitude.

H4. Utilitarian value of the dining experience at a food truck positively influences consumers' attitude.

H5. Consumers' attitude positively influences intention to visit.

Based on the review of the aforementioned previous research, the conceptual model is proposed (Fig. 1). With a consideration of the TPB (Ajzen, 1991) and the value-attitude-behavior model (Homer & Kahle, 1988), the critical mediating role of attitude on the relationships between values and intention to visit is proposed. This study also suggests that consumers' hedonic and utilitarian value can lead to their intention to visit food trucks, as suggested by several previous empirical studies (e.g., Chang, 2013; Ha and Jang, 2010; Hyun et al., 2011; Kim et al., 2013; Ozturk et al., 2016).



2. RESEARCH METHODOLOGY

A total of 42 respondents participated in this survey. Respondents are residents of Solo Raya and its surroundings, aged 18 years and over, and had visited food truck and/or “angkringan”. An online questionnaire was created using Google Form and the survey link along with a description of the research.

The conceptual structural model in this study has four latent variables: hedonic values, utilitarian values, attitudes, and intentions. All instruments were adopted from the previous literature. For example, hedonic value is assessed with four items (e.g., “Eating out in food trucks is fun and enjoyable”) and utilitarian value is measured using three items (e.g., “Eating out in food trucks is pragmatic and economical.”) (Babin et al., 1994; Batra & Ahtola, 1991; Nejati & Moghaddam, 2013). Attitude was measured with four semantic differential items (e.g., Disadvantageous: Advantageous) (Ajzen, 1991; Francis et al., 2008; Yoon, 2015). Intention was assessed with three items (e.g., “I am planning to visit a food truck when eating out in the future”) (Francis et al., 2008; Perugini & Bagozzi, 2001). Hedonic value, utilitarian value, and intention were measured on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree), while attitude was measured on a seven-point semantic differential scale. The validity of the instrument was tested using factor “outer” loadings and average variance extracted (AVE). Reliability of each factor

was accessed using Cronbach’s alpha coefficients and composite reliability (CR).

Following the recommendations of Anderson and Gerbing (1998), a two-step process was carried out for SEM using SmartPLS v.3.3. As a first step, confirmatory factor analysis (CFA) was performed to ensure that all the measured variables were related to the correctly hypothesized latent variables. As the second step, SEM was conducted to determine the relationship between latent variables.

3. RESULT AND DISCUSSION

3.1. Data Screening and Respondent Demographic

A total of 42 usable questionnaires were collected. To check the normal distribution, we checked the skewness and kurtosis values. All values of skewness and kurtosis are less than 3 and 10, respectively, indicating a normal data distribution (Kline, 2016). About 28.6% of the respondents were male and 71.4% were woman. The two most common age groups were 25 to 34 (52.4%) and 35 to 44 (33.3%). The majority of respondents live in Surakarta (33.3%) and Sukoharjo (35.7%). The income level of the majority is at the level of IDR 0 – 4 million per month and IDR > 4 - 20 million per month. Table 1 summarizes the results of the demographic profile of the respondents.

Tabel 1. Demographic Characteristics of the Respondents (N = 42).

Characteristics		%
Gender	Male	28.6
	Female	71.4
Age	18 – 24	7.1
	25 – 34	52.4
	35 – 44	33.3
	45 – 54	7.1
	55 – 64	0
	Age 65 or older	0
Origin of domicile	Surakarta City	33.3
	Sukoharjo	35.7
	Karanganyar	9.5
	Boyolali	9.5
	Klaten	7.1
	Sragen	2.4
	Gunung Kidul	2.4
Income	IDR 0 – 4 million(s)	71.4
	IDR >4 – 20 millions	23.8
	IDR >20 – 40 millions	2.4
	IDR >40 millions	2.4

3.2. Measurement Model

Confirmatory factor analysis (CFA) using maximum likelihood estimation was conducted to check the adequacy of the measurement model. The

standardized factor “outer” loadings were higher than the minimum value of 0.75 suggested by (Hair et al., 2010). The final items included in the analysis are presented in Table 2. Reliability of each factor was accessed using Cronbach’s alpha coefficients and composite reliability (CR). The values of Cronbach’s alpha were between 0.88 and 0.98. In addition, the values of the CR values were between 0.92 and 0.98 (Table 3), which exceeded the minimum threshold of 0.70 suggested by (Nunnally, 1975). Convergent validity was also assessed by average variance extracted (AVE) for each factor. As shown in Table 3, the AVE ranged between 0.81 and 0.96. Thus, convergent validity was established (Fornell & Larcker, 1981; Nunnally, 1975). The Normed Fit Index (NFI) was 0.85, Chi-Square = 158.682, and Standardized Root Mean Square Residual (SRMR) was 0.048. Therefore, the measurement model fit the data reasonably well.

Table 2. Factor “Outer” Loadings

Variable Item	Hedonic Value	Utility Value	Attitude	Visit Intention
hedon1	0.935			
hedon2	0.960			
hedon3	0.953			
hedon4	0.791			
util1		0.912		
util2		0.915		
util3		0.872		
attitude1			0.942	
attitude2			0.912	
attitude3			0.969	
attitude4			0.960	
visit1				0.985
visit2				0.983
visit3				0.984

Note: **Green** = Valid, **Red** = Not Valid. Computed using SmartPLS v.3.3.3.

Table 3. Cronbach’s Alpha, Composite Reliability, Average variance extracted (AVE).

	Cronbach’s Alpha	Composite Reliability	AVE
Hedonic Value	0.931	0.952	0.833
Utilitarian Value	0.882	0.927	0.810
Attitude	0.961	0.971	0.895
Visit Intention	0.984	0.989	0.968

Note: Computed using SmartPLS v.3.3.3

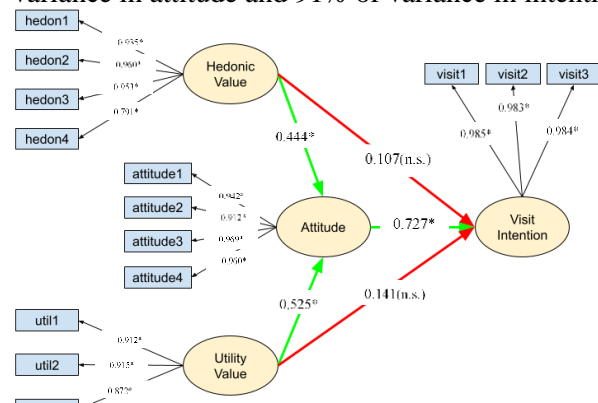
3.3 Structural Model

After analyzing the results of the validity and reliability of the measurement model, the structural equation model was tested using maximum likelihood estimation. This test aims to examine the causal relationship between constructs. Overall, the model fit index indicates that the structural model fits the data well. (SRMR = 0.048, Chi-square = 158.682, and NFI = 0.846).

Results of the SEM are presented in Fig. 2. The direct effect of hedonic value on intention was not significant, rejecting H1 ($\gamma = 0.107$, $p > 0.05$). The utilitarian value also did not affect intention directly, rejecting H2 ($\gamma = 0.141$, $p > 0.05$). However, the path from hedonic values to attitudes ($\gamma = 0.444$, $p < 0.05$) and from utilitarian values to attitudes ($\gamma = 0.525$, $p < 0.05$) was positive and significant, supporting H3 and H4. Finally, attitude was a significant positive predictor of intention, supporting H5 ($\beta = 0.727$, $p < 0.05$).

Additional analyzes were performed to examine the mediating effect of attitudes. Based on (Preacher & Hayes, 2008) guideline, the indirect effects were examined with Maximum Iteration = 300 with a 95% confidence interval. The indirect effect of hedonic value on intention via attitude ($\gamma = 0.323$, $p < .05$) was positive and significant. However, the direct effect of hedonic value on intention ($\gamma = 0.107$, $p > .05$) was not statistically significant. It was indicating that attitude plays a full mediating role between hedonic value and intention. In the relationship between utilitarian value and intention, attitude was also found to play a full mediating role (indirect effect, $\gamma = 0.382$, $p < .05$; direct effect, $\gamma = 0.141$, $p > .05$).

Regarding the total effects, hedonic value was a more significant predictor of intention than utilitarian value (Table 4). Squared multiple correlations (SMC) for attitude and intention were 0.88 and 0.91 respectively, indicating the model explained 88% of variance in attitude and 91% of variance in intention.



Note. * = $p < .05$, **green** = significant path, **red** = non-significant path.

Fig. 2. Causal Relationships Among Latent Variables.

Tabel 4. Total, Direct, and Indirect Effects on Visit Intention.

Path Decomposition	Standard Estimates	p-value	Results
Total: Hedon on Visit	0.429	$p < .05$	Significant
Direct: Hedon -> Visit	0.107	$p > .05$	Not Significant
Indirect: Hedon -> Attitude -> Visit	0.323	$p < .05$	Significant
Total: Util on Visit	0.522	$p < .05$	Significant
Direct: Util -> Visit	0.141	$p > .05$	Not Significant
Indirect: Util -> Attitude -> Visit	0.382	$p < .05$	Significant
Total: Attitude on Visit	0.727	$p < .05$	Significant
Direct: Attitude -> Visit	0.727	$p < .05$	Significant

Source: author's computation.

4. CONCLUSION

The food truck and “angkringan” industry has been growing quickly into a powerful consumer market (Alfiero et al., 2017). Previous literature explained that food trucks have become an affordable dining option for consumers because they can enjoy high quality food at low prices (Koutroumanis, 2015). However, consumers engage in consumption behavior not only because of economic values (utilitarian), such as rational values, but also because of impressions of experience (hedonic), such as emotional values (Arnold & Reynolds, 2003). Although the significant influence of the two values on behavioral intentions has been investigated, there is no research that links these values and consumer intentions to visit food trucks and “angkringan” in Solo Raya, Indonesia. Therefore, this study aims to determine the role of consumer hedonic and utilitarian values in generating consumer intention to visit food trucks and/or “angkringan”.

The results of this study indicate that hedonic values and utilitarian values are antecedents that do not directly affect consumers' intention to visit food trucks and “angkringan”. However, these two values have a significant influence indirectly through the full mediating role of attitudes towards consumers' intentions to visit food trucks and “angkringan”. It confirms that both hedonic and utilitarian values trigger the consumers' positive attitude toward food truck and

“angkringan”, thus leading to their intention to visit the food truck and “angkringan”. Although hedonic values and utilitarian values do not directly affect consumers' intentions, these two values trigger their intentions indirectly by increasing positive attitudes towards food truck and “angkringan”. It means that, the economic 'utilitarian' and emotional 'hedonic' values were still an important factor that shapes consumers' intentions to visit food trucks and “angkringan”, because they affect consumer attitudes. These findings suggest that consumers' values act as the basis of their attitudes toward food trucks and “angkringan”, which is consistent with suggestions from previous studies (Kim et al., 2013; Shin et al., 2019). In addition, as proposed by the theory of planned behavior (Ajzen, 1991), consumers' intention to visit food trucks and “angkringan” is influenced by their attitude about it.

This study contributes to the food truck and “angkringan” literature. This study shows that combining hedonic and utilitarian value dimensions provides a better understanding of the reasons why consumers visit food truck and “angkringan”. This study shows how hedonic and utilitarian values indirectly generate intention by influencing consumer attitudes to visit food truck and “angkringan”. Understanding these driving factors can help researchers to investigate various intervention strategies to improve the consumption behavior of food trucks and “angkringan” consumers. Meanwhile, the practical contribution of this study is to highlight the important factors that food truck vendors should consider in order to attract consumers. Although utilitarian and hedonic values, such as convenience and reasonable prices, do not directly increase the intention to visit a food truck, these values evoke a favorable attitude towards the food truck which will ultimately trigger the intention. Thus, to attract consumers, utilitarian values e.g. efficiency or functionality and hedonic values, such as fun, exciting, unique, pleasant atmosphere, should not be ignored.

To increase the utility value, food truck or “angkringan” vendors can provide promotions and special offers. By utilizing social media platforms, food truck sellers can advertise for free to let the audience know where the location of the food truck or “angkringan” is during a certain time and what is being promoted. Meanwhile, to increase the hedonic value, vendors can create a more festive and fun atmosphere, by using unique design ideas, upholding the appearance and professionalism of employees, or holding special events on a regular basis. Food truck vendors can also leverage social media platforms to engage consumers, creating a more personalized and enjoyable experience. For example, customers can be involved in naming menus, creating fan-generated advertisements, sharing

their previous dining experiences, and providing feedback for continuous improvement.

Although some findings were found in this study, this study has limitations. Generalization of the findings in this study should be done with caution because the convenience sampling method was applied. Data collected using convenience sampling methods may not accurately represent the population. In addition, this study distributes surveys via Google Forms so that responses can be biased compared to conducting an on-site survey. In addition, since this study uses a small sample cross-sectional survey, cross-sectional studies with larger samples or even longitudinal studies are recommended to gain causal insight and measure actual consumer behavior. Future research could also examine other values that may influence consumers' intentions and attitudes toward food trucks and "angkringan". For example, along with hedonic and utilitarian values, social values – the way consumers view themselves and expect to be seen by others – are another important component that explains consumer consumption behavior (Kim et al., 2013).

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