From flexing to community engagement and repurchase intention: An Indonesian Muslimah luxury brand approach

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Abstract

This study aimed to investigate the flexing phenomenon transforming into a distinct emotional bond among a selected group, and culminating in the acquisition of an Indonesian luxury brand, an approach used in the marketing strategy for "Buttonscarves." This approach was dissected into utilitarian and hedonic values, as well as brand community engagement which impacted customer satisfaction and subsequent repurchase intention. Using a quantitative methodology, a survey was conducted on 61 respondents, who were esteemed members of the "BS Lady" community selected through convenience sampling. Furthermore, data were collected between March and April 2023 and analyzed using the Structural Equation Model Partial Least Square (SEM PLS). The results showed that brand community engagement was the primary driving force behind repurchase intention, implying the subtle influence of flexing. Customer satisfaction played a crucial role in encouraging repurchase intention and was significantly influenced by both utilitarian and hedonic values. However, Buttonscarves luxury products, specifically clothing and scarves designed for Muslim women, were perceived as delivering dual benefits in terms of utilitarian and hedonic values. This perception did not directly impact repurchase intention, and this study provided valuable insights into the unique dynamics of luxury product consumption, as well as held profound implications for luxury brand managers. Moreover, it showed the effectiveness of exclusive brand communities as a strategic tool for enhancing repurchase intention in the luxury sector.

Keywords: brand community engagement; customer satisfaction; hedonic values; repurchase intention; utilitarian value.

INTRODUCTION

Flexing is a relatively new term and has recently garnered attention among marketing experts as a social phenomenon, often described as the act of "wanting to appear wealthy by showing off." This phenomenon is often derided for the desire to (1) challenge Abraham Maslow's theory of needs, (2) provide market signals for upcoming trends, or (3) merely attract the attention of sponsors or endorsements. However, astute producers recognize the social circumstances surrounding flexing as a golden opportunity for management. After the COVID-19 pandemic, the prevalence of a flexing lifestyle

increased during social interactions and was ingrained in various aspects of life without exception. Supported by modern AI, ranging from health to commerce and education, digital integration has become increasingly pervasive in many facets of life, although cautiously regarded by many.

The term "flexing" refers to outward displays of the body, clothing, lifestyle, cars, housing, and other elements tied to the individual ego. Golding (2019) stated that in reality, most individuals attach ego nearly to everything in life, particularly in the economy through practices such as conspicuous consumption and spending on luxury goods or services to show off their socio-economic status. Moreover, conspicuous consumption, first introduced by Thorstein Veblen in 1899 in the book "The Theory of the Leisure Class: an Economic Study in the Evolution of Institutions," defines flexing as supple and ostentation displayed through clothing, body, lifestyle, cars, and housing. The Veblen term "conspicuous consumption" is corroborated by Chao & Schor (1998). Aeni et al., (2023) offered analytical support for the flexing phenomenon through hadith and psychology, where a luxurious lifestyle was often associated with brand exclusivity and prestige. However, in Islamic teachings, Sayidina Ali bin Abi Talib RA advised against discussing health, food, wealth, or riches in front of those lacking, an aspect often disregarded in the digital gadget-centric world. Goenka & Thomas (2020) showed that flexing had historically been viewed as a manifestation of the weakened morality of an individual in the expression of excessive consumption, also termed "conspicuous consumption." Fauziah (2023) explained that flexing had evolved in contemporary society from a taboo to an alternative strategy, specifically in marketing. Similarly, Pramudya et al., (2023) explained that marketing strategies motivated people to showcase their flexing behavior on social media. The flaunting of exclusive brands and a luxurious lifestyle is often associated with prestige, serving as a symbol of elevated social status with the aspiration to be perceived as elite. Mauhibatillah (2022) explained that flexing on social media included "elements of social drama," occasionally leading to fraudulent behavior in some widespread cases.

Based on the Islamic perspective, Pramudya et al., (2023) stated that flexing on social media often leads to conflict due to contradiction with several verses of the al-Qur'an and al-Hadith. This was supported by Mustamin (2022) and Hanifa et al., (2022), who adopted thematic methods in the scope of Dirayah Hadith (Syifana, 2021). Aeni et al., (2023) traced instances of flexing through keywords, such as showing off, arrogance, and wealth, by the "Encyclopedia of Hadith Book of 9 Imams". This was also supported by Saltanera (2015), who identified various hadith themes related to flexing, such as "almsgiving but showing off", in Bukhari No. 1326; "arrogance, showing off and hostility", in Bukhari No. 2648, 3373, and 6809; "Riya, showing off and ambition", in Bukhari No. 26; "almsgiving and arrogance which Allah SWT loves," in Ahmad No. 22630 and 22632; as well as in Nasai' No. 2511. Additional themes comprised "selecting reward over luxury", in Muslim No. 4390; "Avoiding luxury", in Muslim No. 3857; "luxurious clothes (because you want to be praised) are a shame in the afterlife", in Abu Daud No. 3511; "Wealth is measured not by possessions but by the heart", in Ahmad No. 7015; and "Wealth belongs only to Allah SWT", in Bukhari No. 799 and Ibn Majah No. 869. According to Pramudya et al., (2023), steps should be taken to verify the authenticity of hadiths to determine the quality of those related to flexing. Darmalaksana (2020) stated that the meaning of hadith content according to scholars should also be considered in extracting the meaning of flexing and Darmalaksana (2022). For instance, Quraish Shihab, citing (Labib, 2022), examined flexing within the context of the times in *"Tahadduts bi al-ni'mah in Tafsir al-Misbah",* relating it to job opportunities through the Muslim modest fashion industry in Indonesia. Understanding *Tahadduts bi al-Ni'mah* regarding the phenomenon of flexing necessitates a thorough investigation in line with al-Qur'an teachings, the primary guide for every Muslim in navigating life. The provision of *sholihun li kulli zaman wa makan* ensures its perpetual relevance in every space and time (Adzim, 2021). Further explained, citing Allah's statement in Q.S al-Dhuha (93): 11: وأما بنعمة ربك فحدث (And as for the blessings of your Lord, "convey them"). Despite the clear contradiction between the mentioned hadith themes and the prevalent flexing behavior on social

media, Pramudya et al., (2023) concluded by acknowledging limitations. The study suggested that for future benefits, flexing as a potential outlet during post-pandemic economic lows and mass layoffs might evolve into a crucial element in marketing and services of the Muslim women's fashion industry in Indonesia. This evolution was in line with Indonesia's significant position in the global modest fashion industry, as reported by Thomson and Reuters in 2019. According to the State of Global Islamic Economy Report in 2019, Indonesia is second only to the United Arab Emirates in developing the finest Muslim fashion globally. Muslim women who adhere to Allah's commands and prohibitions typically use Muslim clothing (Abdullah & Abdullah, 2019). Women exhibit greater shopping instincts and engagement compared to men (Asih & Pratomo, 2018). The strategic consideration of providing superior value to consumers through hedonic and utilitarian values is crucial for organizations in the fashion industry to create a competitive advantage (Mehmood, 2015).

The term *Mba-mba dan Mas-mas SCBD* came into focus, as reviewed by Kasali (Noviana, 2022), showing that flexing is not confined to younger generations. The Baby Boomer generation in Indonesia is engaged in flexing, showcasing achievements such as doctoral or professional degrees, both local and international. For instance, Donald Trump flaunted the purchase of Trump Tower shares by the Royal family from Buckingham Palace. While there was no response from the family regarding this claim, the show-off still positively influenced the demand for the share. Noviana (2022) further explained that flexing occurred across various demographics, spanning from remote areas and metropolitan cities, including entrepreneurs at the MSME level to prominent business figures, and from Gen Baby Boomers to Gen Z. This behavior occasionally defies conventional wisdom, exemplified by extravagant show off like purchasing fried rice from a street cart for IDR 400 million or an Indonesian cosmetics entrepreneur from Bali gifting a private jet for spouse birthday. These acts share the same underlying motives, namely showcasing wealth and demanding recognition of social class. Based on the *Mba-mba dan Mas-mas SCBD* phenomenon, people not only flaunt imported clothing and accessories but also prominently feature items (specifically among those wearing hijabs) from local fashion brands that signify an elite market class in Indonesian upper echelons. The local brands establish strong connections through exclusive communities spread across various provinces, nearly evenly distributed in Indonesia. The community shows off 'luxurious' status, style, and wealth through the choice of clothing, hijabs, or other accessories, often launched specifically for the members before entering the general market through offline outlets.

Members of this exclusive Muslim fashion community consciously and continuously share their lifestyles on special platforms such as Instagram. The flaunting of luxury Muslim fashion items in posts is specifically aimed at gaining admiration and attracting new followers to expand the network, further solidifying high social status. Despite these practices, Aeni et al., (2023) cautioned that flexing behavior contradicted Islamic teachings, based on the Hadith narrated by Abu Dawud No. 3511. According to this teaching, genuinely wealthy individuals do not show off wealth, and those who do might not be rich. The Muslim fashion industry has supported family economic resilience, specifically during the recent pandemic. Flexing, in certain contexts, enables companies and industries to achieve sustainable business management. Therefore, people need to observe social phenomena in society, showing previously unseen opportunities.

Buttonscarves is a popular hijab brand from Indonesia that has successfully penetrated the international market by offering "luxury lifestyle products," primarily focusing on scarves (veils) (Dinanti, 2023). This brand uses laser cutting in its designs to create unique and high-quality edge finishes (Tashandra & Dewi, 2020).

Brand owner, Linda Anggrea, was inspired to establish the business due to the difficulty in finding well-suited hijabs. Initially, the brand sold products exclusively online through buttoncarves.com, but has since expanded with physical stores in major cities across Indonesia. Since its inception, Buttonscarves has garnered positive market feedback and experienced continuous growth

(Dinanti, 2023). The scarves collection starts at IDR 220,000, while the latest Louvre Series collection is priced at IDR 395,000 (Tashandra & Dewi, 2020).

In 2019, Buttonscarves received the "The Best Valuable Brand" award from Hijup, followed by "The Best Brand in Modest Fashion Category" by Zalora Indonesia in 2021. As of 2021, the brand has expanded to a total of 24 store outlets in Indonesia, two in Malaysia, five "Needles" outlets, and one "Threads Needles Couture" outlet (Kesuma, 2021). The loyal customers are known as "BS Lady," a platform established to unite women to engage in positive activities through organized events (Kesuma, 2021). This community interacts through both offline (events) and online (Whatsapp Group) channels.

Several studies explored utilitarian and hedonic values in diverse contexts, such as department store products in Malaysia (Mehmood, 2015); environmentally friendly products (Moenardy et al., 2016); fast food restaurants (Hanzaee & Rezaeyeh, 2013); and ready-to-drink coffee products (Wang & Yu, 2016), but only a few focused on analyzing Luxury Lifestyle Brands in the context of Muslim fashion. Although there were in-depth investigations on brand community engagement across industries, such as the Indonesian diabetes community (Ramadhan & Nita, 2022); online brand communities on Facebook; and prestige brand communities in China (Danyang et al., 2020), there is a dearth of study explaining the role of brand community in luxury lifestyle in the context of Muslim women fashion. Therefore, this current study aimed to investigate how brand community influenced customer satisfaction and repurchase intentions in Luxury Lifestyle Brands in the context of Muslim fashion. It specifically examined the role of utilitarian values, hedonic values, engagement of the brand community in luxury lifestyle and the impact on customer satisfaction, and repurchase intention, focusing on Buttonscarves brand as the study subject.

HYPOTHESES DEVELOPMENT

The effect of utilitarian and hedonic values on customer satisfaction

Utilitarian value refers to a practical and rational evaluation or the general assessment of value combining quality, convenience, and value for money (Wang & Yu, 2016). It entails goal-oriented shopping motivations, focusing on making optimal purchasing decisions related to essential needs such as functionality, instrumentation, cognition, durability, pricing, and physical performance (Handoyo & Mani, 2021). Elements contributing to utilitarian value include product usability, efficiency, simplicity, convenience, ease of accomplishing tasks, and certain experiences (Polat & Seyrek, 2022).

Hedonic value is based on sensory experiences or emotional satisfaction of consumers when using a product. Perceived hedonic value reflects the experiential aspect of the shopping experience, about the pleasures and fantasies experienced by consumers (Wang & Yu, 2016). This component plays a crucial role in the customer buying process, as products are not just demanded but accompanied by enjoyable and exciting shopping experiences (Mehmood, 2015). Consumer perceptions of services are shaped by hedonic values including feelings of prestige, nostalgia, variety, relaxation, pride, and positive experiences (Polat & Seyrek, 2022).

Several studies showed that utilitarian value influenced customer satisfaction across various industries and market segments in both Western and Asian countries (Mehmood, 2015). Similarly, hedonic value influences customer satisfaction across different contexts, including the United States, and Asia (Iran, Indonesia, and Thailand) (Mehmood, 2015). This value is strongly associated with the joy customers experience during purchases, contributing significantly to enhanced satisfaction (Wongkitrungrueng & Assarut, 2020). The combination of hedonic and utilitarian shopping values positively impacts general customer satisfaction (Saygılı & Yalçıntekin, 2021). This discussion has resulted in the formulation of the following hypotheses:

H1: Utilitarian value has a positive effect on customer satisfaction.
H2: Hedonic value has a positive effect on customer satisfaction.

The effect of utilitarian and hedonic values on repurchase intention

Utilitarian value refers to the benefits customers derive from a brand community, including obtaining necessary products or information in the community, such as product details, offers, financial savings, and convenience (Ramadhan & Nita, 2022). It represents the general assessment of the functional benefits and sacrifices regarding product features, services, and prices before an actual purchase (Overby & Lee, 2006). Utilitarian value can also be interpreted as the extent to which a product or service provides the expected utility. The value of shopping is evident when consumers find the desired product, save money, time, or effort, and experience convenience in terms of access and search (Wongkitrungrueng & Assarut, 2020).

Hedonic value refers to the pleasure derived from positive and distinct experiences resulting from participation in a brand community. For instance, consumers may derive joy in providing product feedback to help others or discussing great experiences in the community. Members can derive satisfaction not only from transactions but also from product or service reviews shared in the brand community (Ramadhan & Nita, 2022). It constitutes the general assessment of experiential benefits such as entertainment and escapism. Consumers often prioritize experiences rather than merely completing tasks (Overby & Lee, 2006). Hedonic value is associated with pleasurable, interesting, or enjoyable experiences, offering opportunities for diversion from daily routines for most buyers (Wongkitrungrueng & Assarut, 2020).

Successful shopping experiences typically require the provision of both hedonic and utilitarian values, significantly impacting repurchase intentions (Polat & Seyrek, 2022), either directly or indirectly (Handoyo & Mani, 2021). Repurchase intentions can also be predicted based on perceptions of these values (Hamdan & Paijan, 2020). Previous studies on premium coffee products for women found that repurchase intention was influenced by both utilitarian and hedonic values (Eksangkul & Nuangjamnong, 2022). This discussion has resulted in the formulation of the following hypotheses:

H3: Utilitarian value has a positive effect on repurchase intention.

H4: Hedonic value has a positive effect on repurchase intention.

The effect of customer satisfaction on repurchase intention

Customer satisfaction is defined as the result of customer perception of the value received in a transaction or relationship (Hanzaee & Rezaeyeh, 2013). It is a crucial component of business strategy, reflecting the general evaluation of a brand in meeting customer needs and expectations (Mehmood, 2015). Companies without customer satisfaction often encounter various challenges in sustaining business (Handoyo & Mani, 2021). Satisfaction is a reflection of the perceived performance of a product about expectations. Customers feel disappointed when product performance falls below expectations but often satisfied when expectations are met or exceeded (Saygılı & Yalçıntekin, 2021). Furthermore, customer satisfaction is an essential prerequisite for company success.

The purpose of the initial purchase offer potential consumers the opportunity to make their first purchase from a marketer at a specific time (Purwanto et al., 2021). Repurchase intention reflects the subjective probability that consumers will continue buying from the same online supplier (Polat & Seyrek, 2022). It signifies an individual judgment about buying the designated service again from the same company, considering the current situation and potential circumstances (Saygılı & Yalçıntekin, 2021). Customer satisfaction plays a crucial role in enhancing retention, long-term growth, and purchase intention. The company needs to prioritize this aspect, promoting the repurchasing of products or services (Handoyo & Mani, 2021). An increase in satisfaction often leads to a rise in repurchase intention and expected future revenue from current customers. Furthermore, satisfied customers are more inclined to repurchase from the same company, reducing acquisition costs (Saygılı & Yalçıntekin, 2021). This discussion has resulted in the formulation of the following hypotheses:

H5: Customer satisfaction has a positive effect on repurchase intention.

The effect of brand community engagement on repurchase intention

The brand community serves as a platform for customer engagement in marketing dialogues with brands and customer interactions with each other (Munnukka et al., 2015). Participation in the brand community offers customers the opportunity to experience fun and entertainment, making interactions interesting and exciting (Ramadhan & Nita, 2022). This community refers to a collective of individuals highly interested in a brand and actively engaged both online and offline (Munnukka et al., 2015).

In the context of the brand community, members fulfill utilitarian needs by prioritizing information, sharing ideas, and finding solutions to problems. Hedonic value needs can be in the form of experiences, including affective and emotional elements that fulfill pleasure needs (Perez-Vega et al., 2018). The community is not confined by geographical boundaries or constructed around the social connections among brand enthusiasts. The proliferation of brands has led study experts and marketing professionals to explore strategies for establishing and maintaining enduring relationships with communities (Anaya-Sánchez et al., 2020).

Repurchase intention represents an individual decision to make repeat purchases from the same company. Customers select to revisit the same service provider based on previous experiences, and repeating the same purchases (Ariffin et al., 2016). Brand community engagement fosters relationships between consumers and brands, contributing to increased member loyalty. Positive behaviors like repurchase intention can be exhibited when members feel connected to the community (Anaya-Sánchez et al., 2020). Customer willingness to pay a premium price is a significant outcome of engagement. Highly engaged customers in the community tend to develop attachments and emotional attitudes that drive repeated purchases (Changani, 2022). A recent study by the Gallup Group showed that customers engaging with the brand community and possessing a positive perception, were more inclined to engage in repeat purchase behavior (Haverila et al., 2020). This discussion resulted in the formulation of the following hypotheses:

H6: Brand community engagement has a positive effect on repurchase intention.

The effect of hedonic and utilitarian values on repurchase intention through customer satisfaction

Studies on department stores in North Malaysia showed that customer satisfaction mediated the influence of hedonic and utilitarian values on repurchase intention. Both values are explained as crucial aspects of business and retail strategies (Mehmood, 2015). The analysis of loyalty on websites showed the significant influence of hedonic and utilitarian shopping values on shaping repurchase intention, mediated by e-satisfaction (Al Doghan & Albarq, 2022). Studies have also been conducted on why users consistently use mobile applications. The results showed that hedonic aspects, including aesthetics and perceived enjoyment, as well as utilitarian benefits such as quality and utility, contributed to customer intention to consistently use an application (Akel & Armağan, 2020). Therefore, Hedonic and Utilitarian Values positively impacted Repurchase Intention, both directly and indirectly through Customer Satisfaction. These values were essential factors influencing decisions to repurchase. This discussion resulted in the formulation of these hypotheses:

H7: Hedonic value has a positive effect on repurchase intention through customer satisfaction

H8: Utilitarian value has a positive effect on repurchase intention through customer satisfaction

The objectives of this study were addressed by analyzing the interrelationship between variables as proposed in the study framework:
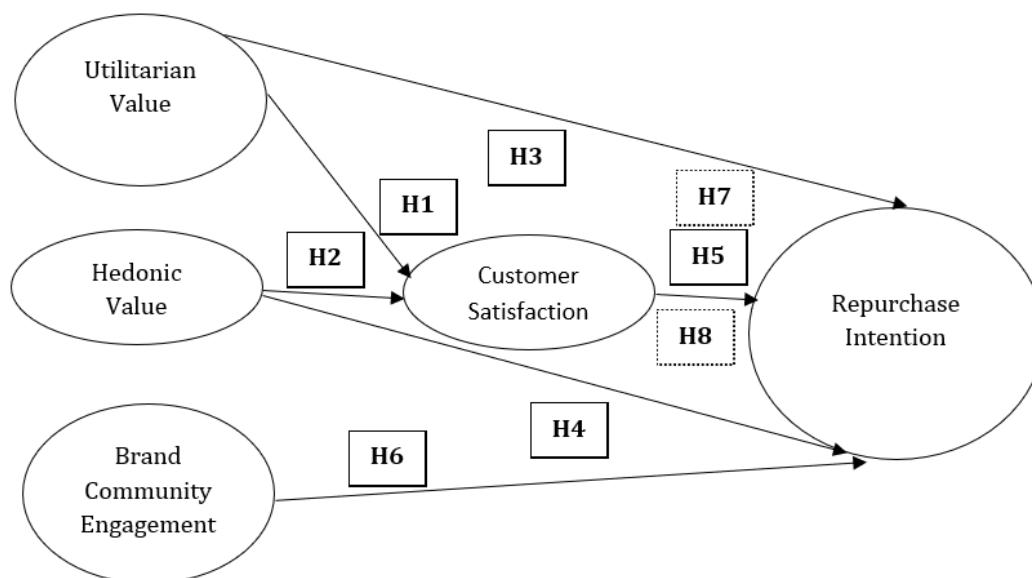
Figure 1
Conceptual Framework

METHOD

This study adopted an explanatory survey, a method for obtaining data and gaining insight into the investigated population. To facilitate the data collection process, a convenience sampling method was used, selecting respondents who were willing to participate (Malhotra & Peterson, 2001).

A population is a group of elements with similar characteristics and the same opportunity to be selected as sample members. The population in this study comprised members of the Button scarves brand community. Data were collected using a questionnaire instrument adopted from previous studies, while a Likert scale ranging from 1 to 6 was used to avoid mean values and produce data in line with the formulated hypotheses. Questionnaire-based data collection was conducted between March and April 2023.

The questionnaire was developed based on the study variables, including Utilitarian Value, Hedonic Value, Customer Satisfaction, Brand Community Engagement, and Repurchase Intention. Utilitarian value indicators consisted of five items, adopted from Overby & Lee (2006) and Saygılı & Yalçıntekin (2021). Hedonic value, also adopted by Overby & Lee (2006), comprised three items, while customer satisfaction included four items, as adopted from (Rimadias & Rachmayanti, 2015). Brand community engagement included five items, adopted from Liao et al., (2021) and Haverila et al., (2020). Lastly, repurchase intention consisted of four items, adopted from Anaya-Sánchez et al., (2020) and Muryanto et al., (2023).

A relationship or influence model was used to test the proposed hypotheses, with the Structural Equation Model (SEM) as the analytical method. SEM is a multivariate analysis method used in social sciences to investigate causal relationships, predominantly using qualitative analysis (Cho et al., 2009). However, software such as Smart PLS is mostly used to analyze the model as the process cannot be manually executed. Partial Least Squares (PLS) is a soft modeling analysis method independent of the assumption that data should correspond to a specific measurement scale or distribution, making it suitable for studies with a small number of samples (Anuraga et al., 2017)

Measurement (outer) model

Outer Model includes testing the indicators of each variable for effectiveness in measuring latent variables. Convergent validity of an indicator can be assessed through its outer loading, ideally above 0.70 to ensure reliability (Ermawati, 2018). Ghozali (2014) showed that an outer loading value up to 0.60 was still acceptable, while 0.50 for early-stage study (pre-test) was considered sufficient (Ermawati, 2018).

Discriminant validity was evaluated by comparing the square root of the average variance extracted (AVE) of each construct with the correlation between the constructs in the model. AVE greater than the correlation with all other constructs indicates good discriminant validity. Cross-loading was examined to test the discriminant validity measurement model. Therefore, AVE values greater than 0.50 were recommended (Ermawati, 2018).

Construct reliability (CR) was typically assessed using rules of thumb, with a composite reliability value above 0.70 considered acceptable. CR signifies the level of general latent variables and the internal consistency of construct indicators. Although not an absolute standard, the accepted limit for CR level is 0.70 (Ermawati, 2018).

Structural (inner) model

The structural model, also known as the inner model, follows the assessment of the outer model. Several checks are carried out at this stage, such as R-Square or the coefficient of determination, evaluating how much endogenous constructs can be explained by exogenous constructs. Ideally, the R-Square value ranges between 0 and 1, where 0.75, 0.50, and 0.25 show strong, medium, and weak models, respectively (Ermawati, 2018).

Another test within the inner model was the t-test, used for evaluating hypotheses. This model comprised variables with causal relationships between endogenous and exogenous variables. The p-value significance of the causal relationship in all models was used to test the hypothesis. A p-value less than 0.05 shows a significant hypothesis supported by the data, while a value greater than 0.05 shows an insignificant and unsupported hypothesis. The original sample value (O) can signify a positive or negative direction in the causal relationship between endogenous and exogenous variables.

Google Forms was used to distribute online questionnaires, serving as the primary method of data collection. The collection period spanned March 2023 and included female respondents who purchased Buttonscarves and were members of the Buttonscarves brand community. Respondents were different in terms of backgrounds, age group, residence, marital status, education, occupation, and average monthly expenditure. Characteristics of respondents are presented in Table 2.

Table 1
Characteristics of Respondents

Characteristics	Item	Total	Percent
Age	26 – 35 year-old	36	59.016
	36 – 45 year-old	20	32.787
	17 – 25 year-old	3	4.918
	46 – 55 year-old	1	1.639
	More than 55 year-old	1	1.639
Marital Status	Married	56	91.803
	Unmarried	5	8.197
Residence	Bandar Lampung	48	78.689
	Tangerang	3	4.918
	Samarinda	3	4.918

	Bogor	2	3.279
	Jakarta Selatan	2	3.279
	Batam	1	1.639
	Medan	1	1.639
	Palembang	1	1.639
Last Education	S1	24	39.344
	S2	14	22.951
	D3	13	21.311
	D1	1	1.639
	High School	8	13.115
	S3	1	1.639
Monthly Expenses	Rp. 5.000.001 - Rp. 10.000.000	31	50.820
	Rp. 10.000.001 - Rp. 20.000.000	12	19.672
	Below Rp. 5.000.000	14	22.951
	Above Rp. 20.000.000	4	6.557

Source: Data processed (2023)

The majority of respondents were in the age group of 26-35 years (59.016%), married (91.803%), last education S1 (39.344%), with monthly expenses of Rp. 5,000,001 - Rp. 10,000,000 (50.820%).

A Pre-Test process was conducted to assess the suitability of the study instrument for subsequent field study. Validity and reliability tests were also carried out using SmartPLS 3.0 software. All indicators met the criteria for convergent and discriminant validity, allowing for valid conclusions. Moreover, in the reliability test, all indicators met the criteria for construct reliability.

Evaluation of measurement models (outer model)

Convergent validity was carried out to assess the validity of indicators as measures of variables, determined by the outer loading of each variable indicator. To meet the criteria for convergent validity, factor loadings should ideally exceed 0.70. However, factor loadings of 0.5 to 0.6 could be considered satisfactory in the early stages of developing a measurement scale (Ghozali, 2014). Indicators with outer loading values below 0.5 were considered for removal.

Table 2
Outer Loading Score

	BCE	CS	HV	RI	UV
BCE1	0.741				
BCE2	0.915				
BCE3	0.778				
BCE4	0.849				
BCE5	0.896				
CS1		0.853			
CS2		0.906			
CS3		0.930			
CS4		0.831			
HV1			0.965		

HV2		0.959		
RI1			0.888	
RI2			0.919	
RI4			0.933	
UV2				0.823
UV3				0.896
UV4				0.848
UV5				0.837

Source: Data processed (2023)

Each indicator of every variable had an outer loading value exceeding 0.70, meeting the criteria for convergent validity. Therefore, all the remaining indicators were considered valid.

Discriminant validity ensured each concept in the latent model was different from other variables. SmartPLS was used in evaluating the discriminant validity test by analyzing cross-loading values. The test was considered acceptable when the indicators for each construct had higher values than those for the other constructs. Another method for testing discriminant validity is by examining the extracted mean-variance (AVE), which is recommended to exceed 0.5.

Table 3
Cross Loading Score

	BCE	CS	HV	RI	UV
BCE1	0.741	0.414	0.289	0.511	0.434
BCE2	0.915	0.543	0.459	0.740	0.538
BCE3	0.778	0.520	0.384	0.601	0.479
BCE4	0.849	0.611	0.526	0.648	0.496
BCE5	0.896	0.701	0.540	0.752	0.545
CS1	0.614	0.853	0.690	0.659	0.813
CS2	0.517	0.906	0.673	0.628	0.690
CS3	0.635	0.930	0.643	0.743	0.709
CS4	0.597	0.831	0.597	0.762	0.657
HV1	0.493	0.737	0.965	0.609	0.726
HV2	0.535	0.684	0.959	0.572	0.673
RI1	0.668	0.719	0.548	0.888	0.624
RI2	0.770	0.685	0.580	0.919	0.643
RI4	0.712	0.773	0.556	0.933	0.682
UV2	0.441	0.726	0.674	0.553	0.823
UV3	0.616	0.715	0.700	0.641	0.896
UV4	0.520	0.696	0.485	0.651	0.848
UV5	0.446	0.639	0.623	0.573	0.837

Source: Data processed (2023)

The indicators for each construct had higher values compared to those of other constructs, meeting the discriminant validity criteria. AVE was another method for evaluating discriminant validity, with a recommended threshold VALUE > 0.5, as shown in Table 4.

Table 4
Average Variance Extracted (AVE) Score

Item	Average Variance Extracted (AVE)
BCE	0.703
CS	0.776
HV	0.925
RI	0.835
UV	0.725

Source: Data processed (2023)

All AVE values exceeded 0.5, meeting the discriminant validity criteria. The Fornell-Lacker method was adopted to further assess the validity of the discriminant. This was carried out by comparing the root of the AVE value for each latent variable with the correlation between those variables. A square root of the AVE value for a latent variable greater than the correlation between variables shows good discriminant validity, as shown in Table 5.

Table 5
Fornell-Larcker Criterion

Item	BCE	CS	HV	RI	UV
BCE	0.838				
CS	0.673	0.881			
HV	0.534	0.740	0.962		
RI	0.785	0.794	0.615	0.914	
UV	0.597	0.816	0.728	0.711	0.851

Source: Data processed (2023)

AVE value for each latent variable exceeded the correlation between the latent variables, showing good discriminant validity. Heterotrait-Monotrait (HTMT) Ratio of Correlations test was subsequently conducted, where a value less than 0.9 signifies good discriminant validity for the latent variable, as shown in Table 6.

Table 6
Heterotrait-Monotrait Ratio of Correlations (HTMT)

Item	BCE	CS	HV	RI	UV
BCE					
CS	0.740				
HV	0.581	0.810			
RI	0.867	0.879	0.675		
UV	0.672	0.817	0.813	0.800	

Source: Data processed (2023)

All HTMT values were less than 0.9, showing that all latent variables had good discriminant validity. Based on the usual assessment criteria, a composite reliability value higher than 0.70 was considered acceptable. CR shows the general level of latent variables and the internal consistency of construct indicators, as presented in Table 7.

Table 7
Construct Reliability Test Results

Item	Composite Reliability	Cronbach Alpha	Conclusion
BCE	0.922	0.893	Reliable
CS	0.933	0.903	Reliable
HV	0.961	0.919	Reliable
RI	0.938	0.901	Reliable
UV	0.913	0.873	Reliable

Source: Data processed (2023)

All variables had a composite reliability value exceeding 0.7 with a Cronbach alpha value above 0.7, showing reliability.

Structural model evaluation (inner model)

For the inner model, analyzing the R-squared value for each endogenous latent variable as the predictive ability of the structural model was the first step in assessing the structural model with PLS.

Table 8
R-Square Value

Variable	R-Square (R^2)
Customer Satisfaction	0.711
Repurchase Intention	0.751

Source: Data processed (2023)

Table 8 shows that 71.10% of the variance in customer satisfaction was explained by utilitarian and hedonic values, while the remaining 28.9% was explained by other variables. Similarly, the total variance in repurchase intention was 75.10% explained by utilitarian values, hedonic values, customer satisfaction, and brand community engagement, with the remaining 24.9% explained by other variables.

RESULTS AND DISCUSSION

Results

A hypothesis test is carried out to evaluate the quality of a sample when making decisions about the population, determining whether the data supports the hypothesis or not. The significance of the p-value in the model is used for testing, with a value less than 0.05 considered significant or supported and greater than 0.05 considered insignificant or unsupported. The original Sample (O) value shows a causal relationship between endogenous and exogenous variables in either a positive or negative direction. The results of hypothesis testing are shown in Table 9 and Figure 2.

Table 9
Hypothesis Test Results (Direct Effect and Indirect Effect)

Hypothesis	Original sample (O)	P-Values	f^2 effect Size	95% confidence intervals	Decision
H1: Utilitarian value has a positive effect on customer satisfaction.	0.447	0.000	0.432	[0.200; 0.651]	Accepted

H2: Hedonic value has a positive effect on customer satisfaction.	0.397	0.011	0.158	[0.118; 0.718]	Accepted
H3: Utilitarian value has a positive effect on repurchase intention.	0.309	0.036	0.156	[0.010; 0.571]	Accepted
H4: Hedonic value has a positive effect on repurchase intention.	-0.011	0.931	0.000	[-0.271; 0.250]	Rejected
H5: Customer satisfaction has a positive effect on repurchase intention.	0.591	0.000	0.570	[0.382; 0.813]	Accepted
H6: Brand community engagement has a positive effect on repurchase intention.	0.129	0.360	0.020	[-0.147; 0.385]	Rejected
H7: Hedonic value has a positive effect on repurchase intention through customer satisfaction.	0.123	0.063	-	[0.000; 0.256]	Rejected
H8: Utilitarian value has a positive effect on repurchase intention through customer satisfaction.	0.234	0.046	-	[0.056; 0.469]	Accepted

Source: Data processed (2023)

Hypothesis test results are shown using Bootstrapping in Table 9. While a p-value greater than 0.05 signifies a significant or supported hypothesis, a value below 0.05 indicates an insignificant or unsupported hypothesis. The original Sample value showed a positive or negative causal relationship between endogenous and exogenous variables. In addition to testing the direct effects on the study model, a hypothesis test was also carried out on the indirect effects, with intervening variables.

Discussion

The effect of utilitarian and hedonic values on customer satisfaction

Utilitarian value had a positive effect on customer satisfaction, as shown by the p-value of 0.000 <0.05. The original Sample value showed a causal relationship between endogenous and exogenous variables in a positive direction of 0.591. Therefore, an increase in utilitarian value, such as perceptions of quality, convenience, and value for money, contributed to increased satisfaction with the Button scarves brand. This was in line with several previous studies, showing that utilitarian value influenced customer satisfaction across diverse industries and market segments in Western and Asian countries (Mehmood, 2015). The effect size f^2 represents the change in R^2 value due to the predictive impact of a specific predictor variable. Guidelines from Cohen (Hair Jr. et al., 2019) indicate that f^2 values of 0.02, 0.15, and 0.35 signify small, medium, and large effects of exogenous construction, respectively. Moreover, an effect size less than 0.02 indicates no effect. The calculated f^2 value, which measured the effectiveness of utilitarian value in explaining the variance of customer satisfaction was 0,570, showing a large effect.

Hedonic value had a positive effect on customer satisfaction, as shown by the p-value of 0.036 <0.05. The original Sample value showed a causal relationship between endogenous and exogenous variables in a positive direction of 0.309. Therefore, an increase in hedonic values, such as perceptions of the enjoyable shopping experience as well as the feelings of fun and fantasy, increased satisfaction. This was in line with previous studies, showing that hedonic value often correlated with the level of joy experienced by consumers during purchases and contributed to enhanced satisfaction (Wongkitrungrueng & Assarut, 2020). Furthermore, the like or dislike attitude of customers after purchasing or using goods and services (Mulyati & Kristaung, 2018), was formed by utilitarian and hedonic values. The effect size f^2, measuring the effectiveness of hedonic value in explaining the variance of customer satisfaction was 0,156, showing a moderate effect.

The effect of utilitarian and hedonic values on repurchase intention

Utilitarian value did not affect repurchase intention, as shown by the p-value of 0.360 > 0.05. Therefore, the general assessment by Button scarves customers, combining quality, convenience, and value for money, had no impact on repurchase intention. The effect size f^2, measuring the effectiveness of utilitarian value in explaining the variance of repurchase intention was 0.020, showing an insignificant effect.

The hedonic value did not affect repurchase intention, as shown by the p-value of 0.931 > 0.05. Therefore, the shopping experience, associated with the fun and fantasy that consumers felt, did not affect repurchase intention. Investigations on luxury brands suggested consumers considered both utilitarian and hedonic values in repurchase intention (Handoyo & Mani, 2021), which was not found in this current study. The results confirmed the existence of other variables besides utilitarian and hedonic values influencing repurchase intention. The effect size f^2, measuring of effectiveness of hedonic value in explaining the variance of repurchase intention, was 0.000, showing an insignificant effect.

The effect of customer satisfaction on repurchase intention

Customer Satisfaction had a positive effect on repurchase intention, as shown by a p-value of 0.011 <0.05. Original Sample value signified a causal relationship between endogenous and exogenous variables, with a positive direction of 0.397. Therefore, an increase in the customer perception of the value derived from a transaction or relationship could influence repurchase intention towards the Buttonscarves brand. This was in line with previous studies, showing that customer satisfaction played a crucial role in enhancing customer retention, long-term growth, and purchase intention. Fostering customer satisfaction was crucial for encouraging consumers to consider purchasing or reusing specific products or services (Handoyo & Mani, 2021). The effect size f^2, measuring the effectiveness of customer satisfaction in explaining the variance of repurchase intention, was 0.158, showing a moderate effect.

The effect of brand community engagement on repurchase intention

Brand community engagement had a positive effect on repurchase intention, as shown by the p-value of 0.000 <0.05. The original Sample value signified a causal relationship between endogenous and exogenous variables in a positive direction of 0.447. Therefore, emotional commitment to the brand community had a significant effect on increasing repurchase intention. This was in line with previous studies, showing that customers highly engaged in a community could foster emotional connections and attitudes, thereby stimulating repeated purchases (Changani, 2022). The effect size f^2, measuring the effectiveness of brand community engagement in explaining the variance of repurchase intention, was 0.432, showing a large effect.

The effect of hedonic and utilitarian values on repurchase intention through customer satisfaction

Utilitarian value had a positive effect on repurchase intention through customer satisfaction. The original Sample value signified a causal relationship between endogenous and exogenous variables in the positive direction of 0.234. While customer satisfaction played a crucial role in influencing repurchase intention, hedonic value did not affect repurchase intention through customer satisfaction, as shown by the p-value of 0.063 > 0.05.

CONCLUSION

In conclusion, this study investigated and analyzed the role of utilitarian value, hedonic value, and brand community engagement on customer satisfaction as well as the implications for repurchase intention on luxury lifestyle brands. In this particular case, the luxury lifestyle brand under analysis was

Buttonscarves. The results showed that both brand community engagement and customer satisfaction had a positive effect on repurchase intention. Utilitarian value also positively impacted customer satisfaction, and hedonic values influenced repurchase intention through customer satisfaction. However, both values had no direct effect on repurchase intention.

The results showed that repurchase intention was positively influenced by brand community engagement and customer satisfaction. Analyzing the original sample values of brand community engagement [0.447] and customer satisfaction [0.397], community engagement was the main factor motivating repurchase intention. This interestingly showed how flexing was prevalent in brand community interactions, where consumer satisfaction was a key factor in motivating future purchases. This study also showed that hedonic and utilitarian values had significant impacts on customer satisfaction. Luxury items from Buttonscarves, such as clothing and scarves made specifically for Muslim women, offered a blend of utilitarian and hedonistic aspects.

Brand community engagement could be enhanced by fostering participation in Buttonscarves community activities and promoting improved communication among members. Customer satisfaction also needs to be given special attention in driving repeat purchases of Buttonscarves. Similarly, specific attention should be given to customer satisfaction to facilitate repeated purchases, achieved by meeting customer utilitarian and hedonic values. The examination of the indirect effects through path analysis revealed that utilitarian value indirectly influenced repeat purchase intent through customer satisfaction. This showed the crucial role of customer satisfaction in influencing repurchase intention.

This study had limitations, firstly due to the few respondents, mostly residing in Bandar Lampung. Secondly, the online survey format limited the depth and detail of the collected data. Therefore, future studies were recommended to expand the geographical scope and use qualitative methods to obtain more comprehensive insights. Thirdly, only five variables were explored, necessitating additional factors such as green value or environmental consciousness. Fourthly, the questionnaire could be refined and improved for future investigations. Lastly, the use of convenience sampling might yield biased or unrepresentative samples as easily accessible respondents could be excluded from the wider population characteristics. A broader sampling method might be beneficial in addressing these limitations.

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