

THE INFLUENCE OF FUNCTIONAL VALUES ON BEHAVIORAL INTENTIONS IN STUDENTS

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ABSTRACT

The low level of student trust in a product is caused by various factors. Although various studies have examined the factors that influence consumer behavioral intentions, there is still limited research that specifically explains the role of functional value in shaping students' behavioral intentions as digital-native consumers in the context of higher education in Indonesia. The low level of student trust in a product is caused by various factors. This study aims to examine the influence of functional value on students' behavioral intentions. This type of research is included in the associative or causal research category. The researchers selected 385 students from five universities. The data collection technique used was a questionnaire method, and the measurement scale in this study was a Likert scale with gradations from lowest to highest. The data analysis technique used was statistical analysis, namely the partial least squares structural equation model (PLS SEM). The results showed that functional value directly had a positive and significant influence on behavioral intentions, with a coefficient value of 0.410, indicating that the fifth hypothesis was accepted. This finding confirms the dominance of utilitarian considerations in shaping students' behavioral intentions as digital-native consumers.

Keywords: Online Shopping, Consumer Behavior, PLS-SEM, E-commerce

INTRODUCTION

Behavioral intention is an important indicator that reflects how likely an individual is to engage in online shopping (Duong, 2022). These factors range from previous user experience, ease of platform access, to social influence from friends and family (Zhang, 2022). For example, when someone has a positive experience while shopping online, such as ease of site navigation or satisfaction with the quality of the product received, the consumer's intention to repurchase tends to increase (Yu et al., 2021). The online shopping experience has revolutionized the way consumers interact with products and services (Liu et al., 2021).

Furthermore, functional value is considered to have a significant influence on behavioral intention. Delivery time is a crucial factor in functional value (Wang et al., 2023). Consumers, who typically want consumer products as quickly as possible, are more interested in shopping on platforms that promise fast delivery (Saragih et al., 2022). When delivery is reliable and fast, students are more likely to make repeat purchases and recommend the platform to their friends (Ahn & Back, 2019). Furthermore, functional value also encompasses aspects of cost and value for money (Kim et al., 2019). Consumers on a limited

budget will prefer platforms that offer competitive prices, discounts, or loyalty programs (Coelho et al., 2020). When consumers perceive that they are getting good value for their money, this can increase their intention to shop more online (Radkowski et al., 2024).

Conditions in Medan City indicate that many students remain hesitant to shop online due to concerns about fraud, transaction security, and discrepancies between the product received and the information displayed on the platform. These concerns are reinforced by negative experiences of other consumers and increasing reports of fraud in digital transactions. As a result, students tend to perceive that the benefits gained from online shopping do not outweigh the perceived risks. This condition results in a lower perceived functional value, which affects their intention to make online purchases, even though various platforms offer convenience, efficiency, and various incentives.

This research contributes to the development of digital consumer behavior literature by providing empirical evidence regarding the role of functional value in shaping the behavioral intentions of students as digital-native consumers in the context of higher education in Indonesia. The findings are expected to broaden understanding of how utilitarian considerations influence online purchasing decisions and serve as a reference for developing digital marketing strategies that better align with the characteristics of young consumers.

Based on the above description, the research gap in this study lies in the limited empirical evidence regarding the influence of functional value on the behavioral intentions of students as digital-native consumers in Indonesia, as well as inconsistencies in previous research findings regarding the strength of the influence of functional value on behavioral intentions. Therefore, this study aims to re-examine this relationship in the context of students in Medan City.

LITERATURE REVIEW

Behavior Intention (Y)

Companies rely heavily on behavioral intentions in various areas, such as marketing, product development, and customer relations (Lam, 2021). Companies can predict future consumer behavior using these behavioral intentions. Understanding these intentions can enable businesses to implement more efficient marketing strategies (ElHaffar et al., 2020). For example, research shows that strong purchase intentions often directly correlate with actual purchase decisions. Therefore, companies can understand consumer behavioral intentions to create products that better align with market needs and expectations, thus becoming more attractive and relevant to customers (Vamvaka, 2020).

Furthermore, behavioral intentions can be used to measure the effectiveness of a marketing campaign (González-Serrano et al., 2024). If consumer purchase intentions increase after a campaign, this may indicate that the company's message has reached the intended audience. Understanding behavioral intentions also enables businesses to better segment markets. Consumer intentions can help businesses modify marketing and communication strategies to meet the unique needs of each segment (Chen et al., 2024). Behavioral intentions are linked to customer loyalty. Companies that understand this intent can create better customer experiences, which in turn can increase customer satisfaction and loyalty.

Functional Value (X)

The extent to which a product can meet a customer's basic needs in terms of benefits and usability is influenced by functional value (Li et al., 2024). Products that meet specific customer needs tend to increase purchase intention because they are perceived as relevant and useful. If a product can provide direct benefits that align with customer expectations or needs, it will be more valued (Wells & Tan, 2024).

Furthermore, Han (2017) states that the functionality, utility, and benefits obtained from a product are represented by functional value. Han (2017) also states that monetary value, performance value, and convenience value are components of functional value; monetary value is the product's price, and performance value is the product's performance (Han, 2017). According to Sheth (1991), functional value is a primary factor influencing consumer decisions. The functional value referred to in this study is based on Gonçalves' (2016) theory, namely the perceived utility of a product or service based on its physical performance in terms of durability, reliability, and price. Therefore, consumers tend to consider the physical quality, performance, or specifications of a camera, as well as its price in the camera industry.

RESEARCH METHODS

This type of research falls into the category of associative or causal research, which aims to reveal the relationships and influences between variables. According to Rusiadi and Nur Subianto (2014), "associative research is research that aims to determine the degree of relationship and pattern or form of influence between two or more variables." The population in this study were active students at five leading universities in Medan City, totaling 71,756 students. Sampling was conducted by selecting a portion of the population, so that the results of the sample analysis can be used to draw conclusions applicable to the entire population. The sampling technique used in this study was cluster random sampling. Therefore, in this study, the researchers selected 385 students from the five universities. The data collection technique used was a questionnaire method, and the measurement scale in this study was a Likert scale with gradations from lowest to highest in Medan City.

The selection of SmartPLS was based on several considerations. First, SmartPLS is capable of analyzing relationships between latent variables simultaneously through evaluation of the measurement model (outer model) and the structural model (inner model). Second, the PLS-SEM method does not require a strict normal data distribution, making it suitable for survey data with a Likert scale. Third, SmartPLS has good predictive ability and still produces parameter estimates. stable in a relatively complex research model. Fourth, this method is able to test validity, reliability, path coefficient, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and the significance of the relationship between variables through a bootstrapping procedure, thus aligning with the research objective of testing the influence of functional values on students' behavioral intentions. The functional value indicator is adapted from the Theory of Consumption Values. Meanwhile, the behavioral intention indicator is adapted from the concept of Behavioral Intention.

In addition to the coefficient of determination (R^2) and predictive relevance (Q^2), this study also evaluated the effect size (f^2) to determine the contribution of each exogenous variable to the endogenous variable. According

to Hair et al. (2022), an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. Effect size analysis was used to complement the significance test to determine the practical significance of the Functional Value variable on Behavioral Intentions.

RESULTS AND DISCUSSION

Descriptive Analysis

The following is a description table of respondents' answers to the questionnaire that was distributed to respondents, namely as follows:

Functional Value Variable (X)

The description of the frequency of answers from respondents for the functional value (X) variable based on the indicators that have been described in statement form is as follows:

Table 1. Functional Value Variable Questionnaire Scores (X)

Answer	FV1	FV2	FV3	FV4	FV5	FV6	FV7	FV8	FV9	FV10	FV11	FV12	FV13	FV14
Strongly Disagree	3	1	6	39	4	2	6	6	3	2	40	1	4	1
%	0,8%	0,3%	1,6%	10,1%	1,0%	0,5%	1,6%	1,6%	0,8%	0,5%	10,4%	0,3%	1,0%	0,3%
Don't agree	37	53	35	0	44	43	40	44	32	35	0	45	42	51
%	9,6%	13,8%	9,1%	0%	11,4%	11,2%	10,4%	11,4%	8,3%	9,1%	0%	11,7%	10,9%	13,2%
Agree	54	40	53	55	46	49	48	45	59	57	54	49	50	42
%	14,0%	10,4%	13,8%	14,3%	11,9%	12,7%	12,5%	11,7%	15,3%	14,8%	14,0%	12,7%	13,0%	10,9%
Strongly agree	129	132	118	127	122	118	124	129	120	126	141	117	132	112
%	33,5%	34,3%	30,6%	33,0%	31,7%	30,6%	32,2%	33,5%	31,2%	32,7%	36,6%	30,4%	34,3%	29,1%
Totally Agree	162	159	173	164	169	173	167	161	171	165	150	173	157	179
%	42,1%	41,3%	44,9%	42,6%	43,9%	44,9%	43,4%	41,8%	44,4%	42,9%	39,0%	44,9%	40,8%	46,5%
Min	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Max	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Total	385	385	385	385	385	385	385	385	385	385	385	385	385	385

The table above can be explained as follows:

1. Statement FV1: "The online shopping platform I use performs well in meeting my needs as a student." Of the 385 respondents, 3 respondents (0.8%) stated Strongly Disagree, 37 respondents (9.6%) Disagree, 54 respondents (14.0%) Agree, 129 respondents (33.5%) Strongly Agree, and 162 respondents (42.1%) Strongly Agree. The majority of respondents fell into the Strongly Agree category. This indicates that active students at private universities in Medan City assess the performance of online shopping platforms as highly capable of meeting their needs as students.
2. Statement FV2: "The performance of the online shopping service encourages me to continue using it in the future." The results showed that

- 1 respondent (0.3%) strongly disagreed, 53 respondents (13.8%) disagreed, 40 respondents (10.4%) agreed, 132 respondents (34.3%) strongly agreed, and 159 respondents (41.3%) strongly agreed. This finding indicates that good service performance strongly encourages continued use of online shopping platforms.
3. Statement FV3: "The online shopping platform is easy to use, even when accessing it for the first time." Six respondents (1.6%) strongly disagreed, 35 respondents (9.1%) disagreed, 53 respondents (13.8%) agreed, 118 respondents (30.6%) strongly agreed, and 173 respondents (44.9%) strongly agreed. The predominance of high agreement responses indicates that students consider the online shopping platform user-friendly and easy to learn from the outset.
 4. Statement FV4: "The ease of use of the online shopping platform makes me intend to shop again." Of the 385 respondents, 39 (10.1%) strongly disagreed, 55 (14.3%) agreed, 127 (33.0%) strongly agreed, and 164 (42.6%) strongly agreed. These results indicate that the platform's ease of use plays a significant role in driving students' repurchase intentions.
 5. Statement FV5: "Online shopping helps me save time compared to shopping in person." Four (1.0%) strongly disagreed, 44 (11.4%) disagreed, 46 (11.9%) agreed, 122 (31.7%) strongly agreed, and 169 (43.9%) strongly agreed. This indicates that time efficiency is the primary functional benefit perceived by students in online shopping.
 6. Statement FV6: "The efficiency of the online shopping process increases my desire to continue using the platform." Two respondents (0.5%) strongly disagreed, 43 respondents (11.2%) disagreed, 49 respondents (12.7%) agreed, 118 respondents (30.6%) strongly agreed, and 173 respondents (44.9%) strongly agreed. This finding confirms that process efficiency plays a significant role in shaping platform user loyalty.
 7. Statement FV7: "The products I purchased online were as durable as the descriptions." The results showed that six respondents (1.6%) strongly disagreed, 40 respondents (10.4%) disagreed, 48 respondents (12.5%) agreed, 124 respondents (32.2%) strongly agreed, and 167 respondents (43.4%) strongly agreed. This indicates that the majority of students assess product quality and durability as consistent with digitally established expectations.
 8. Statement FV8: "A lasting product experience encourages me to shop online again." Six respondents (1.6%) strongly disagreed, 44 respondents (11.4%) disagreed, 45 respondents (11.7%) agreed, 129 respondents (33.5%) strongly agreed, and 161 respondents (41.8%) strongly agreed. This indicates that a satisfying product experience encourages repeat purchase intentions.
 9. Statement FV9: "The online shopping platform is compatible with the devices and applications I use daily." Three respondents (0.8%) strongly disagreed, 32 respondents (8.3%) disagreed, 59 respondents (15.3%) agreed, 120 respondents (31.2%) strongly agreed, and 171 respondents (44.4%) strongly agreed. This finding indicates that technological compatibility is an important factor in students' online shopping experience.

10. Statement FV10: "The platform's suitability to my digital needs makes me prefer online shopping." The results show that 2 respondents (0.5%) Strongly Disagree, 35 respondents (9.1%) Disagree, 57 respondents (14.8%) Agree, 126 respondents (32.7%) Strongly Agree, and 165 respondents (42.9%) Strongly Agree. This confirms that the platform's suitability to students' digital lifestyles strengthens their preference for online shopping.
11. Statement FV11: "The features offered by the online shopping platform suit students' needs." 40 respondents (10.4%) Strongly Disagree, 54 respondents (14.0%) Agree, 141 respondents (36.6%) Strongly Agree, and 150 respondents (39.0%) Strongly Agree. Although a small number of respondents disagreed, overall, the platform's features were deemed relevant and appropriate for students' needs.
12. Statement FV12: "The comprehensive features increase my intention to reuse the online shopping platform." 1 respondent (0.3%) strongly disagreed, 45 respondents (11.7%) disagreed, 49 respondents (12.7%) agreed, 117 respondents (30.4%) strongly agreed, and 173 respondents (44.9%) strongly agreed. This finding indicates that comprehensive features play a significant role in shaping reuse intentions.
13. Statement FV13: "The online shopping platform is easy to access whenever I want to shop." The results showed that 4 respondents (1.0%) strongly disagreed, 42 respondents (10.9%) disagreed, 50 respondents (13.0%) agreed, 132 respondents (34.3%) strongly agreed, and 157 respondents (40.8%) strongly agreed. This indicates that platform accessibility provides high functional value for students.
14. Statement FV14: "The availability of customer service increases my trust and intention to continue shopping online." For statement FV14, there was 1 respondent (0.3%) Strongly Disagree, 51 respondents (13.2%) Disagree, 42 respondents (10.9%) Agree, 112 respondents (29.1%) Strongly Agree, and 179 respondents (46.5%) Strongly Agree. The dominance of the highest category indicates that customer service plays a very important role in building trust and continued shopping intentions.

Behavioral Intentions Variable (Y)

The description of the frequency of answers from respondents for the behavioral intentions variable (Y) based on the indicators that have been described in the form of statements is as follows:

Table 3. Behavioral Intentions Variable Questionnaire Scores (Y)

Answer	BN1	BN2	BN3	BN4	BN5	BN6	BN7	BN8	BN9	BN10
Strongly Disagree	2	2	1	2	1	2	6	2	45	2
%	0,5%	0,5%	0,3%	0,5%	0,3%	0,5%	1,6%	0,5%	11,7%	0,5%
Don't agree	59	56	49	45	58	58	52	42	0	56
%	15,3%	14,5%	12,7%	11,7%	15,1%	15,1%	13,5%	10,9%	0%	14,5%
Agree	53	56	64	67	56	54	56	70	69	56
%	13,8%	14,5%	16,6%	17,4%	14,5%	14,0%	14,5%	18,2%	17,9%	14,5%

Strongly agree	122	120	138	128	104	120	127	123	121	119
%	31,7%	31,2%	35,8%	33,2%	27,0%	31,2%	33,0%	31,9%	31,4%	30,9%
Totally Agree	149	151	133	143	166	151	144	148	150	152
%	38,7%	39,2%	34,5%	37,1%	43,1%	39,2%	37,4%	38,4%	39,0%	39,5%
Min	1	1	1	1	1	1	1	1	1	1
Max	5	5	5	5	5	5	5	5	5	5
Total	385	385	385	385	385	385	385	385	385	385

The table above can be explained as follows:

1. Statement BN1: "I intend to purchase a product through an online shopping app in the near future." Of the 385 respondents, 2 respondents (0.5%) strongly disagreed, 59 respondents (15.3%) disagreed, 53 respondents (13.8%) agreed, 122 respondents (31.7%) strongly agreed, and 149 respondents (38.7%) strongly agreed. The majority of respondents fell into the high agreement category, indicating that active students at private universities in Medan City have a strong intention to purchase products in the near future through online shopping apps.
2. Statement BN2: "I have a strong desire to use online shopping apps when I need products." The analysis results showed that 2 respondents (0.5%) strongly disagreed, 56 respondents (14.5%) disagreed, 56 respondents (14.5%) agreed, 120 respondents (31.2%) strongly agreed, and 151 respondents (39.2%) strongly agreed. These findings indicate that the majority of active students have a high preference for using online shopping apps when they need products.
3. Statement BN3: "I intend to make another purchase through the same online shopping app." For statement BN3, 1 respondent (0.3%) strongly disagreed, 49 respondents (12.7%) disagreed, 64 respondents (16.6%) agreed, 138 respondents (35.8%) strongly agreed, and 133 respondents (34.5%) strongly agreed. The predominance of agreement responses indicates that active students have a high repeat purchase intention on the same online shopping app.
4. Statement BN4: "My online shopping experience encourages my intention to shop again on the app." Two respondents (0.5%) strongly disagreed, 45 respondents (11.7%) disagreed, 67 respondents (17.4%) agreed, 128 respondents (33.2%) strongly agreed, and 143 respondents (37.1%) strongly agreed. This indicates that the perceived online shopping experience plays a significant role in encouraging repeat shopping intentions.
5. Statement BN5: "I am willing to recommend the online shopping app to friends or family." The results showed that one respondent (0.3%) strongly disagreed, 58 respondents (15.1%) disagreed, 56 respondents (14.5%) agreed, 104 respondents (27.0%) strongly agreed, and 166 respondents (43.1%) strongly agreed. These findings indicate that active college students have a strong tendency to recommend online shopping apps to others.

6. Statement BN6: "I tend to recommend others to use online shopping apps that I trust." For statement BN6, 2 respondents (0.5%) strongly disagreed, 58 respondents (15.1%) disagreed, 54 respondents (14.0%) agreed, 120 respondents (31.2%) strongly agreed, and 151 respondents (39.2%) strongly agreed. This indicates that trust in online shopping apps encourages advocacy behavior among students.
7. Statement BN7: "I intend to leave a review or rating after making an online purchase." The analysis showed that 6 respondents (1.6%) strongly disagreed, 52 respondents (13.5%) disagreed, 56 respondents (14.5%) agreed, 127 respondents (33.0%) strongly agreed, and 144 respondents (37.4%) strongly agreed. The majority of respondents were in the high agreement category, which indicates a participatory intention in providing reviews after purchase.
8. Statement BN8: "I am willing to share my online shopping experiences through review features or social media." Regarding statement BN8, 2 respondents (0.5%) strongly disagreed, 42 respondents (10.9%) disagreed, 70 respondents (18.2%) agreed, 123 respondents (31.9%) strongly agreed, and 148 respondents (38.4%) strongly agreed. This finding indicates that active college students are quite open to sharing their online shopping experiences through various digital channels.
9. Statement BN9: "I am interested in participating in promotions, events, or loyalty programs organized by online shopping apps." Regarding statement BN9, 45 respondents (11.7%) strongly disagreed, 69 respondents (17.9%) agreed, 121 respondents (31.4%) strongly agreed, and 150 respondents (39.0%) strongly agreed. Although some respondents were less interested, active students generally showed a high level of interest in promotions and loyalty programs.
10. Statement BN10: "I am willing to participate in activities organized by online shopping applications (e.g., quizzes, campaigns, or user communities)." The results showed that 2 respondents (0.5%) strongly disagreed, 56 respondents (14.5%) disagreed, 56 respondents (14.5%) agreed, 119 respondents (30.9%) strongly agreed, and 152 respondents (39.5%) strongly agreed. This indicates that active students have a high level of willingness to participate in various activities facilitated by online shopping applications.

Requirements Analysis Test Results

Measurement Model Analysis

Indicators with loadings below 0.40 should be removed from the model. However, for indicators with loadings between 0.40 and 0.70, we should analyze the impact of the decision to remove them on the average variance extracted (AVE) and composite reliability. We can remove indicators with loadings between 0.40 and 0.70 if they increase the average variance extracted (AVE) and composite reliability above their thresholds. The threshold for AVE is 0.50 and for composite reliability is 0.7. Another consideration in removing indicators is their impact on the content validity of the construct. Indicators with small loadings are sometimes retained because they contribute to the content validity of the construct. Table 4 presents the loading values for each indicator.

Table 4. Validity Testing Based on Outer Loading

	Behavioral Intentions (Y)	Functional Value (X)
BN1	0.944	
BN10	0.936	
BN2	0.934	
BN3	0.938	
BN4	0.931	
BN5	0.928	
BN6	0.941	
BN7	0.942	
BN8	0.937	
BN9	0.933	
FV1		0.923
FV10		0.925
FV11		0.920
FV12		0.914
FV13		0.901
FV14		0.931
FV2		0.933
FV3		0.928
FV4		0.930
FV5		0.927
FV6		0.914
FV7		0.937
FV8		0.921
FV9		0.920

Based on the outer loading validity test in Table 4, all outer loading values were found to be >0.7 , which means they met the validity requirements based on the outer loading value. Next, validity testing was conducted based on the average variance extracted (AVE) value. Furthermore, an adequate Average Variance Extracted (AVE) value in a model is indicated by a value above 0.5. According to Mahfud and Ratmono (2013), if the AVE exceeds this figure, then the indicators in the construct are considered to have good discriminant validity. In this study, the AVE value for each construct was analyzed to assess the extent to which the latent variable is able to explain the variance of the indicators that form it. Meanwhile, Composite Reliability (CR) is used to measure the level of internal consistency of indicators within a single variable. A construct is said to have good reliability if its composite reliability value is greater than 0.6. Thus, the higher the CR value, the stronger the indicators in representing the latent variables measured in this research model.

Table 5. Validity Testing of Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Behavioral Intentions (Y)	0.877
Functional Value (X)	0.852

The recommended AVE value is above 0.5. All AVE values are >0.5, which means they meet the validity requirements based on AVE. Next, reliability testing is conducted based on the composite reliability (CR) value.

Table 6. Reliability Testing based on Composite Reliability (CR)

Composite reliability (rho_c)	
Behavioral Intentions (Y)	0.986
Functional Value (X)	0.988

The recommended CR value is above 0.7. All CR values were found to be >0.7, which means they met the reliability requirements based on CR. Next, reliability testing was conducted based on Cronbach's alpha (CA) values.

Table 7. Reliability Testing based on Cronbach's Alpha (CA)

Average variance extracted (AVE)	
Behavioral Intentions (Y)	0.877
Functional Value (X)	0.852

The recommended CA value is above 0.7. All CA values were found to be >0.7, which means they met the reliability requirements based on Cronbach's alpha. Next, discriminant validity testing was conducted using the HTMT approach. Table 8 presents the results of the discriminant validity testing.

Table 8. Discriminant Validity Testing : HTMT

	Behavioral Intentions (Y)	Functional Value (X)
Behavioral Intentions (Y)	0.842	
Functional Value (X)	0.837	0.540

Based on the results of the discriminant validity test using the HTMT approach, all values were found to be <0.9, which means that the discriminant validity requirements based on the HTMT approach were met. After evaluating the discriminant validity, an examination was conducted to determine whether multicollinearity problems occurred in the latent variables Functional Value (X) and Behavioral Intentions (Y). Multicollinearity problems can be examined using the variance inflation factor (VIF) approach. Table 9 presents the VIF values for the multicollinearity examination.

Table 9. Multicollinearity Test

	VIF
Functional Value (X) -> Behavioral Intentions (Y)	1.898

Based on the results of the multicollinearity test in Table 9, it is known that all VIF values are <5, which means that there is no multicollinearity problem in the latent variables Functional Value (X) and Behavioral Intentions (Y).

Structural Model Analysis (Inner Model)

The measurement of the inner model is explained by the results of the path coefficient test, goodness of fit test and hypothesis test.

R Square

Based on the data processing that has been carried out using the smart PLS program, the R-Square value is obtained as follows:

Table 10. R-Square

	R-square	R-square adjusted
Behavioral Intentions (Y)	0.920	0.919

The R-Squares value of Behavioral Intentions (Y) is 0.920, which means that Functional Value (X) is able to influence Behavioral Intentions (Y) by 92%.

Predictive Relevance (Q²)

The Q² value has the same meaning as the coefficient of determination (R-Square). A large Q-Square value (Q²) of 0 indicates the model has predictive relevance, conversely, if a value (Q²) is less than 0, this indicates the model has less predictive relevance; or in other words, where all Q² values are higher, the model can be considered to fit the data better.

Table 11. Q-Square

Variabel Endogen	Nilai Q-Square (Q ²)
Behavioral Intentions (Y)	0.802

The Q-Squares value of Behavioral Intentions (Y) is 0.802 > 0, which means that Functional Value (X) has predictive relevance to Behavioral Intentions (Y).

Table 12. Effect Size (f²)

Relationship	f ²	Interpretation
Functional Value → Behavioral Intentions	0.xxx	Small / Medium / Large

Based on the results of the effect size (f²) test, the Functional Value variable has an influence on Behavioral Intentions. Based on Hair et al.'s (2022) criteria, this value falls into the small/medium/large effect category, indicating that Functional Value has a small/medium/large contribution in explaining changes in students' Behavioral Intentions.

statistic test results (Bootstrapping)

Details of the complete results of the hypothesis testing are presented in the following table.

Tabel 13. Uji Path Coefficient & Signifikansi

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Functional Value (X) -> Behavioral Intentions (Y)	0.410	0.411	0.037	10.961	0.000

Based on the results in Table 12, the following results were obtained Functional Value (X) has a positive effect on Behavioral Intentions (Y), with a coefficient value (Original Sample column) of 0.410, and is significant, with T-Statistics = 10.961 > 1.96 and P-Values = 0.000 < 0.05.

DISCUSSION

The analysis results show that functional value (X) has a positive and significant influence on behavioral intentions (Y) in online shopping for students in Medan City, with a relatively strong coefficient of 0.410. This finding confirms that functional benefits, such as competitive prices, reliable product quality, ease

of use of the application, speed of delivery, and efficiency of the transaction process, are key factors in shaping students' intentions to purchase, repurchase, and recommend e-commerce platforms. The dominant role of functional value reflects students' character as rational, digital-native consumers who prioritize utilitarian considerations as the primary basis for online shopping decisions.

This finding aligns with a study by Juanjuan et al. (2024), which confirmed that functional value is the factor with the strongest predictive power for online purchase intention. Younger age groups tend to evaluate e-commerce platforms based on practical benefits, such as reasonable prices, consistent product quality, ease of use of the application, and speed and reliability of delivery. Purchasing decisions are therefore based more on rational considerations that emphasize efficiency and utility rather than purely emotional aspects (Ma et al., 2024). As a digital-native generation, young consumers have high standards for technology and service performance. Therefore, platforms that provide a simple and efficient shopping process are more likely to generate purchase intentions. Furthermore, functional value plays a role in increasing consumer satisfaction and trust, ultimately driving repeat purchase intentions and a tendency to recommend the platform to others. In increasingly competitive e-commerce environments, functional excellence is a key strategic element for attracting and sustainably retaining young consumers (Wells & Tan, 2024).

Managerial implications suggest that e-commerce platforms should prioritize improving functional elements such as competitive pricing, product quality, ease of navigation, and delivery speed to attract and maintain customer loyalty. Attractive pricing through discounts and special promotions will significantly influence students' purchasing decisions. Furthermore, product quality that meets expectations, combined with an optimal user experience in terms of transaction speed and ease, will increase trust and purchase intention. On-time delivery and a secure payment system are also key to strengthening repeat purchase intentions. By enhancing these functional elements, platforms can create a satisfying shopping experience and encourage students to shop more frequently, while simultaneously increasing customer satisfaction and loyalty.

The findings of this study reinforce the Theory of Consumption Values. This theory explains that consumer decisions are influenced by several value dimensions, one of which is functional value, which is the utilitarian benefit consumers derive from the quality, performance, reliability, price, and usefulness of a product or service. In the context of this study, college students, as digital-native consumers, tend to evaluate online shopping platforms based on their perceived functional benefits, such as app ease of use, product quality that meets expectations, delivery speed, transaction security, and competitive pricing (Alfarisi et al., 2022). When these benefits are perceived to be high, students show a greater tendency to make purchases, repeat purchases, and recommend the platform to others.

The results of this study also align with Expectancy-Value Theory, which states that individuals will form an intention to perform a behavior if they believe that the behavior provides valuable benefits and aligns with their expectations. In the context of online shopping, college students will have higher behavioral intentions if they perceive that the functional benefits obtained outweigh the costs, time, and risks they must bear (Handayani et al., 2023). Thus,

the perception of functional value becomes the rational basis for consumer decision-making. Furthermore, the findings of this study can be explained through the Theory of Planned Behavior (TPB). According to TPB, behavioral intention is the primary predictor of actual behavior. Although this theory emphasizes the role of attitudes, subjective norms, and perceived behavioral control, functional value can be viewed as a factor shaping positive attitudes toward using online shopping platforms (Renal & Ramadhan, 2023). When students perceive a platform as providing tangible benefits, being efficient, and reliable, they will form positive evaluations, which subsequently increase their intention to use that platform.

The findings of this study also indicate that students' characteristics as digital-native consumers reinforce the importance of functional value in the decision-making process. The digital-native generation has a high level of technological literacy and is accustomed to comparing various platform alternatives before making a purchase (Kumalasari et al., 2024). Therefore, their decisions are based more on objective evaluations of service quality, system efficiency, ease of transactions, and economic value than solely on emotional considerations. This explains why functional value is a significant determinant in shaping students' behavioral intentions. Conceptually, the results of this study extend the application of the Theory of Consumption Values to the context of college students in Indonesia. While most previous studies have examined functional values in general consumers or e-commerce customers broadly, this study demonstrates that the theory is also relevant to explaining the behavior of college students as a digital consumer segment with distinct characteristics, needs, and consumption patterns (Paputungan & Paputungan, 2023). Thus, this study strengthens the generalizability of the theory while providing new empirical evidence regarding the importance of functional values in shaping behavioral intentions among young consumers in developing countries.

CONCLUSION

Based on the research results, it was concluded that Functional Value directly had a positive and significant influence on Behavioral Intention, with a coefficient value of 0.410, indicating that the fifth hypothesis was accepted. This finding confirms the dominance of utilitarian considerations in shaping the behavioral intentions of students as digital-native consumers. Therefore, it can be said that Functional Value is very important in an institution, which is crucial for consumers or students to have the intention to purchase products. This research is limited to the independent variable, namely Functional Value, so other variables are needed to test the relationship with other variables.

Theoretically, this research contributes by strengthening and expanding empirical evidence regarding the relevance of functional value in explaining online purchasing behavior among students in developing countries, thereby enriching the digital consumer behavior literature, which has been dominated by research on general consumers or in developed countries. This research has limitations because it only examines the direct influence of Functional Value on Behavioral Intention, thus failing to explain the mechanisms or conditions that can strengthen or weaken this relationship.

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