THE INFLUENCE OF HEDONIC AND UTILITARIAN MOTIVES ON CUSTOMER ENGAGEMENT OF MYTELKOMSEL GAMIFIED APPLICATION  
(A study of MyTelkomsel Application Potential Customers’ in Malang City)  

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ABSTRACT

The development of marketing has made a huge changes in everyone’s live. Also, technology development happens because of lifestyle changes in society, so this causes an emerging marketing strategy called gamification. MyTelkomsel app comes as a gamified application that can meet the needs of its customers' motives and will encourage customers to be engaged in the application. The motives discussed are hedonic motives and utilitarian motives. This study aims to examine the influence of hedonic motives and utilitarian motives to customer engagement. In this research, the researcher uses a sample of 180 people who had ever used MyTelkomsel app, and they were collected in Malang by random sampling and a survey-based questionnaire. The research data use validity, reliability, and standard assumption tests. Data analysis was done using SPSS based multiple linear regression. In conclusion, this research reveals that hedonic motives and utilitarian motives have a significant influence on customer engagement through MyTelkomsel app.

Keywords: Hedonic Motives, Utilitarian Motives, Customer Engagement, MyTelkomsel app.

ABSTRAK


Kata kunci: Motif Hedonis, Motif Utilitarian, Keterlibatan Pelanggan, Aplikasi MyTelkomsel
INTRODUCTION

In relation to marketer’s viewpoint about the technological evolution that is on the peak in this millennium era, to have engagement with consumers intimately, the marketer must allow the technology to integrate with the well-structured marketing methods. It cannot be denied that the societies in the present era are not familiar with technological evolution such as smartphones, the internet, websites, and so on. This is the impact of a proponent enlarging rate of changes that have identified the technological evolution over most of the last millennium (Enquist et al., 2008).

As stated before, societies today are facing the digital era as the evolution of technology. Therefore, many firms attempt to engage their customer by adjusting their marketing strategies to technology. There is an online media platform that comprehensively called ‘Gamification’ as one of the useful digital marketing strategies. Gamification is regarded as the appreciation of the value of fun system through listening and learning its integrated digital system (Zichermann and Cunningham, 2011).

Gamification contains basic components with mechanics and dynamics specifications, such as badges, leaderboards, level, points, gifting, collections, teams or virtual goods, avatars, combat, quests, social graph, content unlocking, and boss fights (Kontrad, 2011). In a more general level, the most basic of those components are points, badges, and leaderboards, or commonly mentioned as PBL triad. The points can be used to represent anything related to the rewards. Badges are designed as a representation of achievements that users have gotten from the gamified system. Leaderboards are about the rankings also feedback on the game that users have played. This PBL triad becomes a useful tool to let customers progress in the game and keep them also engaged potentially develop their creative minds for the long term.

Gamification has been applied mainly to keep customers being engaged with the offered products and services and periodically being motivated to do certain behaviors (B. Shneiderman, 2005). Due to the changes in customer behavior occurred when customers require motivation to do something, then they will appreciate the value of the game itself.

In the real world, the flow of motivation through gamification is applied when customers want to achieve. As stated before about gamification on the collection of stickers in the retail market, the customers feel motivated to purchase periodically because there is a flow within them that feel the need to win the game, either because they need the offered reward or feel if the offered reward is worthy. This is called a change in customer behavior triggered by the motivation that ultimately creates a harmonious engagement between the firm and the customer.

Gamification appears to the surface of business as a digital marketing strategy platform usually put the motivational stimulation details of a game system into the daily activity unnoticed by the users if it changes their behavior. Gamification becomes a point of a bilateral meeting between customers and any motives that might create positive customer engagement because one of the attributes of engagement was motivation (O’Brien and Toms, 2008).

According to Utami (2010), the motive is the drive from within a person to perform a certain activity, the motive then makes a person realize an action to achieve its goals and objectives satisfaction. Researchers have studied two categories of motives, namely hedonic and utilitarian motives (Pöyry et al. 2013). Research on hedonic and utilitarian motivation have been conducted to understand why customers purchase products that are offered by the company.

Hedonic motives refer to fun seeking, leisure, playfulness, excitement, spontaneity, social involvement and enjoyment, while utilitarian motives refer to efficiency and effectiveness, accomplishment, rational behavior and goal-seeking (Dittmar et al. 2004:424). In other words, hedonic motives are based on emotion, while the utilitarian motives are based on the usefulness of offered product or service.

Hedonic motives are the basis for evaluating the learning experience of the information the customers collect or purchase. Customers who purchase something for hedonic motives in purpose to get more emotional experience, they tend to socialize with the offered brand for entertainment. Unlike the utilitarian motives, when the customers feel the benefit of a product they want, this motive is based on rational and objective thinking. Thus, the utilitarian motives refer to the needs or benefits from purchased products.

Utilitarian motives theoretically are engaged with two dimensions, namely efficiency (usage of resources, time management) and achievement (benefit, satisfaction). It can be said, utilitarian motives belong to the sense of
purchases made by customers for consideration of the various benefits given by the product or service (Kim, 2006).

The fulfillment of hedonic and utilitarian motives will generate in the customer engagement sustainability if the firm can adjust the hedonic and utilitarian motives of the customer itself. Purchasing research on hedonic and utilitarian motivation has fundamentally sought to understand why people make purchase decision. As the subsequent research by (O’Brien and Toms, 2010), the placement of motivation is considered as an attribute to develop a multidimensional scale of customer engagement. That research explored the comprehensive relationship between engagement and motivation as well as the hedonic and utilitarian motives and engagement, as stated by O’Brien and Toms, they are another means of thinking about motivation.

The engagement has been clarified as both the act of emotionally overwhelming customers (Jones, 2005). Basically, the term engagement is proposed as a systematic tool that can maintain the continued use of the system. Through that understanding, customer engagement comes up as the actions that go beyond the transactional motive of merely a purchase (Van Doorn et al., 2011). Furthermore, customer engagement becomes a state of mind of being emotionally invested with the focal object (brand or medium), which conduct to customers’ frequent interactions with a certain focal object.

Customer engagement is a concept that is being explored as a tool to facilitate the predictive power of customer behavior, including loyalty and referrals (Brodie et al., 2011; Pham and Avnet, 2009). After that, this theory has explained how customer engagement as a rally marketing tool that increases the loyalty and brand awareness of the customer itself.

Theoretically, customer engagement finds its conceptual basis in the relationship marketing paradigm as it focuses on interactive experience and value co-creation in marketing relationships (Brodie et al., 2011). That statement points out that customer engagement is an interactive part of marketing which automatically being integrated with gamification as the digital marketing strategy through the exploration of motives of purchasing; utilitarian and hedonic motive.

Telkomsel first started operations in 1995. Twenty-two years later, Telkomsel has established itself as the leading cellular operator in Indonesia (Telkomsel annual report, 2017). Telkomsel is using gamification as a useful digital strategy in this era, known as MyTelkomsel app, which can be downloaded by everyone with Android and iOS mobile operating system.

Based on Telkomsel annual report 2017, MyTelkomsel app has successfully achieved a new milestone in December 2017 with over 30 million downloads by Android and iOS users. Those numbers indeed were showing the high enthusiasm of customers for the MyTelkomsel app. In addition, My Telkomsel app is also actively encouraging the positive use of technology to engage the customers. It shows that MyTelkomsel app is successful in running a gamification-based application as a platform of adjustment with the digital era.

MyTelkomsel has adapted one of the components in PBL triad, which is points related to the motives of the customer in purchasing or just enough to visit the application. Hedonic motives is when customers visit MyTelkomsel app, they are not only looking for top-up the phone-credits or internet packages as the offered product but also looking for entertainment, a sense of joy, a feeling of comfort, and a feeling of relief in getting, collecting, and exchanging points that they will receive after purchase something on that app, with various lucrative gifts like getting a discount on airlines to fare and any other discounts. While for the utilitarian motives belong to the customers who purchase something on MyTelkomsel app, they ecstatically fulfill their needs through top-up the phone-credits, to check the rest of the quota, purchase a more efficient internet package, or to determine the validity of the number used by the customer.

By seeing MyTelkomsel app establishes customer engagement with the company, it generates its advantages over the company itself. Indeed, every business industry that uses gamification method to increase customer loyalty will also pursue more profits (Marketo, 2015). By not forgetting the customer’s advantages, getting the rewards in collecting points through MyTelkomsel app becomes so beneficial for the customer itself.

LITERATURE REVIEW
Marketing

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit (Kotler, 2016). Marketing aims to understand the customer about what product or service that will satisfy
their needs. By having a customer who willing to buy product and service that the marketer sells, the marketer must already have the available product and services.

American Marketing Association (AMA) defined marketing as an activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA, 2013). It can be concluded that the purpose of marketing is delivering ideas and experience that can give value to the target market. When the marketer fails in delivering and understanding about the product or service they want to offer, then the product or service cannot enter the market. That is why marketer must pay attention to every aspect, to the product or service they will sell is appropriate and acceptable to the market.

**Consumer Behavior**

In order to deliver a good marketing message to the target market, the company must be aware of what drives the target market to purchase a particular product, and that is where consumer behavior takes place. Consumer behavior studies the processes of individuals or groups in selecting, purchasing, using, or disposing products, services, ideas, or experiences to satisfy their needs and wants (Solomon, 2017). To simplify, consumer behavior is about knowing the behavior of a consumer to know how they make decisions on their products.

Consumer behavior provides information about the individuals that purchase a certain product and/or service (Lake, 2009). When a company understands a consumer better, then they will be directly reach to the consumer. That way, more and more consumers will be drawn upon the products marketed and therefore will lead to more sales and more profit for the company.

Consumer behavior is a study about the consumption patterns of consumers as well as the internal and external influences affecting them (Lake, 2009). There are various factors influencing consumer behavior, and those factors are grouped into four; social culture, psychological, marketing mix, and personal. Psychological and personal influences are internal influences, while social culture and marketing mix influences are external influences.

**Motives**

According to Utami (2010), the motive is the strength or drive from within a person to perform a certain activity, the motive that then makes a person realize an action to achieve its goals and objectives satisfaction. For example, people eat when they are hungry, cry when they are sad, and laugh when they are happy. The feeling of hunger, sadness, and happiness are the motivation or the triggers for the individual to eat, cry, and laugh. There are two types of motives in consumer behavior as fundamental to understand, which are hedonic and utilitarian.

**Hedonic & Utilitarian Motives**

Hedonic motives refers to fun seeking, leisure, playfulness, excitement, spontaneity, social involvement and enjoyment, whilst utilitarian motives refer to efficiency and effectiveness, accomplishment, rational behavior and goal-seeking, (Dittmar et al., 2004). In other words, hedonic motives relate to what consumers find enjoyable and utilitarian ones to what is useful or functional to the individual.

Hedonic motives alternatively tend to be more subjective and personal than the utilitarian value (Yang and Lee, 2010). From a hedonic motive perspective, customers desire entertainment and consider the purchasing process an enjoyable experience in which completing the transaction is not required (Anderson et al., 2014). Customers who purchase something for hedonic motives in purpose to get more emotionally experience, they tend to socializing with the offered brand for entertainment.

Hedonic motives not only stimulate the browsing on their social media sites, but also create a positive predisposition for suitable marketing messages and interaction with the brand, which further stimulates purchase intentions. In this line (W.Y. Chan et al, 2015). According to M.A. Jones et al (2006), found that the hedonic value, a construct tied to emotional experience and emotional satisfaction, is strongly related to positive electronic word-of-mouth, repatronage anticipation, and loyalty. Thus, hedonic consumers that interact more with the luxury brand will increase the behavioral intention towards the brand.

Utilitarian motives can be defined as an overall judgment offunctional benefits and sacrifices(Overby and Lee, 2006). From a utilitarian point of view, consumers possess agol-oriented behavior. Unlike the hedonic motives, when the customers feel the benefit of a product
they want, this utilitarian motive is based on rational and objective thinking. Kim (2006) indicated that utilitarian motives are engaged with two dimensions, namely efficiency (usage of resources, time management) and achievement (benefit, satisfaction).

Utilitarian motivations for engaging in a particular type of behavior usually concern completing a task in an efficient, timely manner. Accordingly, utilitarian consumers who are motivated to use social media sites of a specific brand are not likely to want to engage in time-consuming activities, such as writing posts or comments, if it is not required, and are rather more concerned with finding content that suits their purposes (J. Cotte et al., 2006).

Customer Engagement
Customer engagement is a concept that is being explored as a tool to facilitate the predictive power of customer behavior, including loyalty and referrals (Brodie et al., 2011). After that, this theory has explained how customer engagement as a rally marketing tool that increases or keep up the loyalty and brand awareness of the customer itself. Customer engagement encompasses actions that transcend transactional behaviors stemming from motivational forces (Van Doorn et al., 2010). Consumers engage in behaviors such as recommendations, helping other consumers, writing reviews, joining an online discussion, commenting on posts, searching for information and participating in competitions or online surveys (Gummerus et al., 2012).

Evans (2010) suggests that the foundational blocks of engagement include consumption, curation, creation, and collaboration. These forms fall on a continuum with consumption being the most passive form of engagement and creation and collaboration-- the most active forms. Content consumption involves reading material that others have created such as reviews or posts. Curation includes rating or commenting. Collaboration behaviors are replying to others’ comments or writing reviews. Creation behaviors include participating in contests or blogs where customers provide an input for a new product concept or redesign.

Consumption
Consumption in the context of social media refers to downloading, reading, watching, or listening to digital content (Evans 2010). As it is the starting point for most online activities (Evans 2010), content consumption is the most passive form of customer engagement.

Curation
Curation is defined as “the act of sorting and filtering, rating, reviewing, commenting on, tagging or otherwise describing content” (Evans 2010). Evans (2010) states that curation makes content more useful to others. Unlike consumption, curation allows for a two-way interaction — a comment to a post will generate other comments.

Creation
Content creation requires that community members “offer up something that they have made themselves” (Evans 2010) such as uploading a picture they took. Related to creation is co-creation. It is suggested that customer engagement encompasses customer co-creation (van Doorn et al. 2010).

Collaboration
Evans (2010) places collaboration on top of what he calls “the building blocks of engagement.” Collaboration and co-creation are activities that entail a greater degree of engagement compared to content consumption and as such may result in greater value for companies. Furthermore, collaboration is considered a process that binds community members together (Evans 2010).

Customer engagement in the marketing has been explained as a unidimensional or multidimensional construct that primarily involves cognitive, effective and/or behavioural aspects of customer relationships with a brand or a firm (Hollebeek, 2011). Theoretically, customer engagement finds its conceptual basis in the relationship marketing paradigm as it focuses on interactive experience and value co-creation in marketing relationships (Brodie et al., 2011). That statement has stated customer engagement is being an interactive part of marketing which automatically being integrated with gamification as the marketing strategy through the exploration of motives; utilitarian and hedonic motives.

Gamification
Due to the rise and popularity of games in marketing activities, the new trend of gamification has attracted the attention of marketers (Meloni & Gruener, 2012). Gamification is defined as the application of game elements and theories to ‘non-
game contexts’ to modify behaviors, increase fidelity or motivating and engaging users (J. Kohl, 2013).

Lawley (2012), adduced that gamification exclusively relies on points, badges and leaderboards. Therefore, PBL triad is the main basic components in strengthening a gamification strategy. In the marketing context, gamification is defined as a strategy to enhance non-game goods and services by providing gameful experiences and elements (Zichermann and Cunningham, 2011).

**Hypothesis**

H₁: Hedonic motives have a positive influence on customer engagement.

H₂: Utilitarian motives have a positive influence on customer engagement.

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**RESEARCH METHOD**

This research uses a quantitative method with an explanatory research. The quantitative approach involves the generation of data in quantitive for which can be subjected to rigorous quantitative analysis formally and rigidly (Kothari, 2009). Quantitative methods are used to examine the relationship between variables with the primary goal being to analyze and represent that relationship mathematically through statistical analysis. A descriptive design seeks to describe the current status of a variable or phenomenon. As the subject of the research is considered common to people who use mobile phone’s application on MyTelkomsel, researcher limits the location of this research to areas around Malang. The questionnaire were distributed around Malang city via an online survey to have better exposure. The population of this research is people in Malang city who is the potential customers for the MyTelkomsel app that is covered in the age range of 16-35. The sample obtained amounted to 100 respondents.

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**RESEARCH RESULTS AND DISCUSSION**

Hedonic Motives and Utilitarian Motives are used in this research to reveal the Customer Engagement through MyTelkomsel app in Malang city area. The analysis used is the data testing method of multiple linear regressions. The data were collected by using questionnaires which have been tested in terms of its validity and reliability, so it is valid and reliable. Then the data were tested using classical assumptions tests consisting of linearity test, normality test, multicollinearity test, and heteroscedasticity test. After all the tests were done, the data were analysed by using multiple linear regressions to determine the effect of the independent variables on the dependent variable. Last but not least, hypotheses testing was also done using t test.

From the results that were gained from the tests done, it can be concluded that from two independent variables, all variables have a positive effect. Therefore, hedonic motives and utilitarian motives on customer engagement have a positive direction, when Hedonic Motives and Utilitarian Motives increase, then it will cause an increase in Customer Engagement.

Considering these results, as MyTelkomsel app is appeared to engage its customers to learn and do more activities on the app, and then MyTelkomsel app has to realize and enhance the things that will trigger customers’ hedonic motives and utilitarian motives to conduct customers’ frequent interactions with MyTelkomsel app.

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R :0.798  
R Square :0.638  
Adjusted R Square :0.633  
F Calculated :155.689  
Sig. F :0.000  
F table:3.047  
t table :1.973

Source: Primary Data Processed, 2018

The Influence of Hedonic Motives and Utilitarian Motives on Customer Engagement Simultaneously

Based on the results, there is a significant influence between hedonic motives and utilitarian...
motives on customer engagement simultaneously with explanations and numbers clearly explained above. The results are very correlated with the theory and previous research that became the guideline of this research.

One of the attributes of engagement discussed by O’Brien and Toms (2008) was motivation. Also the theory of Habibi et al. (2014), stated that motives are indicative of consumers’ engagement behavior. These theories indicate that motives are being the significant determinants in customer engagement. In the case of this research, customers who use MyTelkomsel app must have certain motives that limited by this research, hedonic and utilitarian motives, so that they can be engaged in the application.

Respondents in this research were requested to indicate their hedonic and utilitarian motives to be engaged in the MyTelkomsel application. In general, all of the statements intended to respondents have a continuous relationship. For instance, customers who are truly enjoy visiting MyTekomsel App as one of the hedonic motives, most likely to like the content on the MyTekomsel App as the customer engagement, and customers who assume MyTekomsel App’s contents are functional for them as one of the utilitarian motives, highly possible to like to learn more about MyTelkomsel App as their engagement. In other words, hedonic and utilitarian motives have fundamentally called to understand why customers engage. From this research, it can be seen that the most dominant influence on customer Engagement is hedonic motives.

Effects of Hedonic Motives on Customer Engagement

The hedonic motives discussed in this research are the motives that people refer to the motivation of pleasure or emotional rather than fulfilling needs.

Based on the results of the analysis using multiple regression methods mentioned before, hedonic motives have a significant influence on customer engagement. Furthermore, this finding is in accordance to the previous researches done by Ozturk A,B., Nusair,K., Okumus,F, & Hua, N(2016), Kesari, B, & Atulkar, S(2016), and Consuegra, M, D., Diaz, E., Gomez, M., & Molina, A (2018), who also found that hedonic motives can lead to customer engagement. Corresponding to hedonic motives, the main journal of this research,Le Roux, I. & Maree, T (2016), utilitarian motives did not indicate a significant influence to customer engagement, it could be due to differences in the objects and subjects used.

Utilitarian motives discussed in this research are the motives that people are concerned with efficiency and achievement; it simply customers accomplish what they want and need when visiting MyTekomsel app. The indicators used for utilitarian motivation in this research are the usage of resources, benefit, information, decision, function, perceived utility, and value. The appearance of those indicators will trigger customer engagement because when customers have found their needs more efficiently and gain
an achievement or profit for the MyTelkomsel app, customers will learn more and find out more about the application.

For instance, customers will be more aroused to be engaged in collecting points in the application so that the Telkomsel Point (priority, gold, red, mass) level is in the application; this makes sense because customers will get different benefits at each level of their point status. Therefore, it is believed from the result of this research that the more efficiency, benefit, and achievement, the more interested the customers would be in visiting, reading, liking, learning about MyTelkomsel app that then will lead to customer engagement.

Implications

The results of this research provide some theoretical and practical implication to the influence of hedonic motives, and utilitarian motives on customer engagement of MyTelkomsel app. The results of this research provide some insights for the company to improve and be more effective in promoting and maintaining the application. Hedonic motives and utilitarian motives both influence customer engagement that it is important to trigger both in order to make customers engage further.

It can be done by trying to spark triggers to customers’ hedonic motives and utilitarian motives. To drive customers’ hedonic motives, MyTelkomsel app can make the experience of participating on its app more unique and enjoyable that therefore it could create more excitement and pleasantness so customers would like to explore more about MyTelkomsel app. As well to drive customers’ utilitarian motives, MyTelkomsel app can maintain the product content that offered and make it more varied so that it can meet every customer need, and also create more achievements, besides the level of point collection status, so that customers are more interested in seeing what MyTelkomsel app has to offer.

CONCLUSION & SUGGESTIONS

Conclusions

1. Hedonic motives have a significant effect on customer engagement. So that it can be concluded by increasing hedonic motives, it will increase customer engagement.
2. Utilitarian motives have a significant effect on customer engagement. So that it can be concluded by increasing hedonic motives, it will increase customer engagement.

Suggestions

1. Since hedonic motives give a dominant influence in influencing customer engagement, it is expected that the company should try to trigger potential customers’ hedonic motives as much as it can, so that customer engagement will increase. As the two lowest mean scores of the items on hedonic motives are the desire of customers’ continuation in participating and the entertainment content on MyTelkomsel app, those two things are the ones that should be enhanced. By making the app’s experience more pleasurable and enjoyable will make customers want to continue in participating on MyTelkomsel app and therefore will want to engage further. Further engagement, customers need more interesting entertainment, so that customers do not get bored easily using it. It can be done by maintaining the entertainment package to be more variation also providing some interesting games that can be played offline or online. In this case, creativity is a key.

2. As well as utilitarian motives have a significant simultaneous effect on customer engagement, it is important for Telkomsel to concerns how to trigger potential customers’ utilitarian motives as much as it can. As the two lowest mean scores of the items on utilitarian motives are the benefit and information on MyTelkomsel app, those two things are the ones that should be maintained to increase customer engagement. By tackling things that annoy customers when accessing the application to get benefits, such as software bugs that interfere with customers’ convenience, or other errors. The company can also create more varied features so that it can meet every customer need, also by creating a new pricing strategy besides the purchase promos, or redeem the points so that customers feel benefited by using the MyTelkomsel app.

3. Given that the independent variables in this research are very important in influencing customer engagement, it is hoped that the results of this research can be used as a reference for further researchers to develop this research by considering other variables which are other variables outside the variables that have been included in this research.
REFERENCES


