

ABSTRACT

Recently, many fashion brands in Indonesia are developing rapidly, one of which is the shoe industry. Currently, shoes are a necessity that must be owned by everyone, especially millennials. Therefore, competition in the local shoe industry in Indonesia is very high with various types of shoes with innovations and models provided with the aim of attracting the attention of shoe fans. Ventela, Compass, Brodo, and Geoff Max are local shoe brands that have the highest interest in Indonesia. There are various factors that make local shoe brands achieve success in selling these shoes, these factors include the value and satisfaction provided by local brands to local shoe fans.

This study aims to determine the value and satisfaction provided by the Ventela brand. In addition, this study also aims to examine customer satisfaction mediating the effect of value on behavioral intention.

This study uses a quantitative method by conducting a survey through a questionnaire to 385 respondents who are Ventela shoe users. The technique used in this research is descriptive analysis and Structural Equation Modeling-Partial Least Square.

The results of this study indicate that hedonic value variables affect customer satisfaction, utilitarian values affect customer satisfaction, hedonic values affect behavioral intentions, utilitarian values affect behavioral intentions, customer satisfaction on behavioral intentions and customer satisfaction mediate hedonic values and utilitarian values on intent behavior.

Suggestions that can be given to the Ventela brand based on the results of respondents regarding hedonic value, utilitarian value, customer satisfaction, and behavioral intention are to increase innovation on the Ventela website, improve online shopping procedures, increase the advantages of the Ventela website such as informative information and increase the convenience of buyers when using the Ventela website.

Keywords: behavioral intention, hedonic value, local shoes, satisfaction, utilitarian value,