



IMPACT OF PERCEIVED VALUE ON PURCHASE AND E-WOM INTENTIONS: A STUDY OF SHOPEE'S STAR SELLERS

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ABSTRACT

Aim/Purpose	This study analyzed the factors influencing electronic word-of-mouth (e-WOM) intention and purchase intention among Shopee users toward stores with Star Seller status, including the mediating roles of cognitive and affective appraisal. It integrated Customer Value Theory, Social Learning Theory, and Perceived Value Theory to examine how perceived benefits influence user behavior. The study also aimed to provide empirical evidence on the advantages of Star Seller status and to educate sellers on how this status can enhance their business performance on Shopee.
Background	Shopee is one of Indonesia's most widely used e-commerce platforms, where store status signals seller credibility. Among these, the Star Seller status offers multiple benefits. However, many sellers hesitate to pursue this status due to the associated administrative fees. A decline in the number of Star Seller stores may result in fewer offers for users, prompting them to compare and potentially switch to other platforms. This research sought to demonstrate the positive impact of Star Seller status on user behavior and reduce seller resistance through education.

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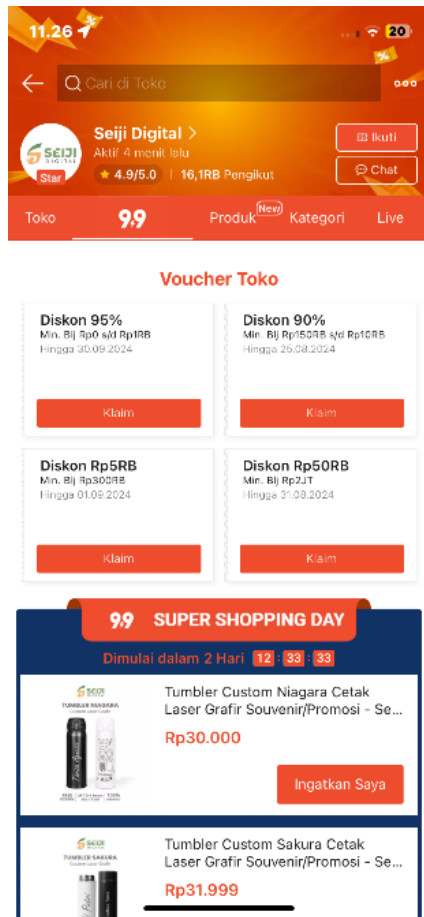
Methodology	The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data from an online survey of 452 Shopee users. The analysis tested relationships between perceived value dimensions (emotional, functional, and price), cognitive and affective appraisal, and behavioral intentions such as purchase and e-WOM.
Contribution	Theoretically, the study offered a novel integration of Customer Value Theory and Social Learning Theory within Shopee's Star Seller context to explain user behavior in e-commerce. Practically, it provided evidence-based insights for Shopee and its sellers, showing how Star Seller status can influence trust, purchase intention, and recommendations.
Findings	The findings revealed that emotional, functional, and price value significantly influenced purchase and e-WOM intentions. Cognitive and affective appraisal mediated these relationships, with cognitive appraisal having a more substantial effect. These results highlight the critical role of Star Seller status in shaping user perceptions and behaviors, offering tangible benefits for sellers.
Recommendations for Practitioners	Sellers should be educated on the benefits of Star Seller status to reduce reluctance and increase participation. Shopee is encouraged to strengthen communication on the unique advantages of Star Seller status, such as better service quality and exclusive promotions, to boost user engagement and seller adoption.
Recommendations for Researchers	Future studies can explore additional perceived value dimensions and their influence on user behavior. Longitudinal and cross-platform comparisons can also provide deeper insights into the long-term effects of seller status on user retention and loyalty.
Impact on Society	By promoting Star Seller adoption, this research may enhance user satisfaction and support sustainable e-commerce growth in Indonesia. The findings contribute to the broader e-commerce ecosystem by encouraging trust and improving platform efficiency.
Future Research	Comparative studies between Star Seller and non-Star Seller stores across various platforms and investigations into cultural and social influences on perceived value are recommended. Longitudinal research may also reveal the long-term impact of seller status on loyalty and business growth.
Keywords	perceived value, customer value theory, purchase intention, e-WOM intention, seller education, PLS-SEM, Shopee, Star Seller

INTRODUCTION

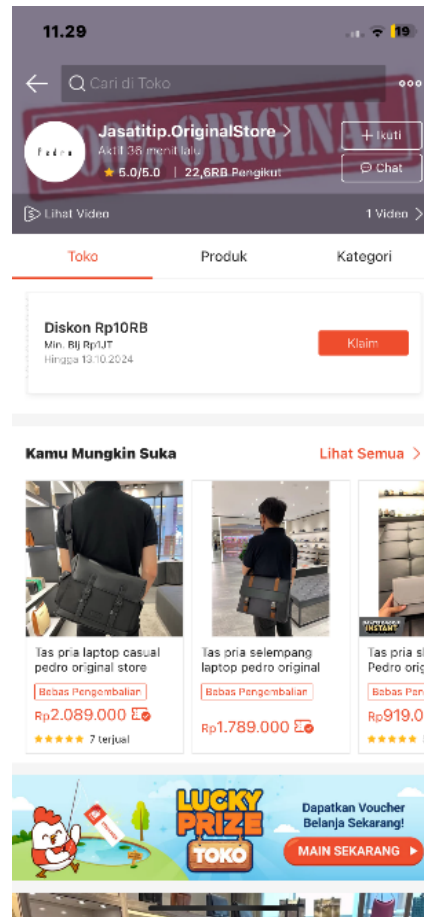
In the digital transformation era, shopping activities have shifted from conventional to online shopping through e-commerce platforms. The use of e-commerce platforms has significantly increased since the COVID-19 pandemic. Indonesia has been ranked 9th out of the top 10 countries as the largest e-commerce industry in the world. Online sales in Indonesia have reached \$59 billion (Herpin, 2023). According to data from SimilarWeb, in the first quarter of 2023, Shopee became Indonesia's most widely used e-commerce site, with 158 million users (Ahdiat, 2023). The large number of sales and e-commerce users in Indonesia has shown that the e-commerce trend is increasing.

Shopee offers unique advantages compared to other e-commerce platforms, particularly in Indonesia, where it provides various attractive offers such as free shipping and discount vouchers (Bagas, 2022). Other platforms may offer similar promotions, but Shopee differentiated itself by giving exclusive vouchers during unique campaigns, operating its food delivery service (ShopeeFood), integrating a

digital wallet (ShopeePay) with promotional cashback, featuring official brand stores through ShopeeMall, and collaborating with platforms like YouTube to enable seamless shopping through video content. Each store could provide numerous offerings to buyers based on the store's status in Shopee, namely Star Seller, Star+ Seller, Shopee Mall, and non-Star Seller. Non-Star Seller stores are stores without any status. Star Seller status is a form of appreciation given by Shopee for sellers' excellent sales performance. The sellers must fulfill several criteria to get Star Seller status. They have a high store rating, several orders completed within a specific period, consistent delivery times, and no violations (Shopee, 2023f). Star Seller status illustrates the credibility of a seller in Shopee as they are considered to have high-quality services (Shopee, 2023f). Aside from illustrating the seller's credibility, Star Seller status benefits buyers. The sellers provide more discounts than stores without Star Seller status (Shopee, 2023g). Figure 1 compares stores with Star Seller status and stores that do not have the status.



(a)



(b)

Figure 1. (a) Store with Star Seller status; (b) Store without Star Seller status

Although Star Seller status provides many benefits, some sellers are reluctant to achieve Star Seller status due to significant admin fees (Nasution, 2023). The fewer stores on Shopee with Star Seller status can limit available offers for Shopee consumers. Consequently, it potentially impacts the consideration stage in the customer life cycle at Shopee. In this stage, they compare e-commerce platforms to meet their needs. Hence, they may choose other platforms with more attractive offers than Shopee. This concern drove the investigation to provide evidence that Star Seller status can positively

impact sellers and reduce resistance to obtaining Star Seller status in Shopee. The research findings can educate Shopee sellers about the benefits of being a Star Seller.

Previous research has shown several factors that can influence user perception and customer behavior in e-commerce stores. Jin and Youn (2022) have shown that the number of sales and followers listed on the seller's profile can influence the buyer's perception of the seller's credibility. Then, the experience of the buyer's interaction with the seller also affects the store's reputation (M. Li & Hua, 2022). Buyers' benefits, evaluations, and behaviors are also related (Jia & Wang, 2019; Sánchez-Torres et al., 2023; Wu et al., 2018). Peng et al. (2019) analyzed the effect of the benefit received by users on their purchase intentions mediated by promotions offered within a short period. Goraya et al. (2021) examined how the attributes of e-commerce affect user attitudes towards e-commerce usage intention and electronic word of mouth (e-WOM) intention. While previous studies have not explicitly examined the relationship between seller value, buyer perception, and customer behavior in the context of e-commerce applications, theoretical frameworks such as Consumer Value Theory, the Theory of Planned Behavior, and Expectancy-Disconfirmation Theory offer foundational insights that support the interconnection of these constructs. This study builds upon these theories by contextualizing them within Shopee's Star Seller program.

Based on the literature review, this research examines the relationship between the value of sellers, buyer perceptions, and behavior in the context of the store with Star Seller status at Shopee. This research shows that the benefits of the Star Seller status can influence Shopee users' positive perceptions. This positive perception can trigger customer behavior towards sellers in Shopee, such as having the intention to purchase and recommend stores with Star Seller status by electronic or e-WOM intention. Purchase intention refers to a person's intention to shop for a product with specific considerations (Peng et al., 2019).

This study uses the purchase intention variable as the intention of Shopee users to shop at the Star Seller store after evaluating the benefit of Star Seller status rationally and emotionally. Star Seller status is one of the attributes of a store in e-commerce. Goraya et al. (2021) state that the attributes of a store in e-commerce influence a person to recommend the store to others electronically or online, which is referred to as e-WOM intention. Stores with Star Seller status have attributes that convince buyers to make buyers want to recommend them to others electronically. This research explored the effect of e-WOM intention due to the Star Seller status in Shopee. E-WOM intention refers to persons' likelihood to share positive or negative experiences with a product on social media platforms, online communities, and so on (Goraya et al., 2021). This study uses the e-WOM intention variable as the intention of Shopee users to recommend Star Seller stores after experiencing the benefits and evaluating them rationally and emotionally. These two variables become the customer behavior generated by Shopee users when shopping. Therefore, this study wants to answer three research questions:

- RQ1:** What factors influence purchase intention in Shopee at stores with Star Seller status?
- RQ2:** What factors influence the e-WOM intention of users in Shopee to recommend a store with Star Seller status?
- RQ3:** What education can be provided to sellers in Shopee so that it can reduce their resistance to achieving Star Seller status?

X. Li et al. (2020) adopted the Consumer Value Theory, which was initially formalized by Woodruff (1997). X. Li et al. (2020) examined how user perceptions of Shopee's Star Seller stores influence purchase intention and e-WOM intention, in which the benefits of Star Seller were considered as users' perceived value. It was adopted by Peng et al. (2019), who employed price, emotional, and functional value dimensions. They were chosen in this research based on their relevance to the context of stores with Star Seller status at Shopee.

Star Seller status provides benefits such as price discounts and user enjoyment, defined as the emotional satisfaction users feel from responsive service and a seamless shopping experience (Sherry, 2004). It will be described as the perceived value users feel when shopping at stores with Star Seller status. Rooted in the work of Bandura (1977), Social Learning Theory describes how individuals learn through observation and interaction. This study follows the application by Jin and Youn (2022) in the context of online consumer behavior to explain how perceived value affects user responses toward Shopee's Star Seller stores. Jin and Youn's (2022) cognitive appraisal and affective appraisal variables will mediate the perceived value of Star Seller on purchase intention and e-WOM intention.

This research has two practical contributions: education for sellers and business strategies for Shopee in the future. It provides insights to Shopee sellers on the benefits of Star Seller status, which affects users' purchase intention and e-WOM intention. This education is expected to increase their awareness about the importance of achieving Star Seller status at Shopee and can help them develop a business strategy for selling. In addition, this study provides knowledge related to the perceived value of Star Seller status. Shopee can use this knowledge as a business strategy to optimize Star Seller status.

For a theoretical contribution, this study combines customer value theory and social learning theory in Star Sellers' status in the Shopee context. Through the incorporation of these theories, this research shows how the benefits perceived by users influence their evaluation of stores with Star Seller status, thus driving the intention to shop and recommend the store to their peers (Jin & Youn, 2022; X. Li et al., 2020). Then, the benefits users perceive in this study are explained in the perceived value (Peng et al., 2019). This study also analyzes the factors that mediate perceived value through cognitive appraisal and affective appraisal variables from social learning theory (Jin & Youn, 2022). Both variables are described as a form of user consideration when experiencing the benefits of the Star Seller store when shopping at Shopee.

This study contributed to the literature by integrating Consumer Value Theory, Social Learning Theory, and Perceived Value Theory to examine how cognitive and affective appraisals mediate the relationship between value perceptions and user intentions in the specific context of Shopee's Star Seller program. Previous studies have not found a combination of theories and variables, especially in a more specific context, such as the Star Seller store at Shopee.

This research will educate sellers with empirical evidence that Star Sellers play a role in influencing user attitudes when shopping at Shopee. This research is expected to encourage sellers' motivation, reduce their resistance to achieving Star Seller status, and build their awareness of maintaining their store on Shopee. It allows Shopee's customer life cycle to be maintained so that Shopee can survive and compete with other e-commerce platforms.

LITERATURE REVIEW

E-COMMERCE AND ITS CONTRIBUTION

According to Turban et al. (2018), e-commerce is an electronic buying and selling transaction. Buying and selling activities in e-commerce are not only in the form of goods but also in the form of services. E-commerce transactions significantly benefit buyers and sellers (Munoz et al., 2023). There are various types of transactions in e-commerce, namely business-to-business (B2B), business-to-consumer (B2C), business-to-business-to-consumer (B2B2C), consumer-to-business (C2B), business-to-employees (B2E), consumer-to-consumer (C2C), government-to-business (G2B), government-to-citizen (G2C), and government-to-government (G2G) (Turban et al., 2018). Each transaction type has a different purpose and role (Turban et al., 2018). Transactions in e-commerce provide various benefits, such as efficient buying and selling activities, getting cheaper product prices, minimizing sales costs, and expanding market reach. These advantages make e-commerce significantly benefit the country (Munoz et al., 2023). An example is Indonesia, which entered the top 10 countries with the

most significant e-commerce business in the world (Herpin, 2023). E-commerce contributes to national market growth by expanding access to domestic and international consumers, depending on the platform's scale and reach (OECD, 2020). Consequently, it empowers a large number of sellers to enter the market on a worldwide scale through e-commerce (Jabar & Ogunsola, 2022).

THE ROLE OF STAR SELLER STATUS IN SHOPEE

Shopee is Southeast Asia's largest e-commerce company, founded in 2015 in Singapore (Herlina et al., 2023; Mui et al., 2023). Shopee provides an e-commerce mobile application with a place to buy and sell products. In addition, Shopee offers other services such as paying electricity bills, credit, online food delivery, and other daily needs (Shopee, 2023a, 2023b, 2023d). It makes Shopee one of Indonesia's most widely used e-commerce applications (Suhendry, 2023). Shopee certainly has its strategy to maintain its business. One of them guarantees the credibility of sellers at Shopee to increase the trust of its users in shopping. It is done by providing a status for each store in Shopee, which describes the seller's credibility to build buyer confidence. The status of Shopee stores consists of Star Seller, Star+, and Shopee Mall (Shopee, 2023e). Stores that do not have a status are called Non-Star Sellers (Shopee, 2023e).

This research focuses on the Star Seller status because it is the most accessible status for sellers to achieve in Shopee compared to other statuses. Shopee provides several special conditions for sellers to achieve Star Seller status (Shopee, 2023c, 2023g). These conditions include a minimum of 20 orders in the last 30 days, a minimum percentage of replying to buyers' messages of 60%, and a minimum score rating of 4.4 (Shopee, 2023f). Star Seller status provides various benefits for sellers, namely gaining user trust, benefiting from advertising programs, search rankings, and so on (Shopee, 2025). In addition, Shopee provides various attractive offers to Star Seller stores, such as free shipping vouchers and more discounts than non-Star Seller stores (Shopee, 2023g). It is a unique attraction for Shopee to attract user attention. Thus, in general, Star Seller status provides benefits for both sellers and Shopee users.

CUSTOMER LIFE CYCLE

The customer life cycle is a cycle of user activity in e-commerce. This cycle comprises the stages of advocacy, awareness, consideration, action, and retention (Joosten, 2024). The awareness stage is the first stage entered by the user. In this stage, users recognize e-commerce for the first time by learning about it. After that, users enter the consideration stage. At this stage, users compare e-commerce with other e-commerce sites based on their needs. One example is comparing the application's ease of use and the number of discounts offered between Tokopedia and Shopee. Users undoubtedly choose the most effortless application, offering them the most benefits. Next, the user enters the action stage, where the user purchases a product after making considerations in the previous stage. If the user is satisfied with the purchase, then the user enters the retention stage, where the user will return to purchasing activities. The retention pushes the user to the advocacy stage by sharing the experience with others. The goal is for the person to have a pleasant experience similar to the experience when using e-commerce (Boychuk, 2023). The person who receives the information is encouraged to pay attention to the recommended e-commerce method. The advocacy stage is the last stage and an opportunity to trigger awareness of e-commerce because, at this stage, users can attract the attention of potential users through the experiences shared with them (Joosten, 2024). Figure 2 shows the five stages of the e-commerce customer life cycle.



Figure 2. E-commerce customer life cycle (Boyчук, 2023)

PERCEIVED VALUE

Perceived value is the benefit users feel about a product or service (Peng et al., 2019). Perceived value can also be said to be the user's perception of the benefits provided by a product or service (X. Li et al., 2020; Zeithaml, 1988). Based on this understanding, perceived value can be divided into several dimensions based on the type of benefit. A study by Peng et al. (2019) sees perceived value as benefits related to price, functionality, satisfaction, and enhancement of one's social status from purchasing a product. Based on these types of benefits, Peng et al. (2019) divided perceived value into four dimensions: emotional value, functional value, price value, and social value. Then, a study by X. Li et al. (2020) also divides perceived value into utilitarian and hedonic value. Utilitarian value refers to the practical or functional benefits a consumer gains from a product or service, such as convenience or cost savings (X. Li et al., 2020). In contrast, hedonic value relates to emotional or experiential benefits, such as enjoyment or pleasure (X. Li et al., 2020). The two dimensions are divided based on user satisfaction when obtaining benefits from e-commerce.

Stores with Star Seller status provide benefits in the form of perceived value felt by Shopee users. The research maps these benefits into several dimensions of perceived value. Stores with Star Seller status provide various attractive offers, such as free shipping and discounts. This offer is a unique attraction for Star Seller stores because it benefits users regarding purchasing costs. We map this benefit to the price value dimension of the Star Seller store. Price value is the discount obtained when buying a product (Peng et al., 2019). The Star Seller store also provides good-quality service to its buyers. To become a store with Star Seller status, Shopee requires a minimum percentage of seller responsiveness when replying to buyer messages on Shopee. This provision showed that stores with Star Seller status provide good service quality through responsiveness in replying to buyers' messages. We mapped these benefits to the functional value dimension, which refers to the quality of service provided by stores with Star Seller status. The ease of shopping through good service quality and discount offers has the potential to give a sense of pleasure when shopping. Thus, we mapped these benefits to the emotional value dimension, where this dimension refers to the feelings a person feels when shopping. Therefore, the researchers use the dimensions of emotional value, functional value, and price value to measure the benefits provided to Shopee users by stores with Star Seller status.

CUSTOMER VALUE THEORY

Customer value theory was formalized by Woodruff (1997) to explain how customers evaluate the value of a product or service by weighing the perceived benefits against the sacrifices. A study by X. Li et al. (2020) employed the theory to examine the effect of customer interaction with the company

on increasing consumers' positive perceptions to provide a good assessment of the company. The research focused on using social media to interact with customers.

In this study, customer value theory is used to see how user perceptions of stores with Star Seller status influence their intention to shop and recommend Star Seller stores. Shopee users' consideration of the perceived service from sellers with Star Seller status is a form of user perception that follows the understanding of customer value theory. In addition, no research has used this theory specifically to examine Star Seller stores in Shopee. Therefore, this theory becomes a reference to find out how the positive perceptions of Shopee users influence shopping intentions and the recommendation of stores with Star Seller status.

In this study, we will use customer value theory as a basic model to develop a research model. The model showed the flow of influence of the value received by individuals to influence their attitudes. First, it starts from the attribute level received by the individual. Then, proceed with the consequence level to respond to the attributes received. Finally, the consequence influences the individual to achieve the desired goals. The hierarchy shown in this model aims to illustrate how a person's process considers something when shopping (Woodruff, 1997). These considerations are influenced by the values of the benefits they receive, and comparisons are made to achieve their goals maximally (Woodruff, 1997). Figure 3 shows the conceptual model of customer value theory.

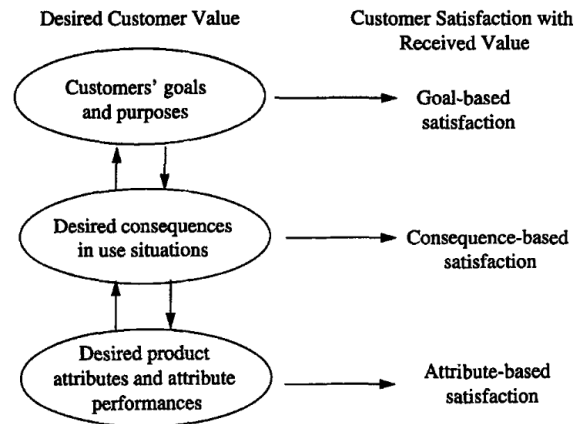


Figure 3. Customer value theory conceptual model (Woodruff, 1997)

SOCIAL LEARNING THEORY

Social learning theory, as formalized by Bandura (1977), explains that individuals learn from their environment by gathering and processing information through observation (Jin & Youn, 2022; M. Li & Hua, 2022). The theory has personal factors divided into cognitive and affective (Bandura, 1977). Cognitive factors refer to mental processes such as attention, perception, and memory that influence learning. Affective factors involve emotional responses, attitudes, and motivation, shaping how individuals observe, interpret, and imitate behavior. M. Li and Hua (2022) used this theory to investigate the relationship between social presence, social learning process, and purchase intention. Social presence refers to the interaction of potential buyers with live streamers in e-commerce. M. Li and Hua (2022) examined the influence of these interactions on the user's learning process when considering buying a product. Jin and Youn (2022) used this theory to investigate the impact of users' peers' conversion on individual decision-making shopping in e-commerce. Collecting information on the number of sales and followers on the seller's store profile is seen as a person's learning process when making considerations when shopping in e-commerce. M. Li and Hua (2022) and Jin and Youn (2022) used the cognitive and affective appraisal dimensions as a form of social learning theory.

This study relied upon social learning theory to interpret the effect of perceived value on users' evaluation of Star Seller stores, which in turn influences their shopping intention and likelihood of recommending the store. This study uses affective appraisal and cognitive appraisal variables as personal factors of Shopee users. Personal factors are a form of customer attitude in Shopee users (Jin & Youn, 2022). In addition, these personal factors mediate the three dimensions of perceived value (emotional, functional, and price value) on purchase intention and e-WOM intention. Therefore, this study examines the effect of perceived value received on affective and cognitive appraisal as a consideration for shopping and recommending stores with Star Seller status. Figure 4 shows the conceptual model of social learning theory.

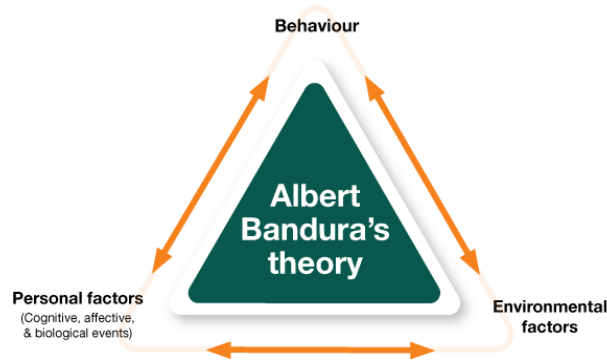


Figure 4. Social learning theory conceptual model (Bandura, 1977)

STRUCTURAL EQUATION MODELING

Structural Equation Modeling (SEM) is a research method that estimates relationships between variables that cannot be measured directly with numerical values (Hair et al., 2014). This study used variables that are not directly observable, such as word-of-mouth intention, perception, and purchase intention, as they represent internal psychological states rather than objective measurements. These variables are explained in the following section. SEM enables researchers to quantify such constructs through statistical calculations (Sarstedt et al., 2021). Therefore, SEM was considered an appropriate method to calculate the significance of the relationships among the variables in this study.

There are two main approaches within the SEM framework: Partial Least Squares Structural Equation Modeling (PLS-SEM) and Covariance-Based Structural Equation Modeling (CB-SEM) (Hair et al., 2017). These approaches differ in their assumptions and suitability based on research needs. PLS-SEM is well-suited for complex model estimation research and small sample sizes (Hair et al., 2017, 2021). CB-SEM is more appropriate for studies with larger sample sizes and normally distributed data (Hair et al., 2017, 2021). Given the constraints of this study, including a limited data collection period and potentially non-normally distributed data, the PLS-SEM approach was selected as the most suitable method. Furthermore, PLS-SEM has been successfully applied in prior research on e-commerce (Eitiveni et al., 2023; Handayani et al., 2018; Purwandari et al., 2019).

The PLS-SEM approach consists of two stages: the measurement model test (outer model) and the structural model test (inner model) (Hair et al., 2021). Each stage requires specific tests to ensure the reliability and validity of the conceptual model. The measurement model test includes convergent validity, discriminant validity, and internal consistency reliability (Hair et al., 2021). The structural model test involves path coefficients, R-squared (R^2), effect size (F^2), and predictive relevance (Q^2) (Hair et al., 2021). Once these model validity tests are fulfilled, hypothesis testing can be conducted to determine the significance of the relationships between variables. We performed the analyses with SmartPLS version 3.2.9 and Google Sheets to classify response validity. Only responses from respondents who have made purchases on Shopee were considered valid.

CONCEPTUAL MODEL AND HYPOTHESIS

AFFECTIVE APPRAISAL AND COGNITIVE APPRAISAL

Affective appraisal refers to a person's emotional satisfaction derived from a shopping experience. In contrast, cognitive appraisal refers to a person's rational evaluation by assessing benefits, effectiveness, and ease in achieving goals (Jin & Youn, 2022). Jin and Youn (2022) demonstrated that affective and cognitive appraisals influence users' attitudes toward online stores. Similarly, Wu et al. (2018) showed that attitudes based on affective and cognitive dimensions affect electronic word of mouth (e-WOM), and M. Li and Hua (2022) found that affective and cognitive appraisals also influence purchase intention. This study examined how affective and cognitive appraisal influence Shopee users' e-WOM intention and purchase intention in the context of Star Seller stores. The findings provided the theoretical foundation for linking affective and cognitive appraisal to these behavioral intentions. Thus, we propose the following two hypotheses:

- H1.** Affective appraisal positively influences the e-WOM intention (H1a) and purchase intention (H1b) of Shopee users.
- H2.** Cognitive appraisal positively influences the e-WOM intention (H2a) and purchase intention (H2b) of Shopee users.

EMOTIONAL VALUE

Emotional value refers to the emotional benefits an individual experiences when shopping for a product (Peng et al., 2019). Online shopping experiences create emotional value for consumers (Jang & Namkung, 2009). Research by Peng et al. (2019) showed that emotional value affects purchase intention, moderated by time pressure and product involvement. Jia and Wang (2019) also demonstrated that emotional value, as part of consumption values, influences consumer attitudes. The interpretation of consumer attitude in Jia and Wang's study aligns with the framework introduced by Jin and Youn (2022), who defined consumer attitude more precisely as comprising affective and cognitive appraisal. This study defines emotional value as the emotional benefit Shopee users experience when engaging with Star Seller stores. We aimed to investigate how this emotional value influences affective and cognitive appraisal, guided by the theoretical foundations of Jia and Wang (2019) and Jin and Youn (2022). Thus, we propose the following two hypotheses:

- H3.** Emotional value positively influences the affective appraisal (H3a) and cognitive appraisal (H3b) of Shopee users.

FUNCTIONAL VALUE

Functional value refers to the benefits derived from product quality and the expected functionality of the product (Peng et al., 2019). Product quality and functionality have long influenced consumers' purchase intention (Riesz, 1980). A study by Peng et al. (2019) demonstrated that functional value significantly affects purchase intention, particularly under time pressure and high product involvement. Additionally, Jia and Wang (2019) showed that consumption values in the form of functional benefits influence consumer attitudes.

The interpretation of consumer attitude in Jia and Wang's (2019) study aligns with the conceptualization by Jin and Youn (2022), who defined consumer attitude more specifically as comprising affective and cognitive appraisal. In this study, functional value is understood as the perceived service quality of Star Seller stores, including responsiveness, product reliability, and user convenience, as experienced by Shopee users. This study aimed to examine how functional value, as perceived by users, influences affective and cognitive appraisal. The theoretical frameworks provided by Jia and Wang (2019) and Jin and Youn (2022) formed the foundation for linking functional value with users' emotional and rational evaluations in the form of affective and cognitive appraisal. Thus, the researchers propose the following two hypotheses:

- H4.** Functional value positively influences affective appraisal (H4a) and cognitive appraisal (H4b) of Shopee users.

PRICE VALUE

Price value refers to the perceived trade-off between the monetary cost of a product or service and the benefits it provides to the consumer, influencing their evaluation of whether the perceived value justifies the price (Chi & Kilduff, 2011; G. Li et al., 2012). Price value refers to the discounted price obtained in a short-term promotion. Peng et al. (2019) demonstrated that the price value dimension significantly influences purchase intention. Similarly, Sánchez-Torres et al. (2023) found that free delivery offerings affect the attitudes of e-commerce users during their shopping decisions. In their study, attitude referred to a user's evaluation of the benefits received. It aligns with Jin and Youn's (2022) definition of affective and cognitive appraisal as forms of user attitude involved in decision-making. This conceptual alignment suggests that the price value, in the form of free delivery or discounts, indirectly affects user attitudes through emotional and rational evaluations.

Based on these prior findings, this study aimed to examine how the price value offered by Star Seller stores influences users' affective and cognitive appraisal. The works of Sánchez-Torres et al. (2023) and Peng et al. (2019) formed the theoretical foundation for linking price value with user attitudes, specifically through the lens of affective and cognitive appraisal. Thus, the researchers propose the following hypotheses.

- H5.** Price value positively influences affective appraisal (H5a) and cognitive appraisal (H5b) of Shopee users.

MEDIATION EFFECT

Jin and Youn (2022) showed that cognitive and affective appraisal mediated the influence of users' peers' conversion on seller and profile-related outcomes. In their study, users' peers' conversion referred to the number of followers and sales listed on the seller's profile, while seller-and-profile-related outcomes referred to the user's attitude toward the profile and the seller's talent.

In this study, users' peers' conversion is reinterpreted as the perceived value received by users, and the seller- and profile-related outcomes are conceptualized as purchase intention and e-WOM intention. In Jin and Youn's research, cognitive and affective appraisal significantly mediated the effect of the number of followers and sales on user attitudes. Seller profiles with many followers and sales greatly influenced users' cognitive and affective appraisal. We aimed to determine the mediating effect of affective and cognitive appraisal in the relationship between the three dimensions of perceived value, e-WOM intention, and purchase intention. We adopted the framework of Jin and Youn (2022) to examine the mediating impact of affective and cognitive appraisal in a different context, specifically in the relationship between perceived value (emotional, functional, and price value) and user behavioral intentions. Thus, the following hypotheses are proposed:

- H6.** Shopee users' factors in affective appraisal (H6a) and cognitive appraisal (H6b) will mediate the influence of the three dimensions of perceived value on purchase intention and e-WOM intention.

RESEARCH MODEL

Customer Value Theory is the basis of the research model, employing the attribute, consequence, and goal/object levels (Peng et al., 2019; Shopee, 2023d). The Customer Value Theory was selected as the foundation of this research model to investigate the effect of perceived value on e-WOM intention and purchase intention through affective and cognitive appraisal. The research model describes emotional, functional, and price value variables at the attribute level, representing the perceived benefits users receive from stores with Star Seller status. Additionally, affective and cognitive appraisal variables are positioned at the consequence level and are categorized as personal factors within the Social

Learning Theory framework (Jin & Youn, 2022). This classification illustrates the emotional and rational evaluations triggered by the perceived benefits of Star Seller stores. Finally, e-WOM intention and purchase intention variables are situated at the goal/object level, reflecting Shopee users' ultimate objectives when interacting with Star Seller stores. Figure 5 illustrates the research model proposed in this study.

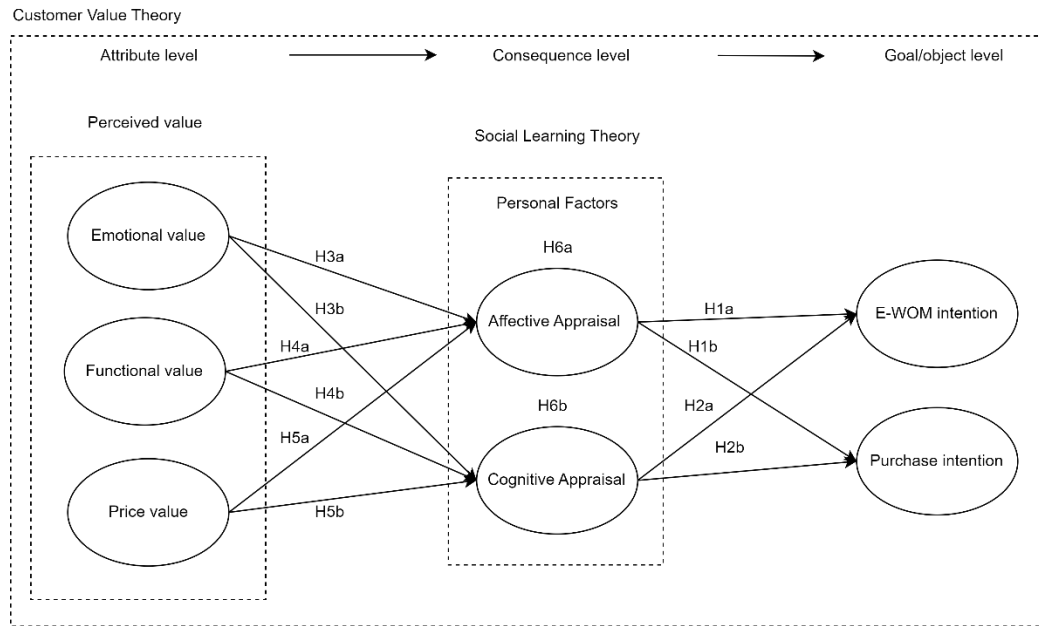


Figure 5. Conceptual model and hypotheses

METHODS

RESEARCH VARIABLES

This study employed research instruments adopted from previous research. Table 1 shows the constructs-measuring instruments adopted as part of the survey questionnaire for this study. The table also lists measuring items (indicators) of each instrument and the source reference. Each construct was associated with four indicators, and each indicator was coded based on the initial of the variable name. We adapted each instrument to the context of Star Seller status in Shopee with minimal change. The measuring items were all based on a 5-point Likert scale, with "1" for "Strongly Disagree (SD)" and "5" for "Strongly Agree (SA)." Before distributing the questionnaire, we conducted a pilot test with five respondents to determine its readability and feasibility. As a result, we corrected several questionnaire statements. Specifically, the wording of EV4, "I enjoyed my shopping experience at the Star Seller store," was refined to "I enjoyed my shopping experience at the Star Seller store" to emphasize the individual nature of the experience and enhance relatability. Similarly, CA3's wording, "I feel comfortable shopping at Star Seller stores to achieve my visit's purpose," was revised to "I feel at ease while shopping at Star Seller stores to achieve my visit's purpose" to eliminate potential ambiguity in the term "comfortable shopping." Furthermore, PV3's wording, "I purchased it at a lower price at a Star Seller store than if I bought it elsewhere," was restructured for improved clarity, with "than if I bought it elsewhere" replaced by "compared to non-Star Seller stores." These revisions ensured the statements were clear, concise, and aligned with the respondents' context.

Table 1. Indicators used in this research

Variables	Code	Adapted indicators	Source
Emotional Value	EV1	The service provided by the Star Seller store satisfied me.	(Peng et al., 2019)
	EV2	The service provided by Star Seller stores appeals to me.	
	EV3	The service provided by Star Seller stores is pleasant.	
	EV4	I enjoyed my shopping experience at the Star Seller store.	
Functional Value	FV1	The products I will buy from the Star Seller store are good.	
	FV2	The products I will buy from Star Seller stores have acceptable quality standards.	
	FV3	The products I will buy from the Star Seller store are helpful.	
	FV4	The product quality at Star Seller stores is reliable.	
Price Value	PV1	I save money when I shop at Star Seller stores.	(Hidayat-ur-Rehman et al., 2020; Peng et al., 2019)
	PV2	I made an inexpensive purchase at the Star Seller store.	
	PV3	I purchased it at a lower price at a Star Seller store than if I bought it elsewhere (a non-Star Seller store).	
	PV4	I believe that shopping at Star Seller stores will save you money.	
Affective Appraisal	AA1	My experience when shopping at the Star Seller store was enjoyable.	(Jin & Youn, 2022; Lusiantoro et al., 2023)
	AA2	My experience when shopping at the Star Seller store is very satisfying.	
	AA3	The shopping experience at the Star Seller store made me happy.	
	AA4	Shopping at the Star Seller store was a good experience for me.	
Cognitive Appraisal	CA1	Shopping at Star Seller stores is beneficial for achieving my goals.	(Jin & Youn, 2022; Lusiantoro et al., 2023)
	CA2	Shopping at Star Seller stores has been effective for me in achieving the purpose of my visit.	
	CA3	I feel comfortable shopping at Star Seller stores to achieve my visit's purpose.	
	CA4	The information that I get from the Star Seller store matches my shopping needs on Shopee.	
E-WOM Intention	EWI1	I will give my experience and advice about shopping at Star Seller stores when my closest friends/relatives want it.	(Al-Khasawneh et al., 2023; Goraya et al., 2021)
	EWI2	I will share my shopping experience at Star Seller stores with my close friends/relatives.	
	EWI3	I would recommend Star Seller stores to my close friends/relatives.	
	EWI4	I intend to say positive things about shopping at Star Seller stores to others.	

Variables	Code	Adapted indicators	Source
Purchase Intention	PI1	I will most likely buy products from the Star Seller store.	(Peng et al., 2019)
	PI2	If I buy a product on Shopee, I will consider buying it from a Star Seller store.	
	PI3	My likelihood of buying goods at Star stores is higher than in non-Star Seller stores.	
	PI4	My willingness to buy products from Star Seller stores is very high.	

DATA COLLECTION

Data was collected by distributing the questionnaire online and running the survey for 18 days, from November 19, 2023, to December 6, 2023. We improved the distributed questionnaire based on the readability test results. The number of target respondents was determined based on the 10-times rule principle, which is ten times the number of indicators used in the study (Kock & Hadaya, 2018). The seven variables in this study had four indicators, so 28 were used. Thus, the minimum number of respondents needed based on the 10-times rule was 280. We collected samples using the random sampling method. Random sampling is a method for selecting respondents from a large population, where each individual has the same possibility of being chosen as a respondent (Rossi, 2022). This study collected 469 responses, consisting of 452 valid and 17 invalid ones. Valid responses matched the research criteria: having demographic data collected from users who shopped on Shopee. Invalid responses were from those who did not fit the research criteria. The valid response rate was 96.4%.

The respondents' demographic data included gender, age, occupation, domicile, monthly income, education, whether or not they had used Shopee, experience using Shopee, and frequency of shopping on Shopee. The appendix describes the questions related to the demographics of respondents in the questionnaire we compiled. Table 2 summarizes the demographic data. The respondents' demographic data showed some dominance in specific categories, with a reasonably high percentage in domicile, age, and gender. Greater Jakarta dominated the domicile of respondents, with 80.3% or 363 respondents. The dominance of the Greater Jakarta area is supported by a survey conducted by Data-nesia, which found that Greater Jakarta is among the ten cities with the most e-commerce users in Indonesia (Datanesia, 2022). The age of respondents was dominated by those in the range of 18–25 years, accounting for 52.2% or 236 respondents. These results are based on data from the Indonesian Internet Service Providers Association in the 2023 Internet Penetration and Behavior Survey. The survey shows that the internet is most widely used by 13–18-year-olds at 98.2%, 19–23-year-olds at 97.17%, and 35–54-year-olds at 84.04% (Karnadi, 2022; Lavinda, 2023). Finally, the respondents' gender was dominated by women at 62.9% or 285 respondents. These results are supported by data from a survey conducted by iPrice, which showed that women are the most active online shopping consumers compared to men (Karnadi, 2022).

Table 2. Demographic data of respondents

Question	Option	Number	Percentage
Gender	Male	167	37.1%
	Female	285	62.9%
Age	Under 18 years old	10	22%
	18-25 years old	236	52.2%
	26-35 years old	57	12.6%
	36-45 years old	48	10.6%
	46-55 years old	89	19.7%
	> 55 years old	12	2.7%

Question	Option	Number	Percentage
Jobs	Junior/Senior High School students	12	2.7%
	Student	217	48%
	Entrepreneurship	22	4.9%
	PNS	14	3.1%
	Private employee	111	24.6%
	Mother/Father Household	45	10%
	Not Working/Retired	12	2.7%
	Others	19	4.2%
Domicile	Greater Jakarta	363	80.3%
	Java Island (Outside Greater Jakarta)	53	11.7%
	Sumatra	22	4.9%
	Borneo	7	1.5%
	Bali	2	0.4%
	NTT and NTB	3	0.7%
	Maluku/Papua	0	0%
	Others	2	0.4%
Income per month	< USD 65	113	25%
	USD 65–190	119	26.3%
	USD 190–320	61	13.5%
	USD 320–640	79	17.5%
	USD 640–1275	47	10.4%
	> USD 1275	33	7.3%
Current Education	Junior high school	0	0%
	Senior high school/vocational high school/equivalent	26	5.8%
	D1/D2/D3 (Vocational)	12	2.7%
	S1/D4 (Bachelor)	244	54%
	S1 (Master's)	38	8.4%
	S3 (Doctorate)	2	0.4%
	Not currently pursuing education	129	28.5%
Experience using Shopee	< 1 year	20	4.4%
	1-2 years	108	23.9%
	3-4 years	154	34.1%
	> 4 years	170	37.6%
Frequency of shopping at Shopee	1 time per week	320	70.8%
	2-3 times per week	102	22.6%
	4-5 times per week	13	2.9%
	> 5 times per week	17	3.8%

DATA ANALYSIS

We employed the PLS-SEM method to analyze and process quantitative data in this study. Structural equation modeling (SEM) is a research method applied to estimate the relationship between variables that cannot be measured numerically (Hair et al., 2014). This study involved variables that numbers, such as pleasure, perception, and purchase intention, cannot measure. Thus, the PLS-SEM approach was chosen because it is suitable for research involving complex model estimation and small sample

sizes (Hair et al., 2017, 2021; Magno et al., 2022). This study adopted the PLS-SEM approach to assess the model developed for the research. Due to time constraints, the number of samples collected was limited. In addition, the resulting data tended not to follow a normal distribution. Hence, the PLS-SEM was considered a suitable approach for data analysis.

The PLS-SEM approach consists of two stages, namely the measurement model test (outer model) and the structural model test (inner model) (Hair et al., 2021). The measurement model test includes a convergent validity test, a discriminant validity test, and an internal consistency reliability test. Meanwhile, the structural model test comprises the path coefficient test, the coefficient of determination (R^2), effect size (F^2), and cross-validated redundancy (Q^2) (Hair et al., 2021). The Results and Analysis section explains each test conducted by the researchers. Testing was performed using SmartPLS software version 3.2.9 and Google Spreadsheets to filter valid and invalid data. There were 452 valid responses representing respondents with shopping experience at Shopee. Meanwhile, invalid data (17 respondents) did not match the criteria, namely, never having shopped at Shopee.

To conduct the test, we constructed a research model in SmartPLS software version 3.2.9 to analyze using the PLS-SEM method. The model was prepared by adapting the model shown in Figure 2 with seven variables – emotional value (EV), functional value (FV), price value (PV), affective appraisal (AA), cognitive appraisal (CA), e-WOM intention (EWI), and purchase intention (PI). We also compiled indicator specifications by numbering and linking them to the appropriate variables. Thus, the model specification in Figure 6 was formed, which had been adjusted to the research model and was used to process the data.

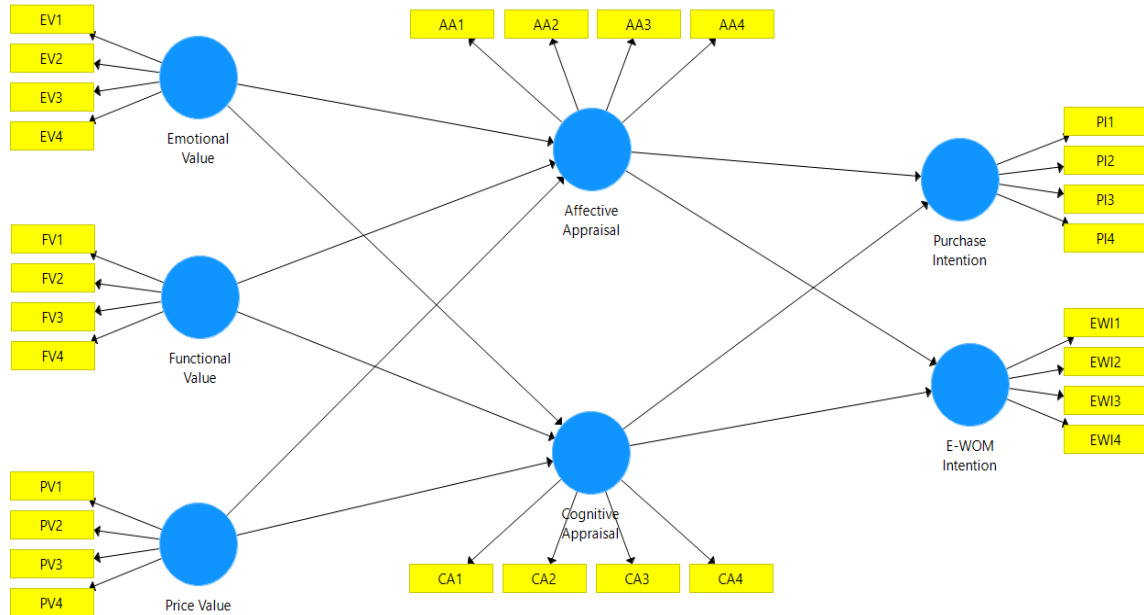


Figure 6. Specifications of the conceptual model in SmartPLS version 3.2.9

RESULTS

MEASUREMENT MODEL TEST

First, we conducted a measurement model test (outer model) to assess how each construct adopted in the research model could be accurately measured (Hair et al., 2014). The measurement model test consisted of a convergent validity test, a discriminant validity test, and an internal consistency reliabil-

ity test. We ran the “PLS Algorithm” feature to perform this test and configured the Maximum Iterations to 300 and the Stop Criterion to 7. These values followed the default configuration of the SmartPLS software, which is generally sufficient for achieving convergence in complex models (Hair et al., 2021). The configuration was adjusted according to the default settings of SmartPLS software version 3.2.9.

The convergent validity test was used to determine how much a construct could explain the variance of the indicators that compose it (Hair et al., 2021). This test evaluated the loading factor and the average variance extracted (AVE). The outer loading value was used to determine how well an indicator describes a construct. Indicators with an outer loading value above 0.7 are considered acceptable, indicating that the construct explains more than 50% of the variance of the indicator (Hair et al., 2017). The higher the value, the better the indicator represents the construct (Hair et al., 2017). Average variance extracted (AVE) refers to the average variance extracted for all indicators within a construct. The aim was to determine the extent to which the indicator could explain the variance of its construct. If a construct has an AVE value greater than 0.5, it means that the construct explains more than half of the variance of the indicators that comprise it (Hair et al., 2021). Table 3 shows that each indicator had an outer loading value above 0.7, and each variable had an AVE value above 0.5. These results indicated that each indicator could explain its respective construct and variance well. Thus, the convergent validity test was fulfilled.

Table 3. Results of outer loading, AVE, Cronbach's alpha and composite reliability values

Variables	Indicator	Outer loading	AVE	Cronbach's alpha	Composite reliability
Affective Appraisal	AA1	0.894	0.780	0.906	0.934
	AA2	0.894			
	AA3	0.878			
	AA4	0.868			
Cognitive Appraisal	CA1	0.849	0.742	0.884	0.920
	CA2	0.880			
	CA3	0.873			
	CA4	0.845			
E-WOM Intention	EWI1	0.899	0.780	0.906	0.934
	EWI2	0.888			
	EWI3	0.868			
	EWI4	0.876			
Emotional Value	EV1	0.876	0.782	0.907	0.935
	EV2	0.879			
	EV3	0.905			
	EV4	0.875			
Functional Value	FV1	0.883	0.732	0.878	0.916
	FV2	0.862			
	FV3	0.800			
	FV4	0.876			
Price Value	PV1	0.812	0.670	0.836	0.890
	PV2	0.803			

Variables	Indicator	Outer loading	AVE	Cronbach's alpha	Composite reliability
Purchase Intention	PV3	0.815	0.735	0.880	0.917
	PV4	0.844			
	PI1	0.866			
	PI2	0.834			
	PI3	0.863			
	PI4	0.865			

The discriminant validity test aimed to determine the distinction between each construct and other constructs in the structural model adopted in the study (Hair et al., 2021). The discriminant validity test consisted of the Fornell-Larcker criterion and cross-loading tests. The Fornell-Larcker criterion represents the square root of the AVE value. In this test, the Fornell-Larcker value for a construct's relationship with itself had to be greater than its correlation with other constructs (Hair et al., 2014). The cross-loading test was used to assess the variance of each indicator across constructs. Its purpose was to eliminate indicators with meanings similar to those in other constructs, ensuring that each indicator's loading on its respective construct was higher than on any other construct (Hair et al., 2014). Table 4 shows that the Fornell-Larcker value for each construct's self-relationship was greater than its relationship with other constructs. Table 5 shows that each indicator's cross-loading value on its construct was higher than on the others. These results indicated that the discriminant validity test was fulfilled.

Table 4. Results of the Fornell-Larcker criterion

	AA	CA	EWI	EV	FV	PV	PI
AA	0.883						
CA	0.766	0.862					
EWI	0.669	0.633	0.883				
EV	0.824	0.754	0.652	0.884			
FV	0.710	0.742	0.577	0.737	0.856		
PV	0.479	0.500	0.425	0.503	0.416	0.819	
PI	0.633	0.690	0.629	0.600	0.642	0.355	0.857

Table 5. Results of cross-loadings

	AA	CA	EWI	EV	FV	PV	PI
AA1	0.894	0.685	0.615	0.748	0.624	0.482	0.525
AA2	0.894	0.667	0.574	0.736	0.634	0.385	0.584
AA3	0.878	0.662	0.600	0.728	0.606	0.421	0.519
AA4	0.868	0.691	0.577	0.701	0.642	0.406	0.609
CA1	0.620	0.849	0.536	0.649	0.610	0.422	0.555
CA2	0.634	0.880	0.518	0.636	0.633	0.445	0.549
CA3	0.670	0.873	0.531	0.654	0.658	0.427	0.645
CA4	0.710	0.845	0.594	0.657	0.652	0.429	0.622
EV1	0.724	0.649	0.570	0.876	0.659	0.426	0.539
EV2	0.721	0.655	0.571	0.879	0.619	0.428	0.510

	AA	CA	EWI	EV	FV	PV	PI
EV3	0.743	0.659	0.581	0.905	0.665	0.448	0.486
EV4	0.725	0.703	0.583	0.875	0.662	0.473	0.587
EWI1	0.590	0.567	0.899	0.564	0.488	0.389	0.544
EWI2	0.540	0.496	0.888	0.547	0.462	0.371	0.480
EWI3	0.574	0.521	0.868	0.535	0.493	0.342	0.591
EWI4	0.649	0.636	0.876	0.645	0.581	0.396	0.596
FV1	0.606	0.632	0.486	0.618	0.883	0.319	0.558
FV2	0.606	0.611	0.479	0.611	0.862	0.333	0.567
FV3	0.561	0.650	0.469	0.613	0.800	0.422	0.479
FV4	0.652	0.645	0.538	0.677	0.876	0.351	0.590
PI1	0.578	0.666	0.546	0.541	0.610	0.353	0.866
PI2	0.474	0.529	0.469	0.450	0.482	0.277	0.834
PI3	0.483	0.540	0.486	0.464	0.499	0.261	0.863
PI4	0.617	0.612	0.637	0.586	0.591	0.315	0.865
PV1	0.390	0.429	0.342	0.434	0.378	0.812	0.299
PV2	0.366	0.380	0.346	0.410	0.304	0.803	0.255
PV3	0.384	0.388	0.340	0.379	0.327	0.815	0.290
PV4	0.426	0.436	0.365	0.421	0.349	0.844	0.316

Reliability and internal consistency tests aimed to determine the consistency of all constructs adopted in the study in measuring their corresponding related constructs (Hair et al., 2021). These tests were carried out by assessing the composite reliability and Cronbach's alpha values. The minimum threshold for composite reliability was 0.7. The higher the composite reliability value, the greater the construct's reliability level. Cronbach's alpha value also shared the same minimum threshold of 0.7 as composite reliability (Hair et al., 2017). Table 3 shows that each variable's composite reliability and Cronbach's alpha values were above 0.7. Thus, the relationships between the constructs in this study were consistent, and the reliability and internal consistency tests were fulfilled.

STRUCTURAL MODEL TEST

After conducting the measurement model test, we performed a structural model test to evaluate how the research model predicted the endogenous constructs. In other words, the results of hypothesis predictions could be determined through this test (Hair et al., 2014). The values measured in this test included the path coefficient, R^2 , F^2 , and Q^2 . We used the Bootstrapping feature in SmartPLS 3.2.9 to conduct this test. Our configuration included a sub-sample input of 500, a two-tailed test type, and a significance level 0.05. This configuration was adjusted to follow the default settings of SmartPLS software version 3.2.9.

The coefficient of determination (R^2) was used to measure the variance explained by each endogenous construct. The R^2 value also illustrated the predictive power of the sample. There are three general thresholds for R^2 values: 0.75, 0.50, and 0.25, indicating strong, moderate, and weak prediction accuracy, respectively (Sarstedt et al., 2021). Table 6 shows the R^2 value for each endogenous construct. Affective appraisal ($R^2 = 0.718$) and cognitive appraisal ($R^2 = 0.685$) demonstrated substantial prediction accuracy, while e-WOM intention ($R^2 = 0.486$) and purchase intention ($R^2 = 0.527$) indicated moderate prediction accuracy. Thus, it can be concluded that each construct was explained by its indicators with different levels of predictive accuracy.

Table 6. Results of R² and Q² values

Construct	R ²	R ² Adjusted	Q ² (=1-SSE/SSO)
Affective appraisal	0.706	0.704	0.546
Cognitive appraisal	0.659	0.656	0.482
E-WOM intention	0.483	0.481	0.367
Purchase intention	0.503	0.501	0.358

The effect size test (F^2) aimed to determine how much influence exogenous variables had on endogenous variables. An F^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a significant impact (Sarstedt et al., 2021). Table 7 shows the F^2 values between exogenous and endogenous variables. For the e-WOM intention variable, affective appraisal had the most significant influence ($F^2 = 0.160$). For the purchase intention variable, cognitive appraisal exerted the most substantial effect ($F^2 = 0.204$). In the case of affective appraisal, emotional value had the most significant impact ($F^2 = 0.550$). Meanwhile, for cognitive appraisal, functional value emerged as the most influential variable ($F^2 = 0.206$).

Table 7. Results of F^2 values

	AA	CA	EWI	EV	FV	PV	PI
AA			0.160				0.054
CA			0.068				0.204
EWI							
EV	0.550	0.188					
FV	0.073	0.206					
PV	0.014	0.041					
PI							

The cross-validated redundancy value (Q^2) was used to assess the predictive relevance of the inner model (Hair et al., 2014). We conducted this test using the Blindfolding feature in SmartPLS software version 3.2.9. The configuration was done by adjusting the default settings of the SmartPLS 3.2.9 application, specifically by setting the Omission Distance input to 7. The Q^2 value is grouped into three thresholds: 0.02 indicates minor predictive relevance, 0.15 indicates medium predictive relevance, and 0.35 indicates considerable predictive relevance (Henseler et al., 2016). Table 6 shows that the Q^2 value of each endogenous variable was greater than 0.35. Thus, each of these variables demonstrated strong predictive relevance.

HYPOTHESIS TESTING

We carried out the measurement model test and the structural model test. Each test produced promising results. Hence, we proceeded to the next stage: hypothesis testing (H1-H5) and mediation effect testing (H6). We conducted both tests using t-statistic values and p-values to measure the significance of the relationships between variables in each hypothesis. We also used a two-tailed test with a significance level of 0.05, which sets the minimum t-value at 1.95 and the maximum p-value at 0.05 (Hair et al., 2017). These tests addressed the first and second research questions in this study.

Table 8 shows the hypothesis and mediation effect testing results, consisting of original sample values, standard deviation, t-statistics, and p-values. The table shows that hypotheses H1a to H5b had t-values greater than 1.95 and p-values below 0.05. These results indicated that hypotheses H1a to H5b were accepted. However, one hypothesis yielded insignificant results—hypothesis H6a, which concerned the mediating effect of the affective appraisal variable on the relationship between price value

and purchase intention. This path produced a t-value below 1.95 and a p-value above 0.05. In contrast, affective appraisal mediated the three dimensions of perceived value on the e-WOM intention, with t-values greater than 1.95 and p-values less than 0.05. Furthermore, the mediating effect of cognitive appraisal (H6b) showed t-values greater than 1.95 and p-values below 0.05 across all three dimensions of perceived value on both purchase intention and e-WOM intention. This analysis indicated that the affective appraisal variable did not have a statistically significant mediating effect on the relationship between price value and purchase intention ($p > 0.05$). Meanwhile, the cognitive appraisal variable successfully mediated the influence of all three dimensions of perceived value on e-WOM intention and purchase intention. Further explanation of these mediation effect results is provided in the Discussion section.

Table 8. Results of hypothesis testing and the mediation effect

Hypothesis	Parameters	T statistics	P values	Description
H1a	Affective appraisal → E-WOM intention	6.603	0.000	Accepted
H1b	Affective appraisal → Purchase intention	4.010	0.000	Accepted
H2a	Cognitive appraisal → E-WOM intention	4.193	0.000	Accepted
H2b	Cognitive appraisal → Purchase intention	7.947	0.000	Accepted
H3a	Emotional value → Affective appraisal	15.138	0.000	Accepted
H3b	Emotional value → Cognitive appraisal	8.068	0.000	Accepted
H4a	Functional value → Affective appraisal	4.732	0.000	Accepted
H4b	Functional value → Cognitive appraisal	8.783	0.000	Accepted
H5a	Price value → Affective appraisal	2.214	0.027	Accepted
H5b	Price value → Cognitive appraisal	3.545	0.000	Accepted
H6a	Emotional value → Affective appraisal → E-WOM intention	5.960	0.000	Accepted
	Functional value → Affective appraisal → E-WOM intention	3.827	0.000	Accepted
	Price value → Affective appraisal → E-WOM intention	2.101	0.036	Accepted
	Emotional value → Affective appraisal → Purchase intention	3.961	0.000	Accepted
	Functional value → Affective appraisal → Purchase intention	2.796	0.005	Accepted
	Price value → Affective appraisal → Purchase intention	1.861	0.063	Rejected
H6b	Emotional value → Cognitive appraisal → E-WOM intention	3.736	0.000	Accepted
	Functional value → Cognitive appraisal → E-WOM intention	3.745	0.000	Accepted
	Price value → Cognitive appraisal → E-WOM intention	2.605	0.009	Accepted
	Emotional value → Cognitive appraisal → Purchase intention	6.086	0.000	Accepted
	Functional value → Cognitive appraisal → Purchase intention	5.411	0.000	Accepted
	Price value → Cognitive appraisal → Purchase intention	3.198	0.001	Accepted

DISCUSSION

HYPOTHESIS RESULTS

This study examined the relationship between affective and cognitive appraisal with e-WOM intention and purchase intention. The acceptance of hypotheses H1a (t-statistics = 6.603, $p = 0.000$) and H2a (t-statistics = 4.193, $p = 0.000$) was supported by previous research. It indicated that affective and cognitive attitudes could positively impact e-WOM intention (Wu et al., 2018). Affective attitude refers to a person's emotional evaluation of something, while cognitive attitude refers to an individual's rational evaluation based on personal judgment and thoughts about an object (Wu et al., 2018). This concept is relevant to the affective and cognitive appraisal definitions in Jin and Youn's (2022) research. Thus, hypotheses H1a and H2a supported both studies, indicating that affective and cognitive appraisal positively affect e-WOM intention. The acceptance of hypotheses H1b (t-statistics = 4.010, $p = 0.000$) and H2b (t-statistics = 7.947, $p = 0.000$) confirmed that affective and cognitive appraisal also positively impact purchase intention. M. Li and Hua (2022) explained that affective and cognitive appraisals are dimensions of consumer attitude in purchasing decisions. This explanation implied that both affective and cognitive appraisal positively influence purchase intention, representing key dimensions of customer attitude. Hence, hypotheses H1b and H2b supported the findings that affective and cognitive appraisal positively influence purchase intention.

The acceptance of hypothesis H1 (H1a & H1b) indicated that a person's emotional satisfaction with the Star Seller store encouraged their intention to shop and recommend the store. The higher the emotional satisfaction, the more likely an individual was to recommend Star Seller stores (Ing et al., 2019; Widowati & Ananda, 2023). Similarly, the acceptance of hypothesis H2 (H2a & H2b) suggested that the benefits, effectiveness, and convenience provided by Star Seller stores motivated Shopee users to shop and recommend the store. This finding aligned with the notion that the more benefits a person perceives from the store, the greater their intention to recommend it (Widowati & Ananda, 2023). This finding highlighted the recent fact that the Star Seller status of a store can influence users' emotional and rational evaluations. Shopee users felt emotionally satisfied because Star Seller status reflected a trustworthy reputation (Chong et al., 2023). Users' evaluations were influenced by the number of followers, sales, ratings, and chat performance displayed on the Star Seller store profile (Shopee, 2023f, 2023g). Once a store obtained Star Seller status, these attributes tended to be high, as Shopee applied strict selection criteria. The better these attributes, the more favorable the evaluations users gave.

This study also examined the relationship between emotional value and affective and cognitive appraisal. The relationship with affective appraisal was proposed as hypothesis H3a, and cognitive appraisal as hypothesis H3b. Based on the hypothesis testing results, both hypotheses H3a (t-statistics = 15.138, $p = 0.000$) and H3b (t-statistics = 8.068, $p = 0.000$) were accepted. It indicated that emotional value positively affects both affective and cognitive appraisal. These results aligned with previous studies, which stated that emotional value positively affects customer attitude. Emotional value refers to the pleasure users feel when engaging with or using a product or service (Jia & Wang, 2019; Peng et al., 2019). Customer attitude refers to an individual's perception of their environment (Jia & Wang, 2019). However, Jia and Wang (2019) did not specify customer attitudes into cognitive and affective dimensions. Jin and Youn (2022) expanded this definition by dividing customer attitude into affective and cognitive appraisal. Thus, both studies supported hypotheses H3a and H3b. The acceptance of these hypotheses suggested that the pleasure users felt from Star Seller stores triggered emotional and rational evaluations.

The study also explored the relationship between functional value and both appraisal types. The link with affective appraisal was proposed as hypothesis H4a, and cognitive appraisal as hypothesis H4b. Based on hypothesis testing results, H4a (t-statistics = 8.068, $p = 0.000$) and H4b (t-statistics =

8.783, $p = 0.000$) were accepted. These results confirmed that functional value positively affects both types of appraisal. According to Jia and Wang (2019), functional value refers to a product's ability to meet buyers' basic functional expectations. In this study, functional value referred to service quality provided by Star Seller stores, such as chat responsiveness, return policies, and order processing speed (Shopee, 2023f, 2023g). These elements represented the service value that met Shopee users' expectations, making Jia and Wang's (2019) findings relevant to this study. As discussed in the H3 analysis, their definition of customer attitude was aligned with Jin and Youn's (2022), who provided a more detailed division into affective and cognitive appraisals. Hence, hypotheses H4a and H4b were supported, indicating that the service quality of Star Seller stores triggered positive emotional and rational evaluations.

The study further investigated the relationship between price value and both appraisal types. The link with affective appraisal was proposed as hypothesis H5a, and cognitive appraisal as H5b. Hypotheses H5a (t -statistics = 2.214, $p = 0.000$) and H5b (t -statistics = 3.545, $p = 0.000$) were accepted, suggesting that price value positively affects both appraisals. These results aligned with findings from Sánchez-Torres et al. (2023), which showed that offering free shipping affected buyers' attitudes. Their study defined attitude as an individual's favorable or unfavorable evaluation of something. This definition was consistent with affective and cognitive appraisal, which reflect emotional and rational evaluations (Jin & Youn, 2022). Therefore, the acceptance of H5a and H5b supported both studies, showing that discounted shipping fees for Star Seller stores influenced users' positive emotional and rational evaluations.

The results of the mediation effect test on H6a (t -statistics = 4.010, $p = 0.000$) showed that affective appraisal did not significantly mediate the effect of price value on purchase intention. In contrast, H6b demonstrated that cognitive appraisal significantly mediated the perceived value dimensions of purchase intention. It may be caused by users' different perceptions of product prices. Price perception depends on individuals' subjective assessments, which are influenced by various factors such as social and economic context (Dou et al., 2019). Even for the same product, e-commerce sellers often set different prices due to capital costs, location, and tax considerations (Gyódi et al., 2018). These factors also apply to Star Seller stores, meaning that discounts offered may not satisfy users emotionally. Additionally, users' experiences with receiving discounts varied, influenced by habits such as shopping frequency (He & Jiang, 2018), demographics, and social factors (Geçit, 2019; W. Ma et al., 2022). As a result, some users may not perceive emotional satisfaction from discounts, even though they still intend to purchase.

Furthermore, there is a possibility that price value does not require mediation from affective appraisal to influence purchase intention. Other studies have demonstrated that price value can directly influence purchase intention. For instance, Lin and Dong (2023) showed that price value, such as high electricity cost, increased purchase intention for energy-efficient devices. Similarly, Satriawan and Setiawan (2020) found that the final price received by buyers directly affected purchase intention. These findings suggested that affective appraisal was not essential in mediating the impact of price value on purchase intention.

The findings of this research supported the acceptance of H6b (t -statistics = 4.010, $p = 0.000$), indicating that cognitive appraisal significantly mediated the relationship between the three dimensions of perceived value with both purchase intention and e-WOM intention. This result aligned with earlier explanations stating that users' rational evaluations of perceived benefits encouraged them to shop and recommend the store. According to Chen et al. (2017), cognitive appraisal contributes more than affective appraisal to users' decision-making processes. Therefore, if Shopee users perceived that Star Seller stores provided tangible value, they were more likely to shop there and recommend them through rational consideration.

EDUCATION ABOUT THE BENEFITS OF STAR SELLER STATUS

This study suggested that Star Seller status provided sellers several benefits: increased user trust, higher purchase intention, and a greater likelihood of word-of-mouth recommendations. These benefits were driven by users' positive evaluations, which were influenced by perceived value dimensions such as emotional satisfaction, functional efficiency, and price advantages.

By utilizing Customer Value Theory as a framework, this research reinforced the influence of users' perceptions, specifically their emotional, functional, and price value evaluations, on their shopping attitudes, such as their intention to purchase from and recommend Star Seller stores. The findings demonstrated that Star Seller status at a seller's shop on Shopee significantly impacted users who visited the store. This impact manifested in users' intentions to shop at Star Seller stores, as the status fostered favorable perceptions through positive evaluations of the store profile. Profiles of Star Seller stores displayed attributes that reflected store excellence, such as a high number of followers and sales, a strong responsiveness rate, and many positive reviews and ratings. Additionally, Shopee offered more attractive benefits to Star Seller stores than non-Star Sellers, making them a unique draw for users. We observed these advantages and mapped them into perceived value, further dividing them into emotional, functional, and price value dimensions. This mapping aimed to demonstrate to Shopee sellers that Star Seller status provided benefits across multiple dimensions.

Positive user perception has long-term impacts on an online store (Goraya et al., 2021). Users with a satisfying shopping experience tend to leave good ratings and reviews (Goraya et al., 2021). Typically, buyers at Star Seller stores who received satisfactory service left positive feedback. Then, it became visible to other Shopee users exploring the same store. These reviews and ratings acted as trails, influencing other potential buyers.

Additionally, buyers who had shopped at a Star Seller store might recommend the store to friends or colleagues, recognizing it as a reliable and satisfactory choice. For instance, prospective buyers might recommend the store when one buyer invites another to purchase from the same seller. This recommendation often stemmed from a positive evaluation after comparing Star Seller stores with others. Therefore, positive user perceptions created a domino effect, influencing existing and potential buyers.

Building a positive customer perception is challenging. It cannot be bought and requires a deliberate strategy (X. Li et al., 2020). Shopee provides Star Seller status as a strategic tool to help sellers enhance user perception. Only sellers who meet specific performance criteria can receive this status (Shopee, 2023f). Attaining Star Seller status is desirable because the benefits, such as improved trust and perception, justify the effort required. Shopee further supports these stores by offering free shipping and discounts, which serve as unique incentives for building positive user perceptions.

Offering promotions to Star Seller stores may reduce Shopee's short-term revenue, but it represents a strategic investment in long-term user retention and seller engagement. To maintain a sustainable business model, Shopee has implemented administrative fees for Star Seller stores (Mahr, 2023; Nancy, 2023). This study demonstrated that Star Seller status's emotional, functional, and price value benefits positively influenced Shopee users' purchase and e-WOM intentions. Using a PLS-SEM approach, this study provided empirical evidence that the advantages of Star Seller status, such as increased trust, visibility, and promotional opportunities, outweighed the cost of administrative fees. These findings emphasized that the value of Star Seller status lay not in financial expenditure but in a seller's sustained performance that met Shopee's standards for quality and reliability.

THEORETICAL IMPLICATIONS

This research utilized three theoretical frameworks—Customer Value Theory, Social Learning Theory, and Perceived Value Theory—to inform its conceptual model and analysis. The Perceived Value Theory in this study included three dimensions: emotional value, functional value, and price value. These dimensions were adapted to fit the context of Shopee's Star Seller stores. The integration of

these three theories enabled the analysis of factors influencing e-WOM intention and purchase intention, as well as the mediating variables involved.

The Customer Value Theory applied in this study expanded upon the research conducted by M. Li and Hua (2022). We adapted the theory to a more specific context: users' perceptions of Star Seller stores on Shopee. This study also extended the Social Learning Theory, previously applied by Jin and Youn (2022), by incorporating the cognitive and affective appraisal variables and adapting them to measure users' emotional and rational evaluations of Star Seller stores.

This study provided empirical evidence supporting the hypothesis that affective and cognitive appraisal influence e-WOM intention and purchase intention, respectively. The acceptance of these hypotheses reinforced the findings of Wu et al. (2018) and M. Li and Hua (2022), who stated that customer attitudes, reflected in affective and cognitive appraisal, affect e-WOM intention and purchase intention. Furthermore, the study contributed to the works of Jia and Wang (2019) and Sánchez-Torres et al. (2023), as the acceptance of hypotheses related to emotional value, functional value, and price value demonstrated that these perceived value dimensions affect customer attitudes through both emotional and rational evaluation of the shopping environment.

In addition to identifying influencing factors, this study presented new findings showing that affective appraisal did not mediate the relationship between price value and purchase intention, an insight not widely discussed in previous research. However, the relevance of factors noted by Dou et al. (2019), Gyódi et al. (2018), and Tong and Shen (2021) helped explain why affective appraisal may fail to mediate this relationship. On the other hand, cognitive appraisal was found to mediate the relationship between all three dimensions of perceived value and both e-WOM intention and purchase intention. This finding supported the argument by Chen et al. (2017) that cognitive appraisal plays a more dominant role than affective appraisal in user decision-making processes, especially when evaluating shopping environments.

Based on these findings, this study made a theoretical contribution by identifying and validating the factors influencing e-WOM intention and purchase intention in the context of e-commerce seller credibility. Although the primary focus was on Shopee's Star Seller stores, the implications may extend to other e-commerce platforms that use seller ranking systems or credibility indicators. Furthermore, this study clarified which variables mediate or do not mediate the influence of perceived value on consumer behavior. These conclusions were supported by statistical analysis using the PLS-SEM method, further reinforcing previous findings in the field.

PRACTICAL IMPLICATIONS

The findings of this study can serve as a basis for educating Shopee sellers that the administrative fees required to maintain Star Seller status are justified by tangible benefits, such as increased user trust, higher purchase intention, and a greater likelihood of receiving positive reviews and recommendations. These findings can inform educational initiatives, such as Shopee's seller webinars, in-app notifications, or tailored onboarding guides, highlighting the strategic advantages of achieving Star Seller status. By clearly communicating the benefits of enhanced visibility, customer trust, and sales potential, such initiatives are expected to reduce seller resistance toward the associated administrative costs. In addition, this research has the potential to contribute to sustaining the customer life cycle on Shopee, as users may prefer the platform due to the abundance of attractive offers provided by stores with Star Seller status.

This research has demonstrated that emotional, functional, and price value influence e-WOM intention and purchase intention at Star Seller stores. These relationships are mediated by affective and cognitive appraisal. These findings carry practical implications for Shopee in developing seller engagement strategies, for sellers in improving service quality and promotional efforts, and for consumers in enhancing their trust and shopping experience. Shopee can utilize this knowledge as a foundation for designing future business strategies to optimize the use and impact of Star Seller status.

Incentivizing buyers at Star Seller stores can address the emotional value factor to generate more positive feelings toward the store. Providing incentives for specific actions has been shown to influence users' emotional responses and positively impact their satisfaction (Bauer et al., 2020; Garnefeld et al., 2020; Patro, 2022). The functional value factor can be improved by enhancing several features, such as more accessible payment options and visually appealing store profiles that help users navigate product selections more efficiently (Hassan et al., 2020; Heriyandi et al., 2021; Putra & Sfenrianto, 2020). Several previous studies have confirmed that improving e-commerce features enhances perceived service quality (Kusumahadi et al., 2022; M. Ma et al., 2022; Sabri et al., 2022), which can be applied to Star Seller stores to strengthen their service performance. The price value factor can be addressed by offering exclusive discounts tailored to specific user segments. Shopee users are divided into four levels—Classic, Silver, Gold, and Platinum (Shopee, 2020). Shopee can leverage this tiered user system to provide more attractive offers based on user level, thereby enhancing the perceived value of price-related benefits (Huang & Bronnenberg, 2022; Wetprasit et al., 2022; Xie et al., 2020). In conclusion, designing business strategies based on the emotional, functional, and price value factors identified in this study is expected to improve the Star Seller status's effectiveness and attract more attention from Shopee users.

CONCLUSIONS

This investigation highlighted the substantial benefits of Star Seller status, as evidenced by the acceptance of nearly all hypotheses with statistically significant t-values and p-values and high explanatory power demonstrated through R^2 and Q^2 values. The perceived value of Star Seller stores—encompassing emotional, functional, and price dimensions—positively influenced Shopee users' evaluations. Among the mediating variables, cognitive appraisal emerged as the most impactful, bridging the relationship between perceived value and users' purchase and e-WOM intentions. This finding underscored the critical role of rational evaluation in shaping Shopee users' shopping decisions at Star Seller stores.

These insights form a foundation for educating Shopee sellers on the strategic importance of achieving and maintaining Star Seller status. While the administrative fees imposed on sellers may initially appear burdensome, the benefits, such as increased trust, visibility, and user engagement, far outweigh the costs. These advantages, exclusive to a select group of online sellers, require tailored strategies to sustain competitiveness and long-term value within the Shopee ecosystem.

LIMITATIONS AND FUTURE RESEARCH

This study had several limitations, particularly concerning the demographics of the research respondents. Most respondents resided in Greater Jakarta, limiting the findings' geographical diversity. Furthermore, most respondents were students, which may not fully capture the perspectives of other consumer demographics. Given that nearly half of the respondents in this study were students, the findings may reflect the perceptions of a younger, more digitally savvy demographic. While this demographic aligns with Shopee's strong popularity among Gen Z and young adults, it may not fully represent the broader spectrum of Shopee users in Indonesia.

Future research can aim to obtain a more representative sample across occupations and age groups or focus on subgroup analyses to explore how perceptions differ across demographic segments. In addition, this study focused exclusively on Star Seller status, excluding other store types, such as Star+ Sellers and Shopee Mall, which may possess distinct operational characteristics. The research also did not address the technological features or functionalities provided by Shopee or utilized by Star Seller stores, which could be relevant in influencing user perceptions and intentions.

From a theoretical perspective, future research could contribute by integrating additional theoretical frameworks alongside those applied in this study. The research scope may also be refined by focusing on Star Seller stores offering products in specific categories (Huang & Bronnenberg, 2022; Vazquez,

2019). Moreover, with additional variables, similar research could be extended to encompass other store types on Shopee, such as Star+ Sellers and Shopee Mall. Beyond examining purchase and e-WOM intentions, future studies might explore the role of trust in users' relationships with these different store statuses. Previous studies have shown seller reputation influences user trust in e-commerce environments (Pono et al., 2019; Przepiorka, 2013). Given that Shopee's seller statuses are a form of reputation signaling, future research could investigate their effect on trust-building mechanisms among users.

From a practical standpoint, future research can also offer insights for educating Shopee sellers on maintaining Star Seller status by improving sales performance and expanding their follower base. Such education may positively influence Shopee users' repurchase intentions. These proposed directions address the current study's limitations and provide opportunities to expand its scope and deliver more comprehensive insights into e-commerce practices and platform strategies.

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APPENDIX

QUESTIONNAIRE FOR RESPONDENT VALIDATION AND DEMOGRAPHICS

Section 1 (respondent validation)

Have you ever shopped at Shopee?

- ☐ Yes, ever
- ☐ Never

(If never, then the respondent cannot fill out the questionnaire for the next question)

Section 2 (respondent demographics)

The information you provide in this questionnaire will be confidential and used solely for research purposes.

1. Gender:
 - ☐ Male
 - ☐ Female
2. Age:
 - ☐ <18 years b. 18-25 years
 - ☐ 26-25 years old
 - ☐ 36-45 years old
 - ☐ 46-55 years
 - ☐ >55 years
3. Work:
 - ☐ Junior/Senior High School students
 - ☐ Student
 - ☐ Entrepreneurship
 - ☐ PNS
 - ☐ Private employee
 - ☐ Mother/Father Household
 - ☐ Not Working/Retired
 - ☐ More
4. Domicile:
 - ☐ Jabodetabek
 - ☐ Java Island (Non-Jabodetabek)
 - ☐ Sumatra Island
 - ☐ Borneo Island
 - ☐ Bali Island
 - ☐ NTT and NTB Island
 - ☐ Maluku/Papua Island
 - ☐ More
5. Monthly income:
 - ☐ < Rp1,000,000
 - ☐ Rp1.000.000-Rp3.000.000
 - ☐ Rp3.000.000-Rp5.000.000
 - ☐ Rp5.000.000-Rp10.000.000
 - ☐ Rp10.000.000-Rp20.000.000
 - ☐ > Rp20,000,000

6. Education that is being pursued:
 - Junior high school
 - Senior high school/vocational high school/equivalent
 - Associate degree
 - Bachelor's degree
 - Master's degree
 - Doctoral degree
7. How long have you been using Shopee?
 - < 1 year
 - 1-2 years
 - 3-4 years
 - > 4 years
8. How often do you shop on Shopee?
 - 1 time per week
 - 2-3 times per week
 - 4-5 times per week
 - > 5 times per week

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