

ABSTRACT

This research aims to analyze the influence of hedonic value, utilitarian value on purchase intention, with emotional pleasure as an intervening variable. The research focuses on Kopi Janji Jiwa Kota Semarang.

The population of this study is 17 years old as the minimum requirement and live within Semarang city and ever bought at least 1 time of Kopi Janji Jiwa's products. As of total 119 respondents were selected using purposive sampling technique. Structural Equation Modeling or known as SEM was employed to analyze the hypotheses, then utilizing the Analysis Moment of Structures or known as AMOS 24 software.

The findings revealed to be a positive and significant relationship between hedonic value and purchase intention. Utilitarian value is also has positive and significant relationship to purchase intention. Furthermore, purchase intention and emotional pleasure have a positive and significant effects on each other. While utilitarian value has positive and significant effect on emotional pleasure. At last, it's all come down to emotional pleasure and purchase intention, they are also have positive and significant effects on each other.

Keywords: *Hedonic value, Utilitarian value, Emotional pleasure, Purchase intention*