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The Effect of Online and Offline Services System Quality on Purchase Intention through Hedonic Value

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ABSTRACT

Purpose: Service quality is an important issue in online shopping and one of the main elements of customers' perception of the value of goods. The present study seeks to investigate the effect of quality of online and offline services system on the purchase intention with the mediating effect of hedonic value.

Method: With exploring the literature in the offline and online quality and hedonic value a conceptual framework was developed. The Smart PLS-SEM experiment was experimented experimentally to analyze the data collected from 384 respondents who had online shopping.

Findings: The results suggest valuable insights on the quality of online and offline service system and the hedonic value in an online retail environment. The hedonic value is known as an important factor for the modern consumer's purchase intention. Concerning the quality of online services, enhancement of security, privacy and the level of services have increased the purchase intention.

Originality/value: Researchers have recognized the quality of online and offline service system, and the hedonic value as innovative fields in the online stores since they can increase purchase intention. Accordingly, the results of this research can prove valuable for the experts interested in applying such framework to online stores.

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1. Introduction

The rapid advancement of information and communication technologies (ICT) in recent years has transformed most real-world interactions into virtual experiences. It is widely believed that the convergence of developments in information and communication technologies has led to what is often described as the "communication revolution" (Mojaye & Aondover, 2022). The emergence of computers and digital devices has reshaped business management (Chao, 2016) and corporate operations, while the growth of Internet and web technologies has accelerated and simplified online transactions (Ert et al., 2016). Although the number of Internet users continues to grow, online shopping statistics still lag behind website visits. More than two-thirds of online shoppers who add items to their cart leave the website without completing a purchase. According to Woohyoung and Chang (2024), purchase intention plays a critical role in translating browsing behavior into actual online purchases. Rai et al. (2025) argue that reluctance to shop online remains the primary barrier to e-commerce growth. Research suggests that customer shopping behavior is shaped by multiple factors, including brand reputation, price, product quality, entertainment value, social influence, and innovation awareness. These elements collectively enhance purchase intention, satisfaction, loyalty, and ultimately, customer retention (Kim et al., 2021). Hence, online retailers must identify and understand the key factors influencing consumer behavior to establish and maintain lasting relationships (Afaq et al., 2020). Today, quality is regarded as an integral part of every business and a key determinant of competitiveness. To retain existing customers and attract new ones, businesses must fully understand customer needs and the attributes that define high-quality services and products. In e-commerce, the dimensions of online service quality differ fundamentally from those of offline service quality (Ju et al., 2019). Providing high-quality online services enhances customer retention and purchase motivation (Holloway & Beatty, 2008). Through technological innovation, firms can now deliver personalized, high-quality services efficiently and cost-effectively (Palese & Usabi, 2018). This raises an important question: Is service system quality in online environments influenced by the same factors that shape traditional service quality, or by distinct ones (Zhu et al., 2018)?

Continuous improvement in online service quality is essential for meeting customer expectations. To achieve this, managers must understand how customers perceive and evaluate service quality (Stiakakis & Georgiadis, 2009). Customer dissatisfaction resulting from poor online experiences often leads to store-switching behavior, yet many managers lack a comprehensive understanding of the underlying causes (Blut, 2016). Service quality influences consumers through several mechanisms, including satisfaction, loyalty, and purchase intention (Monteiro et al., 2023). It also shapes customers' perceptions of product value, which typically involves two components: utilitarian (value-added) and hedonic value (Redda, 2020). Hedonic attitudes toward online shopping websites create positive emotional responses and product perceptions (Lopez & Ruiz, 2011). While utilitarian aspects have received extensive attention, few studies have focused on hedonic value and its influence on purchase intention. The rise of electronic markets has generated substantial consumer benefits—such as competitive pricing, attractive discounts, higher quality, time efficiency, and enhanced value creation (Amaro & Duarte, 2015). Service quality—both online and offline—represents consumers' overall judgment of service excellence and their attitudes toward the provider. Previous studies indicate that service experience affects both hedonic and utilitarian values and has a strong, indirect effect on loyalty and word-of-mouth behavior (Roy et al., 2019). However, existing e-service quality measures often show limited predictive power and fail to account for the full range of customer experience factors. Because many of these tools were developed during the early stages of e-commerce, they may no longer capture the complexity of modern digital interactions. These limitations reveal critical gaps in current research—specifically, the inadequate predictive power of existing measures, incomplete coverage of customer experience factors, and reliance on outdated frameworks from e-commerce's early phase. The present study addresses these gaps by providing a comprehensive conceptualization of how online and offline service system quality jointly shape purchase intention through the mediating role of hedonic value. Building on Blut (2016) and other recent contributions, the study integrates a dual-channel perspective with a hedonic mechanism to explain when and why service system quality influences consumers' intention to buy.

1-1. Originality and Contributions

First, this study proposes a dual-channel model that simultaneously estimates online and offline service system quality within a single structural framework, moving beyond traditional single-channel approaches.

Second, it positions hedonic value as a central mediating mechanism linking service quality to purchase intention, extending previous work that primarily emphasized utilitarian value. Third, it provides empirical evidence from an emerging e-commerce market, broadening the external validity of service quality research.

Accordingly, this study fills a critical gap by integrating hedonic value into a dual-channel framework of service system quality—an approach that has not been simultaneously examined in previous e-commerce research.

1-2. Research Questions

Building on the identified theoretical gaps and empirical limitations, this study formulates the following research questions:

RQ1: Does online service system quality positively influence purchase intention, and to what extent is this effect mediated by hedonic value?

RQ2: Does offline service system quality positively influence purchase intention, and to what extent is this effect mediated by hedonic value?

RQ3: Between online and offline service system quality, which path via hedonic value exerts a stronger effect on purchase intention?

2. Literature Review

This study is grounded in the Service Quality Theory (Parasuraman et al., 1988) and the Hedonic Consumption Theory (Holbrook & Hirschman, 1982), which together explain how system quality influences both functional performance and emotional value in consumer decision-making. According to these frameworks, customers evaluate a service not only by its efficiency and reliability but also by the sensory and emotional experience it provides. Offline (traditional) shopping relies on tangible cues, such as physical interaction, store atmosphere, and salesperson behavior, while online shopping emphasizes convenience, accessibility, and speed (Lokhande, 2022). For online stores without a physical location, operational adjustments can be made rapidly, allowing quick responses to market changes; however, the lack of physical presence increases perceived risk, as consumers cannot directly assess product quality or authenticity (Masoud, 2013). Therefore, online shopping decisions are shaped by both functional assurance and emotional comfort. Moreover, the service process across channels differs significantly — the pre-, during-, and post-purchase stages in online and offline contexts involve distinct forms of customer interaction and perceived value (Chao, 2016; Ju et al., 2019; Monteiro et al., 2023).

2-1. Purchase Intention

Purchase intention refers to the likelihood that a consumer plans or is inclined to purchase specific products or services in the near future (Peña-García et al., 2020). It reflects the cognitive and affective evaluations that precede actual buying behavior, functioning as an essential predictor of consumers' decision-making. A higher level of purchase intention generally increases purchase willingness and the probability of transaction (Gundala, 2022). Beyond behavioral prediction, purchase intention indicates a form of psychological commitment to the brand that develops through perceived value, satisfaction, and trust (Byun & Dass, 2015; Hasan, 2022). In this sense, it bridges the gap between consumers' internal evaluations and external actions. Moreover, purchase intention is shaped by both product- and service-related assessments as well as attitudes toward the brand and other external stimuli, such as marketing communication or peer influence (Shen et al., 2022). Therefore, understanding the mechanisms that strengthen purchase intention is critical, as it directly connects perceived service quality and hedonic value to consumers' actual purchasing behavior.

2-2. E-Services Quality

Quality refers to the extent to which a service or product meets consumer expectations in terms of design, adaptability, accessibility, and delivery (Falatouri & Chromjaková, 2025; Monteiro et al., 2023; Vargo & Lusch, 2014). In electronic environments, service quality is not limited to tangible performance but also includes the user's overall perception of system efficiency and responsiveness. Salari and Ghahreman Tabrizi (2023) describe service quality as an organization's ongoing commitment to fulfilling customer needs through consistent performance and value creation. From this perspective, a system quality-based approach—which integrates technology reliability, employee competence, and supplier coordination—forms the foundation for sustainable consumer satisfaction and retention (Falatouri & Chromjaková, 2025). Competition over service quality has therefore become a strategic imperative for organizations seeking differentiation in saturated markets (Ozbekler & Ozturkoglu, 2020). Firms that maintain superior service systems typically achieve higher satisfaction and stronger loyalty, resulting in a sustainable competitive advantage (Guo et al., 2008). In online retailing, perceived service quality reflects how satisfied users are with the interaction, reliability, and functionality of a website (Umukoro & Tiamiyu, 2020). Delivering services electronically enhances flexibility, reduces transaction costs, and accelerates delivery speed, enabling firms to provide more personalized offerings efficiently (Jin & Oriaku, 2013). Moreover, the digital nature of e-service systems enables rapid adaptation to environmental and market changes, making service quality a dynamic, continuously evolving capability (Jin & Oriaku, 2013).

2-3. Online E-Services Quality

The quality of online e-services encompasses all stages of customer interaction with a website and reflects how effectively and efficiently the platform supports the shopping and delivery process (Lee & Wu, 2011). Beyond the tangible aspects of product quality, the online service experience is a decisive factor in shaping consumer satisfaction and loyalty. Consumers increasingly expect seamless navigation, quick response times, and reliable digital support, making service quality in the virtual environment as important as product attributes themselves (Lau & Lee, 2019). Research further indicates that deficiencies in service quality—such as delayed responses, poor usability, or lack of post-purchase assistance—can cause customers to abandon online transactions, even when product quality is high (Rita et al., 2019). The absence of face-to-face communication remains a limitation of online shopping that can reduce customer trust and emotional connection (Startz, 2016). Hence, online service quality must compensate for this gap through effective digital communication and responsive support mechanisms. Customer service in the e-commerce context extends beyond the transaction moment, covering pre-purchase inquiries, purchasing assistance, and post-purchase problem resolution (Paluch & Blut, 2013). A high level of service—demonstrated through accessible consultations, competent support staff, and multi-channel communication options such as chat or email—enhances consumers' perceptions of service reliability and professionalism (Kim, 2021; Liu et al., 2021; Singh et al., 2023). When customers form their overall evaluation of an online shop, these service-related experiences become key determinants of perceived service quality and satisfaction (Liu & Chen, 2022).

2-4. The Quality of Offline Service System

Service quality generally refers to the support and assistance provided by a service provider to meet customer needs (Joudeh & Dandis, 2018). The quality of a service system is commonly conceptualized as the gap between customers' expectations and their actual perceptions of the delivered service (Kalia & Paul, 2021). Building on this logic, the SERVQUAL model was developed as a multidimensional framework to capture perceived service quality across key dimensions such as reliability, responsiveness, assurance, empathy, and tangibility. In traditional service contexts, quality is largely shaped through direct human interaction—where personal communication, attentiveness, and employee behavior play a critical role in forming customer satisfaction and trust (Zheng et al., 2022).

Although online platforms dominate modern commerce, the principles of offline service quality remain essential, particularly in aspects of reliability and post-purchase support. Providing practical guarantees and flexible return or refund policies reduces customers' perceived risk and strengthens their confidence in the seller (Mondal & Giri, 2022; Xu et al., 2022). Responsiveness to customer

requests for repair, exchange, or refunds demonstrates service integrity and enhances the customer's willingness to continue interacting with the platform (Lysenko-Ryba & Zimon, 2021). However, the lack of physical inspection or face-to-face interaction in online purchases intensifies concerns about product return costs and time—issues that directly influence customer satisfaction and loyalty (Blut, 2016). Furthermore, delivery performance and order accuracy constitute vital components of perceived service reliability. On-time and error-free delivery not only contributes to customer trust but also creates value-added differentiation and competitive advantage for e-retailers (Niu et al., 2019). Meeting delivery commitments in line with the conditions specified on the website reinforces credibility and increases the likelihood of repeat purchase (Camilleri, 2022). Consequently, offline service system quality, although rooted in traditional service logic, continues to underpin consumers' judgments about trustworthiness and performance in both physical and digital retail contexts.

2-5. Hedonic Value

Hedonic value represents the emotional and experiential benefits that consumers derive from the shopping process, reflecting feelings of pleasure, excitement, and personal enjoyment rather than purely utilitarian gains (Liu et al., 2021). It is inherently subjective and shaped by individual personality traits and motivational states, often functioning as a form of entertainment and emotional fulfillment (Anderson et al., 2014). In many cases, hedonic responses become an end in themselves—consumers shop not only to obtain products but also to experience enjoyment and self-expression. Consequently, there is a positive association between hedonic shopping value and purchase intention, as pleasurable experiences strengthen consumers' desire to engage in or repeat purchases (Alniacik et al., 2020). Hedonic value captures both emotional and psychological dimensions of the shopping experience, encompassing excitement, curiosity, and aesthetic appreciation (Yuan et al., 2022). In the online context, hedonic value emerges through interaction with visually appealing, dynamic, and user-friendly websites that evoke a sense of engagement and enjoyment (Afaq et al., 2020; Hasan, 2022; Monteiro et al., 2023). Shoppers with hedonic orientations tend to browse more frequently, explore products for fun, and seek experiences that balance entertainment with perceived value (Afaq et al., 2020). Accordingly, elements such as visual clarity, color harmony, interactive design, and audiovisual effects substantially enhance the overall shopping pleasure and emotional attachment to the platform (Park & Stoel, 2005). These emotional experiences, in turn, translate into higher satisfaction and purchase intention, confirming that hedonic value plays a mediating role between online service quality and consumer behavior (Calza et al., 2020; Hasan, 2022; Holm & Mort, 2010).

3. Conceptual Framework and Hypotheses Development

Service quality plays a central role in shaping customer satisfaction, trust, and loyalty (Kim et al., 2021). In the context of e-commerce, e-service quality reflects consumers' overall assessment of service performance relative to their expectations. High-quality services help organizations achieve key outcomes such as enhanced satisfaction, confidence, and behavioral loyalty, positioning service quality as a vital source of competitive advantage in digital markets. Reliable online support—both during and after purchase—builds trust and strengthens customers' perceptions of an e-retailer's competence and credibility. In addition, elements such as order accuracy, delivery reliability, and responsiveness significantly affect customers' shopping behavior (Bauer et al., 2006). Beyond functional performance, the experiential aspects of the online environment—such as aesthetic appeal, usability, and interactivity—shape consumers' affective responses. Visual appeal, dynamic web design, and engaging sensory elements (e.g., product videos, 3D displays) can evoke emotions similar to those triggered by ambient factors in physical stores (Eroglu et al., 2003). Social presence and responsive interaction further enrich this experience, reducing the psychological distance between customer and seller. Prior studies confirm that courteous communication, empathy, and personalized responses from service employees increase perceived value and reinforce users' purchase intentions (Rita et al., 2019). For hedonic shoppers, the act of purchase is often viewed as an experiential journey rather than a purely goal-driven process. Enjoyable browsing, visual exploration, and discovery contribute to feelings of pleasure and curiosity that enhance perceived hedonic value (Gursoy et al., 2023). Empirical studies support that service environments that deliver excitement, playfulness, and aesthetic satisfaction increase consumers' enjoyment and perceived value (Kim et al., 2021; Roy et al.,

2019). Therefore, both online and offline service systems shape emotional responses that form hedonic value, which in turn motivates purchase intention (Afaq et al., 2020; Calza et al., 2020; Liu et al., 2021; Ozturk et al., 2016). Based on the reviewed literature and theoretical perspectives discussed above, the following hypotheses are proposed:

H1: Online service system quality has a positive and significant effect on purchase intention through the mediating role of hedonic shopping value.

H2: Online service system quality has a positive and significant direct effect on purchase intention.

H3: Online service system quality has a positive and significant effect on hedonic shopping value.

Offline service system quality captures the reliability and responsiveness associated with fulfilment and post-purchase processes. Fulfilling orders accurately and on time enhances consumers' trust and satisfaction (Dobre, 2023; Fenech & Merriless, 2005). Consumers increasingly expect quick, error-free deliveries, and many are willing to pay more for faster service (Zhuo et al., 2019). These service elements create a sense of assurance that directly increases purchase intention. After the product is received, customers evaluate the service quality by comparing performance with expectations; superior performance generates perceived value and positive affective responses (Alex & Thomas, 2011). Additionally, pricing benefits, aesthetic packaging, and a pleasant, low-stress purchasing experience amplify hedonic responses and encourage repurchase (Atulkar & Kesari, 2016; Hasan, 2022; Rintamaki et al., 2006). Previous studies show that both online and offline service system quality influence purchase intention directly and indirectly through hedonic value (Mondal & Giri, 2022; Rita et al., 2019). Accordingly, hedonic value serves as a critical psychological bridge linking service system quality to consumers' behavioral outcomes. Based on the literature review and theoretical perspectives discussed above, the following hypotheses are proposed:

H4: Offline service system quality has a positive and significant effect on purchase intention through the mediating role of hedonic value.

H5: Offline service system quality has a positive and significant direct effect on purchase intention.

H6: Offline service system quality has a positive and significant effect on hedonic shopping value.

H7: Hedonic shopping value has a positive and significant effect on purchase intention.

4. Research Methodology

4-1. Research Design and Model Innovation

Unlike previous studies that employed simplified linear models, the present research introduces an integrative dual-channel structure that simultaneously captures online and offline service dynamics through a mediating hedonic mechanism. This study adopts a quantitative, cross-sectional research design using survey data to examine the dual influence of online and offline service system quality on purchase intention through the mediating role of hedonic value. While prior studies have typically analyzed service quality in either an online or offline context separately (e.g., Blut, 2016; Rita et al., 2019), this study integrates both dimensions within a unified framework. This dual-channel approach offers a more holistic view of the consumer experience, capturing how system quality perceptions across physical and digital touchpoints jointly shape hedonic value and behavioral intention. Such integration represents a novel contribution, advancing existing e-commerce models that have traditionally prioritized utilitarian dimensions over experiential ones.

4-2. Sample Measures

This study targeted online shoppers residing in Tabriz, Iran, who had made purchases from Digikala and Mediseh between January and June 2022. These two platforms were selected because they represent the most prominent and trusted e-commerce retailers in Iran, providing both online and

offline (fulfillment-based) service systems, thereby offering an appropriate context for testing the proposed dual-channel model. To ensure representativeness and reduce sampling bias, a simple random sampling approach was applied. A preliminary list of eligible participants—individuals with confirmed online shopping experience during the study period—was developed through outreach efforts on social media platforms, university networks, and public community spaces. Each respondent was assigned a unique identification code, and participants were recruited using a computerized random number generator, giving all eligible individuals an equal probability of selection. Since the exact population of online shoppers could not be determined, Cochran's formula for infinite populations was used to calculate the minimum required sample size (N = 384). To minimize the potential for Common Method Bias (CMB)**,** both procedural and statistical measures were employed. Respondents were assured of anonymity and confidentiality to reduce evaluation apprehension, and questionnaire items were counterbalanced to avoid response patterns. The Harman's single-factor test revealed that the first unrotated factor accounted for 29.65% of the total variance—well below the recommended threshold of 50%—indicating that CMB was not a major concern in this dataset.

The measurement items were adapted from well-established scales in previous studies. Items for online and offline service system quality were adopted from Blut (2016), hedonic value was adapted from Kim et al. (2012) and Wilson et al. (2019), and purchase intention items were adapted from Orby and Lee (2006) and Fernando et al. (2018). All items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pre-tested with 40 respondents to ensure clarity and comprehension, resulting in acceptable reliability coefficients (Cronbach's $\alpha > 0.7$) for all constructs.

4-3. Procedure

Data analysis was conducted using SmartPLS 3.2, a software designed for Partial Least Squares Structural Equation Modeling (PLS-SEM). Before model estimation, the Smirnov's test for normality was performed, and the results indicated that the data distribution deviated from normality. Consequently, PLS-SEM was chosen as the most appropriate analytical technique, as it does not require data normality and is suitable for predictive, exploratory models with complex relationships among constructs. Pilot study was conducted with the first 40 respondents to assess the reliability and clarity of the research instrument. The results demonstrated acceptable internal consistency, with all Cronbach's alpha coefficients exceeding the 0.7 threshold. After ensuring data quality, the main dataset (N = 384) was analyzed. Descriptive statistics were computed to examine demographic characteristics, as summarized in Table 1. These details provided an overview of respondents' gender, age, education level, and preferred online shopping platforms, confirming the diversity and representativeness of the sample.

Table 1. Demographic Profile

Characteristics	Distribution	Frequency	Percentage
Gender	Male	147	38.3
	Female	237	61.7
Age	18-25	67	17.44
	26-35	98	25.52
	36-45	130	33.86
	45-Above	89	23.18
Education	Undergraduate degree	195	50.78
	Master's degree	102	26.57
	PhD Degree	87	22.65
User	Digikala	274	71.4
	Mediseh	110	28.6

4-4. Data Analysis

Preliminary data analysis was conducted to examine the distribution, central tendency, and interrelationships among the study variables. The results of skewness and kurtosis tests indicated that all variables fell within the acceptable range (±1.5), suggesting approximate normality. Descriptive statistics showed that the mean values of all constructs were above the midpoint of the five-point

Likert scale, reflecting respondents' generally positive perceptions toward online and offline service system quality, hedonic value, and purchase intention. A one-sample t-test was performed to assess whether the observed mean scores significantly differed from the neutral midpoint value (3). The results indicated that the mean values of all constructs were significantly higher ($p < 0.01$), confirming favorable attitudes toward the constructs across the sample. The Pearson correlation analysis revealed positive and statistically significant relationships among all key variables. The correlations ranged from moderate to strong ($r = 0.38$ to $r = 0.71$, $p < 0.01$), indicating that improvements in service system quality are associated with higher hedonic value and purchase intention. These findings provided initial empirical support for the hypothesized relationships and justified proceeding with structural equation modeling in the next stage of analysis.

4-5. Assessment of Measurement Model

The measurement model was assessed using SmartPLS 3.2 to evaluate the reliability, validity, and internal consistency of the constructs. Following Fornell and Larcker (1981), three key criteria were examined: (1) indicator reliability, (2) composite reliability (CR), and (3) average variance extracted (AVE). Indicator reliability was confirmed, as all standardized factor loadings exceeded the 0.50 threshold, indicating acceptable item reliability. Composite reliability values ranged between 0.79 and 0.87, surpassing the recommended 0.70 level, thereby confirming internal consistency. The AVE values for all constructs were above 0.40, which is acceptable in exploratory studies, confirming adequate convergent validity. The Stone–Geisser's Q^2 values for the endogenous constructs were greater than 0.23, demonstrating satisfactory predictive relevance of the model. As summarized in Tables 2 and 3, all reliability and validity indices meet the recommended thresholds, confirming that the measurement model exhibits strong psychometric properties and is suitable for structural analysis.

Table 2. Reliability and Validity of Constructs

Measures	Factor Loadings	VIF
Service System Quality		
Online Service System Quality α = 0.791, CR = 0.842, AVE = 0.415		
SSQ_1	0.649	0.256
SSQ_2	0.644	0.284
SSQ_3	0.576	0.264
SSQ_4	0.656	0.286
SSQ_5	0.676	0.301
SSQ_6	0.596	0.247
SSQ_7	0.544	0.198
SSQ_8	0.569	0.191
SSQ_9	0.579	0.216
Offline Service System Quality α = 0.830, CR = 0.868, AVE = 0.424		
OSSQ_1	0.595	0.262
OSSQ_2	0.603	0.257
OSSQ_3	0.630	0.267
OSSQ_4	0.636	0.284
OSSQ_5	0.633	0.239
OSSQ_6	0.664	0.305
OSSQ_7	0.683	0.287
OSSQ_8	0.727	0.368
OSSQ_9	0.677	0.313
Hedonic Value α = 0.701, CR = 0.817, AVE = 0.529		
HV_1	0.662	0.227
HV_2	0.748	0.297
HV_3	0.787	0.359
HV_4	0.707	0.274
Purchase Intention α = 0.795, CR = 0.858, AVE = 0.549		
PI_1	0.712	0.287
PI_2	0.790	0.429
PI_3	0.807	0.422
PI_4	0.698	0.327
PI_5	0.690	0.254

Table 3. Model Validation Values

	AVE	Composite Reliability	Cronbach's Alpha	1-SSE/SSO (Q2)
Hedonic Value	0.529	0.817	0.701	0.338
Offline Service System Quality	0.424	0.868	0.830	
Online Service System Quality	0.415	0.842	0.791	
Purchase Intention	0.549	0.858	0.795	0.371

Table 4 presents the correlation coefficients and discriminant validity of the constructs. The diagonal elements represent the square roots of the AVE values, which are greater than the corresponding inter-construct correlations in each column. This indicates satisfactory discriminant validity and confirms that each construct is empirically distinct from the others.

Table 4. Fornell-Larcker Criterion (Discriminant Validity)

	Hedonic Value	Online Service System Quality	Offline Service System Quality	Purchase Intention
Hedonic Value	**0.727**			
Offline Service System Quality	0.476	**0.651**		
Online Service System Quality	0.351	0.548	**0.644**	
Purchase Intention	0.532	0.380	0.322	**0.741**

4-6. Assessment of Structural Model

To evaluate the hypotheses and examine the relationships among the latent variables, the structural model and corresponding R^2 values are illustrated in Figure 1. The R^2 coefficients indicate the proportion of variance in each endogenous construct explained by its exogenous predictors. The model's Goodness of Fit (GOF) index was 0.416, confirming that the overall model demonstrates an acceptable level of explanatory power and is appropriate for hypothesis testing.

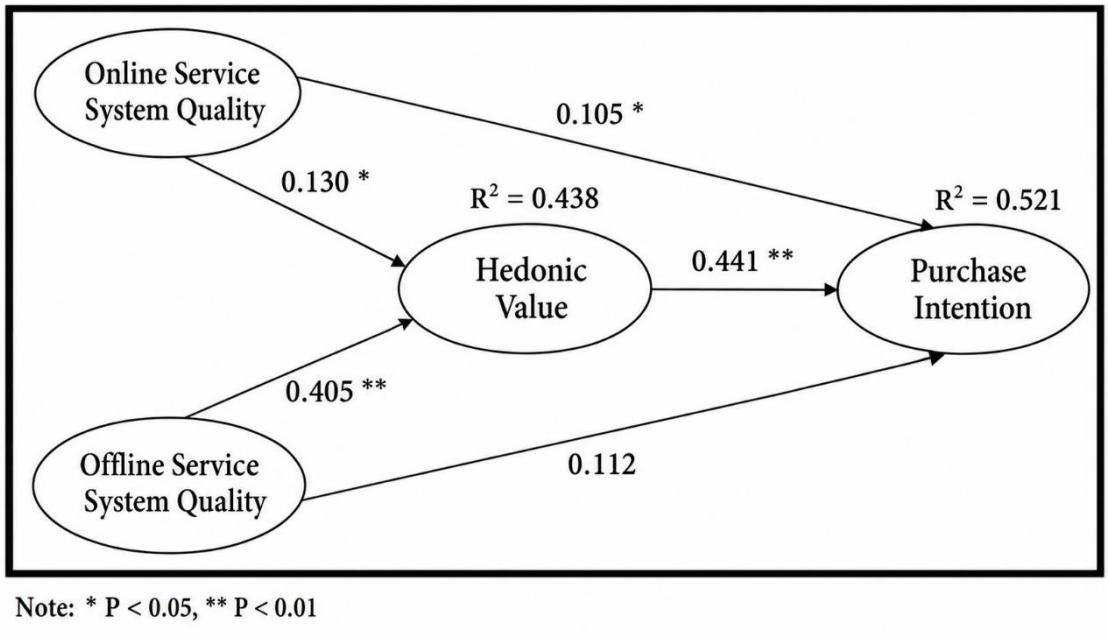


Fig. 1. Significance of the Model's Path Coefficients

To assess the significance of the indirect effects of exogenous variables on endogenous constructs via the mediating variable, the Sobel test was performed. The results are presented in Table 5. A *Z* value greater than 2.58 indicates that the indirect effect is statistically significant at the 0.01 level. In addition, the Variance Accounted For (VAF) index was used to determine the proportion of the total effect that is mediated through the indirect pathway.

Table 5. Indirect Effects

Online Service System Quality → Hedonic Value → Purchase Intention			Offline Service System Quality → Hedonic Value → Purchase Intention		
Variable	**Value**	**Z-value**	**Variable**	**Value**	**Z-value**
a	0.130	2.033*	a	0.405	4.402**
b	0.441		b	0.441	
S_a	0.060		S_a	0.061	
S_b	0.075		S_b	0.075	

Note: **P < 0.01, *P < 0.05

The results of hypothesis testing using the PLS-SEM approach are summarized in Table 6. Based on the t-statistics, all proposed hypotheses were supported, except for Hypothesis 4, which did not reach the threshold for statistical significance.

Table 6. Result of the Hypothesis Test

Hypothesis	Path Coefficient	Statistic	Result
Online Service System Quality → Hedonic Value	0.130	2.144*	Accept
Offline Service System Quality → Hedonic Value	0.405	6.660**	Accept
Online Service System Quality → Purchase Intention	0.105	2.139*	Accept
Offline Service System Quality → Purchase Intention	0.112	1.551	Reject
Hedonic Value → Purchase Intention	0.441	5.885**	Accept
Online Service System Quality → Hedonic Value → Purchase Intention	-	2.033*	Accept
Offline Service System Quality → Hedonic Value → Purchase Intention	-	4.402**	Accept

Note: **P < 0.01, *P < 0.05

5. Discussion

According to the analysis of the research data and the hypothesis testing results, hedonic shopping value demonstrated the strongest impact on purchase intention, indicating that emotional enjoyment is the most influential determinant of consumers' buying behavior. This finding is consistent with Ozturk et al. (2016) and Liu et al. (2021), who emphasized that pleasure and enjoyment derived from shopping experiences significantly shape behavioral intentions. In the present study, both online and offline service quality influenced purchase intention, but their effects differed in strength and mechanism. Specifically, offline service system quality exerted a stronger indirect effect through hedonic value, whereas online service quality directly and indirectly affected purchase intention. These findings refine and extend prior models such as those developed by Blut (2016) and Rita et al. (2019), which primarily examined single-channel service quality. Unlike their unidimensional approach, our study employs a dual-channel framework integrating both online and offline service dimensions, revealing that consumers' hedonic perception mediates the influence of system quality across contexts. This implies that customers' emotional engagement bridges the gap between service functionality and behavioral intention, echoing the hedonic consumption theory (Holbrook & Hirschman, 1982). Furthermore, the results contribute to a deeper understanding of how perceived service quality enhances emotional satisfaction, reinforcing the view that hedonic value acts as an intrinsic motivator. Similar to Kim et al. (2021) and Mondal and Giri (2022), our results confirm that system reliability, responsiveness, and trust directly strengthen satisfaction and loyalty. However, this study advances the discussion by showing that hedonic enjoyment intensifies the psychological bond between consumers and online retailers, transforming functional transactions into affective experiences. In practical terms, the findings suggest that consumers with higher hedonic orientation—often labeled as experience seekers (Biswas et al., 2021)—value the emotional gratification obtained from shopping more than mere utility. Therefore, enhancing aesthetics, interactivity, and sensory stimulation within both digital and physical environments is essential to maintain engagement and loyalty. This comparison with prior studies highlights both the convergence (confirming prior models) and divergence (extending to dual-channel systems) of this research, underlining its theoretical contribution to service and consumer behavior literature.

5-1. Theoretical Contributions

This study extends existing theories of Service Quality (Parasuraman et al., 1988) and Hedonic Consumption (Holbrook & Hirschman, 1982) by integrating them into a dual-channel service system framework. While prior studies (e.g., Blut, 2016; Rita et al., 2019) focused on utilitarian aspects, this research emphasizes hedonic value as a mediating mechanism that transforms service system quality into purchase intention. The results confirm that hedonic motivations—pleasure, enjoyment, and excitement—are not supplementary but central to the decision-making process.

Theoretically, the study provides three novel contributions:

1. It offers an integrative dual-channel model that jointly captures online and offline service effects within one structure.
2. It empirically validates hedonic value as a psychological bridge linking service system quality to consumer intention.
3. It advances consumer behavior theory by clarifying that emotional engagement is a stronger predictor of purchase intention than functional quality alone.

These insights broaden the theoretical understanding of service quality in digital and omnichannel environments and open avenues for future research on emotional and experiential drivers of consumer behavior.

5-2. Practical and Managerial Implications

From a managerial perspective, the results highlight several practical implications for practitioners:

- **Enhancing Emotional Design:** Online retailers should invest in visually appealing, interactive, and user-friendly interfaces that evoke enjoyment, curiosity, and pleasure. Features such as 3D product visualization, augmented reality previews, and gamified loyalty programs can enhance hedonic engagement.
- **Improving Service Experience:** Offline service managers should focus on sensory elements—store ambiance, personalized customer service, and empathetic communication—to complement online experiences and reinforce brand trust.
- **Integrating Dual-Channel Strategies:** Firms should align online and offline systems to provide consistent emotional and functional value across touchpoints, ensuring seamless transitions between virtual and physical interactions.
- **Privacy and Assurance:** Transparent data handling and reliable post-purchase services (delivery accuracy, flexible returns) strengthen consumers' sense of trust and satisfaction, as emphasized by Chang et al. (2018) and Modak and Kelle (2019).

Collectively, these strategies help organizations build **e**motionally resonant and functionally efficient service ecosystems, driving long-term customer loyalty and differentiation in competitive markets.

6. Conclusion

This study contributes to a more nuanced understanding of how service system quality—both online and offline—shapes purchase intention through the mediating role of hedonic value. By integrating functional and emotional dimensions within a dual-channel framework, it demonstrates that consumers' hedonic experiences are pivotal in transforming satisfaction into behavioral commitment. In contrast to earlier utilitarian perspectives, this research underscores that emotional fulfillment, interactivity, and trust collectively enhance the perceived value of shopping experiences. Thus, investing in both technical quality and emotional engagement is a strategic necessity for digital retailers. The findings provide valuable theoretical and managerial guidance for future studies and practitioners seeking to enhance consumer satisfaction, engagement, and loyalty in dynamic e-commerce landscapes.

7. Research Limitations

Despite the strengths of this study, several limitations should be acknowledged.

First, the data were collected from two major online retailers, Digikala and Mediseh, located in Tabriz, Iran, which may restrict the generalizability of results to other regions and industries. Future

research could test the model across different cultural and economic contexts to enhance external validity.

Second, the cross-sectional design limits the ability to observe changes over time; longitudinal or experimental designs could better capture evolving consumer behaviors.

Third, while this study focused on hedonic value as a mediator, utilitarian value also plays a vital role in shaping purchase intention. Future studies should explore both dimensions simultaneously to gain a more holistic understanding of consumer motivation.

Finally, as the data were self-reported, future research might employ behavioral or experimental methods—such as online tracking or mixed designs—to validate these findings and strengthen causal inference.

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