

HEDONIC SHOPPING MOTIVATION: IMPULSE BUYING IN SURABAYA CONSUMER

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Abstract: This research intended to asses the hedonic shopping motivation to the royal plaza Surabaya consumer impulse buying which must be performed in connection with performance of the employee. This research was conducted at the royal plaza Surabaya which covered consumer as respondent. This research by utilizing Structural Equation Modeling (SEM), the technique was processed with AMOS program 6.0 to analyze some hypothesis. The intercorrelation models between these variables in this study revealed that hypothesis have significant correlation. The result of this research were empirical date of the development of the theoretical of marketing and practice management.

Keywords: *Hedonic Shopping Motivation and Impulse Buying*

1. Introduction

In this globalization era the competition of retail very lively. Initially consumers were more attracted to traditional retailing, but now many have moved to the modern retail. According to Sopiah and Syihabuddin (2008:121), globalization is defined the main factor of demand with the increasing demand for retail goods and services. Seeing from the many entrepreneurs who open retail business mainly in shopping centers. Shopping center or shopping mall has a sense as a place of several major department stores in attraction for small retails and food court with a modern concept that follows the development of the Times. In the development of increasingly modern times resulted in the proliferation of mall growth. In this case modern shopping center or commonly called mall is shifting. Shopping center is a place that can give social needs. Shopping is an activity that is done for each individual to meet the needs of life. The community began to be offered with a nice building, a minimum of three floors, the convenience of shopping, the space provided is good and the cleanliness is considered. The showcase offered in a modern shopping center makes the interaction between sellers and more individual buyers because inside the shopping mall there is no process of bargain price. The modern shopping Center provides an outdoor appearance that can invite people to visit.

A shopping center or mall has its own market by means of promotion through activities or events. If consumers prefer fashion then the shopping center held a fashion show or may be able to hold events that themed family events with the aim to find consumers who are expected to be a loyal customer center The expenses. But for companies to be able to build relationships with consumers not only to the extent of consumer loyalty but the company also provides the convenience for consumers in providing good service and the convenience of atmosphere, strategic location and the condition of a safe shopping center. As it is known today with many increasingly business competition and so also happens to shopping centers in Surabaya. Nowadays, there are many shopping centers established by entrepreneurs to

build shopping centers. Therefore, every shopping mall should be able to anticipate competition in an increasingly open market in order to attract consumers to visit the City of Tomorrow.

According to Utami (2010:47), hedonic shopping motivation is a person who was shopping because they feel pleasure and feel that shopping is something interesting. Thus this motivation is based on subjective or emotional thinking as it includes emotional responses, the enjoyment of the five senses, dreams, and aesthetic considerations. The shopping center at Royal Plaza Surabaya creates a comfortable atmosphere that is also enjoyable to attract visitors so that it can make shopping a pleasure. Royal Plaza can be reached by the university, so it can be the nature of hedonistic or pleasure that arise when consumers shop at the shopping center. For example, if a person has felt his/her lectures and tasks that many want to be entertainment that can restore positive emotions finally decide to walk to the Royal Plaza because they want to feel a victorious atmosphere and Shopping centers. Indirectly, it will affect positive emotions that are happy in expressing an assessment or a favorable feeling, because in Royal Plaza there are promotions, attractive shop performances, unique goods, discount or discounted price, prizes and so on retails or event held by the shopping center. In the results of the research conducted by Darma and Japariato (2014:87), the hedonic shopping value has a significant effect on the customer's positive emotion. This refers to the level of perception where shopping is considered emotionally useful which ultimately gives a variety of positive and rewarding feelings.

Impulse buying is an unplanned purchase followed by a conflict of mind and an emotional drive. In this case the occurrence of a shift in processes and activities when someone buys a need and a desire that leads to the establishment of individual actions as consumers to buy in the direction of impulse buying behavior. Impulse buying is quite common, so it can be an opportunity to be expected to increase sales. Previous research as conducted by Tjantoko and Japariato (2015:6) stated that hedonic shopping motivation effect on impulse buying. A person who has motivation hedonistic will be easier in making an impulsive purchase or unplanned purchase. This is because consumers who are hedonist will be faster to make a purchase.

Creating an emotionally appealing interest is like attracting a passion for consumers to be able to buy and consume a particular product or brand. In this case consumers as purchasing decision makers or influential in the decision making process, it is necessary to be understood in order to raise the impulse buying point to increase sales. As for the reason why the need never stops (Subagio, 2011:8-21) is: first, a lot of needs are not fully satisfied. These needs continue to encourage actions intended to achieve or maintain satisfaction. Second, after the needs to satisfy new needs and a higher sequence arises that causes pressure and encourages activities. Third, people who succeed in achieving their goals set new and higher goals for themselves. The third reason that causes the need never stops and the motive to load it never stops but continues to run and dynamic.

Based on the explanation outlined earlier, the researcher would like to further study in research to further understand the “the influence of hedonic shopping motivation to the impulse buying at Royal Plaza Surabaya”. The reasons for choosing Royal Plaza Surabaya because the middle and lower intermediate people can reach the needs with attractive products and return positive emotions.

Based on the background that has been displayed above, the author formulates the existing problem, as follows:

Does hedonic shopping motivation affect impulse buying at Royal Plaza Surabaya?

Understanding Hedonic Shopping Motivation

The hedonic shopping motivation (pleasure) is the behavior of consumer buyers where the consumer is making a purchase for a pleasure, entertainment and relieve stress by experiencing comfort in the atmosphere of the shopping center, So that consumers can no longer feel inconvenience while shopping in modern shopping malls. According to Tjiptono F. (2008:71), hedonic shopping motivation is defined as a person's desire to get a pleasure for himself that can be fulfilled by spending time visiting shopping centers or Mall, enjoy the ambiance or atmosphere that is in the shopping center itself even though they do not buy anything or just look around. According to Kosyu et al. (2014:3) that the definition of hedonic nature as the reason for a person has a trait that hedonistic because of the number of needs that can not be fulfilled before, then after the need is fulfilled, appears again the need and sometimes those needs are more of a priority than the previous needs. According to Mehrabian and Russel (1974) in Tjantoko and Japariato (2015:3) that the response of the affective crises raises the motive hedonic shopper is a feeling (the aspect of the affective crises) to supervises the quality of the shopping environment of the perceived side of enjoyment (enjoyment), Attracted by an eye view (visual appealed) and a sense of relief (escapism). That feeling makes someone happy.

A. Use motivational characteristics of shopping in consumer spending motives according to Utami (2010:46) motif has several important functions to direct the consumers are as follows:

1. Primer Motif. A motive that raises elections to the general category of a particular product.
2. Selective Motif. A motif that affects the selection decision regarding the model and brand of the class of a product.
3. Rational motives. A motive based on reality as directed by a product to the consumer.
4. Emotional motives. A motive that causes the election relating to the individual's feelings or the experience of one's past.

B. Hedonic Shopping Motivation Indicator

According to Utami (2010:49), hedonic shopping motivation is divided into 6 (six) categories, namely:

1. Adventure shopping
2. Social shopping
3. Gratification shopping
4. Idea shopping
5. Role shopping
6. Value shopping

Impulse Buying

According to Mowen and Minor, (2002:117) that the definition of impulse buying is a purchase of impulsive buying action that is done without having any prior problems or buying intent/intention formed before entering the store.

According to Silvera et al. (2008) in Yistian dkk. (2012:3) that the definition of impulsive purchase is an impulsive purchase is a pleasure driven by the achievement of a hedonic goal. According to Beatty and Ferrell (1998) in Lestari (2018:134) that the definition of impulsive purchase is an impulsive purchase is a sudden and immediate purchase without any intention of shopping beforehand, either to buy a particular product or to Meet certain

obligations. According to Sutisna (2002:17) that the definition of impulsive purchase is an impulsive purchase occurring when consumers take a sudden purchase decision. The urge to make the purchase is so strong, that the consumer is no longer thinking rational in its purchasing.

A. Impulse buying types

In the activity of impulsive buying divided into four according to Hawkins (2004) in Amanah and Pelawi (2015:11). The four types of impulsive buying are as follows:

1. Reminder Impulsive Buying
2. Pure Impulsive Buying
3. Suggested Impulsive Buying
4. Planned Impulsive Buying

B. Impulse Buying Indicator

According to the research of Loudon and Bitta (2004) in Amanah and Pelawi (2015:11), impulse-based purchases may have one or more of these characteristics:

1. Consumers feel a sudden and spontaneous urge to perform an action that is different from previous behavior.
2. A sudden urge to make a purchase puts the consumer in a state of psychological imbalance, where for a while he felt lost control.
3. The consumer will experience psychological conflict and it strives to weigh the direct needs and long-term consequences of the purchase.
4. Consumers will reduce the cognitive evaluation of the product.
5. Consumers often buy impulsively without regard for future consequences.

2. Research Method

In this research analysis using SEM (structural equation modelling). According to Ferdinand (2002:6), structural equation modeling (SEM) is a set of techniques that allow a statistical testing a series of relationships that are relatively "complicated" simultaneously. The complicated relationships that can be established between one or more of the dependent variable with one or more independent variables. Sampling techniques using accidental with a sample number of 110 people.

3. Results and Discussion

3.1 Results

Results of Testing the Assumptions of SEM

There is some assumption that testing is done in SEM, namely data normality test and Interference linearity.

Tabel 1
HASIL PENGUJIAN GOODNESS OF FIT OVERALL MODEL

Kriteria	Cut-of value	Hasil Model	Keterangan
Khi Kuadrat	kecil	368,226	Good Model
p-value	$\geq 0,05$	0,062	
CMIN/DF	$\leq 2,00$	1,085	Good Model
GFI	$\geq 0,90$	0,823	Model less good
AGFI	$\geq 0,90$	0,794	Model less good
TLI	$\geq 0,95$	0,972	Good Model

CFI	$\geq 0,95$	0,983	Good Model
RMSEA	$\leq 0,08$	0,034	Good Model

Tabel 2
HASIL PENGUJIAN HIPOTESIS PENGARUH LANGSUNG

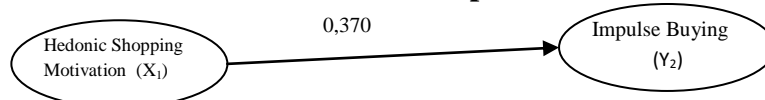
Independent Variable	Dependent Variabel	Path coefficient	p-value	Description
Hedonic shopping motivation	Impulse buying (Y ₁)	0,257	0,015	Significant

3.2 Discussion

Analysis Of Measurement Model

In this section will be described about three main things model measurements are: first, about the value of loading factor or regression weight (component estimate) or lamda (ferdinand, 2002:79). Second, about the level of their significance in each invalid constructs. Third, about the construct of reliability. However this measurement model, the most important is the level of significant (must be less than 5% or 0.05) and the value of the construct of reliability (ρ_h) > 0.70. Study variables are said to be valid if it has a value of unidimensional Goodness of Fit Index (GFI) > 0.90.

Each Path Coefficient of Relationship between Invalid Constructs



Description: s = significant line, ns = line nonsignifikan

The top line of the influence coefficient of Hedonic Shopping Motivation (X₁) to the Impulse Buying (Y₁) of 0.372. This means if the Hedonic Shopping Motivation (X₁) rises then the Impulse Buying (Y₁) will increase. Conversely, if the Hedonic Shopping Motivation (X₁) get down then the Impulse Buying (Y₁) will decrease. Practically, this means that any improvements of the Hedonic Shopping Motivation of Royal Plaza Surabaya Consumer would increase the Impulse Buying of Royal Plaza Surabaya Consumer.

4. Conclusions

1. Hedonic Shopping Motivation has significant influence to the impulse buying of Royal Plaza Surabaya Consumers.
2. Some consumers who shopping by involving the motivation of shopping hedonistic (hedonic shopping Motivation), buying unplanned (impulse buying) as in the event of changes in the community that considers shopping at the center To fulfill their needs but as a means of fulfilling emotional pleasure.
3. Consumers like exhibitions or events that usually held during certain months, because usually at the time of the exhibition or event, can urge consumers to buy products of certain brands in a shopping center by means of promotion Valid only until the actor or event is over.

In this research, the writer advice of several things:

- a. This motivation is based on subjective or emotional thinking as it includes emotional responses, the enjoyment of the five senses, the dream, and the aesthetic considerations. Shopping center in the city of Tomorrow Surabaya create a comfortable atmosphere is also enjoyable to attract visitors so that it can make shopping a pleasure. Moreover, the city of Tomorrow that can be reached by university, then can be the nature of hedonistic or pleasure that arise when consumers shop at the shopping center.
- b. Impulse buying is an unplanned purchase followed by a conflict of mind and an emotional drive. In this case the occurrence of a shift in processes and activities when one buys a need and a desire that leads to the establishment of individual actions as consumers to buy in the direction of impulse buying behavior. Impulse buying is quite common, so it can be an opportunity to be expected to increase sales.

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