

[30]

## The Influence of Hedonic Shopping Motivation, Impulsif Buying, and Lifestyle on Purchase Decisions

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**Abstract.** The decision to make a purchase is very complex through a very long process in the form of goods or services. Some factors that influence purchasing decisions include Hedonic Shopping Motivation, Unplanned Purchases, and Lifestyle. Hedonic Shopping Motivation is the motivation of consumers to shop because shopping is a pleasure, while Unplanned Purchase is a part of spontaneous behavior, intense, passionate desire to buy and buyers usually ignore the consequences of the purchase, while Lifestyle is also a determining factor consumer's decision to buy a product.

The purpose of this study were (1) to explain the influence of Hedonic Shopping Motivation on purchasing decisions at Matahari Lippo Plaza Bogor, (2) to explain the effect of unplanned purchases on purchasing decisions at Matahari Lippo Plaza Bogor, (3) to explain the influence of lifestyle on purchasing decisions at Matahari Lippo Plaza Bogor, (4) to explain the influence of Hedonic Shopping Motivation, unplanned purchases, and lifestyle on purchasing decisions at Matahari Lippo Plaza Bogor.

Keywords: Hedonic Shopping Motivation, Unplanned Purchases and Lifestyle Towards Purchase Decisions.

### 1. INTRODUCTION

One type of business that experiences significant development is the retail business. Retail can be defined as all activities involved in selling goods or services directly to consumers. The retail business has experienced a fairly rapid development, which is characterized by a growing number of traditional retailers who are fixing themselves into modern retail businesses (Utami 2006). Along with varied consumer needs provide opportunities for business people, especially in the field of fashion. This fact has caused many shops to appear that sell various types of fashion products for both men and women.

Hedonistic theory states that all human actions, without being realized or not realized, without it arising from external forces or inner strength, basically have a single purpose, which is looking for things that are fun and avoid things that are painful. Hedonics is one of the motivational theories that fits in with the principle of the direction in which humans will be attracted to the goals they consider most interesting. In the research conducted by Solomon (2002) defined hedonist, namely: hedonist as one type of need based on the direction of motivation that is subjective and experiential, which means that consumers may rely on a product to find their needs for joy, confidence, fantasy or response emotional, and others. Consumption shopping behavior will arise due to planning or without prior planning (impulse buying).

Consumers use shopping lists to make shopping easier, but in reality, 74% of purchase decisions are made in-store (Bermen and Evans, 2006). This shows that sometimes consumers shop outside the shopping list, which results in unplanned buying behavior.

Lifestyle can influence a person's behavior, and ultimately determine one's consumption choices. Lifestyle describes a person's whole self in interacting with his environment and describes all one's patterns in acting and interacting in the world. The concept of consumer lifestyle is different from personality but lifestyle is how they spend their money and how they allocate their time to play or relax with family. Lifestyle influences all aspects of consumer behavior, a person's lifestyle is a function of characteristics or individual traits that have been formed through the interaction of the environment of people who were not wasteful after spending time with wasteful people. A person's lifestyle influences purchasing behavior, which can determine many individual consumption decisions, so lifestyle can change due to environmental influences. Marketers can use lifestyle analysis related to the area of consumer life such as when recreation

outside the home (buying various types of products). In addition, marketers can also study general lifestyle patterns of a population.

The decision to make a purchase is very complex through a very long process. Basically the decision to do always appears and begins with a sense of curiosity about the need for a product, either in the form of goods or services.

Matahari department store is a shopping center that sells a variety of style needs consisting of children's clothing, women, men, shoes, bags, perfumes, and various other style needs, these shopping places are in various cities in Indonesia. Matahari Department Store has become one of the biggest fashion retail groups in the country. Various types of clothing provided by Matahari Department Store are classy products. In addition, Matahari Department Store also provides good service and affordable prices for the Indonesian people.

Phenomenon according to the results of the author's interview with 30 respondents of STIE Kesatuan Bogor students, from the results of 16 people stated that shopping at Matahari Department Store Lippo Plaza did not fulfill their lifestyle because the items they sold were relatively cheap and not quality and did not meet their lifestyle and hedonic and for various reasons because there are currently better malls in the city of Bogor and 14 respondents stated that shopping at Matahari Department store Lppo plaza meets their needs at prices that are balanced with the quality of goods sold because their lifestyle is not determined by the price of the items purchased, because some think that their lifestyle is not determined by the price and superiority of expensive goods.

## 2. RESEARCH METHOD

The research methodology used in this study is descriptive method and quantitative method. With this method the researcher examines the extent of the role of hedonic shopping motivation, unplanned purchases and lifestyle to purchasing decisions at Matahari Department Store. this method researchers do a comparison between theory and practice / facts in the field. As well as estimating the amount of influence quantitatively from changes in one or several other events, using statistical analysis tools. Data processing with quantitative analysis through several stages.

Descriptive method is a method of data collection in this study using a questionnaire, namely data collection techniques carried out by giving a set of questions or written statements to respondents to be answered (Sugiyono: 2007). Measurement Scale for all indicators in each variable using a Likert scale (scale 1 to 5) starting from Strongly Disagree (STS) to Strongly Agree (SS). This measurement scale means that if the value is getting closer to 1 it means more disagree. Conversely, if it is getting closer to number 5 it means more agree.

Quantitative method is quantitative analysis is a method of analysis with numbers that can be calculated or measured. Quantitative analysis is intended to estimate the amount of influence quantitatively from changes in one or several other events, using statistical analysis tools. Data processing with quantitative analysis through several stages.

Data sources that can be applied to this thesis research consist of two types, namely primary data and secondary data.

Primary data was obtained directly from the research object in the form of opinions from research respondents who had made a purchase decision at Matahari Department Store Lippo Plaza Bogor. Whereas secondary data is obtained indirectly about the object studied through intermediary media in the form of websites owned by the Sun itself but obtained indirectly.

Data collection methods conducted in this study are:

1. Interview
2. Observation.
3. Documentation

The analytical method used by researchers is statistical data analysis that compares the results of the research with the calculations made on the data whether the results are positive and significant or even the opposite.

## 3. RESULTS AND DUSCUSSION

Based on the results of questionnaires and processing of questionnaire data using the SPSS program that has been done, then the discussion of the research hypothesis which states that hedonic shopping motivation has a positive and significant effect on purchasing decisions, this study proves the theory

presented by Utami (2010) states that hedonic shopping motivation is activity obtains information about availability of options, characteristics and details of transactions at a retail store and activity of obtaining goods and services. In shopping, consumers are not only interested in the quality and price of a product but are also interested in the quality of a store.

#### **A. Hedonic Shopping Motivation of Purchase Decisions**

Research shows the relationship between hedonic shopping motivation towards purchase decisions can be accepted, this is indicated by the t-count value of 2.697 which is greater than t-table 1.66 and is supported by a significance value of 0.008 smaller than 0.05 which is a significant effect on purchasing decisions that have been processed by SPSS.

#### **B. Unplanned Purchases of Purchase Decisions**

In the study showed the relationship between adiafora culture to purchase decisions can be accepted, this is indicated by the t-count value of 12.948 which is greater than the t-table 1.66 and supported by a significance value of 0.000 smaller than 0.05 which is a significant effect on purchasing decisions that have been processed by SPSS.

#### **C. Influence of Lifestyle on Purchase Decisions**

In the study shows the relationship between adiafora culture to purchase decisions can be accepted, this is indicated by the t-value of 5.098 which is greater than the t-table 1.66 and supported by a significance value of 0.000 smaller than 0.05 which is a significant effect on purchasing decisions that have been processed by SPSS.

### **4. CONCLUSION**

Based on the results of the research described in the previous chapters regarding the influence of Hedonic Shopping Motivation, Unplanned Purchases, and Lifestyle on Purchase Decisions at Matahari Lippo Plaza Department Store, conclusions can be drawn as a result of the findings and testing of research results as follows:

1. Hedonic shopping motivation, unplanned purchases and lifestyles together influence simultaneously purchasing decisions
2. Hedonic shopping motivation partially has a positive influence on purchasing decisions.
3. Unplanned Purchases partially have a positive influence on purchasing decisions.
4. Lifestyle partially has a positive influence on purchasing decisions.

### **5. SUGGESTIONS**

Based on the conclusions that have been raised, then given some suggestions that are expected to increase customer satisfaction, as for the suggestions given to the company are as follows:

1. Lippo Plaza's Matahari Department Store must pay more attention to the products that will be seen by consumers. It is not permissible to sell goods that are damaged or damaged in contrast to display items because it will be a bad impact for consumers who have believed in the Matahari Department Store Lippo Plaza, therefore, spg or spb must control each product more.
2. Matahari Department Store Lippo Plaza Must provide goods that are balanced with the price of the product to be purchased and give a positive impression when the product is purchased in accordance with the quality of the goods when used, and give discounts or discounts for each purchase.
3. Matahari Department Store Lippo Plaza must often promote to increase customer loyalty to the Matahari Lippo Store Department, such as giving 1 free brochure, buying 1 for shopping or giving discounts.
4. It is recommended to the Matahari Department Store Lippo Plaza to introduce more new products so that people can easily find out when they come to Matahari Department Store Lippo Plaza.

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