

The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying of Miniso Products at Lombok Epicentrum Mall

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ABSTRACT

This study aims to determine the effect of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying in Miniso Lombok Epicentrum Mall products. The type of research conducted is quantitative descriptive which is causal associative. The population in this study is consumers who have purchased Miniso products at Lombok Epicentrum Mall. The number of samples taken was 100 people. The sampling technique used in this study was purposive sampling technique. Data was collected through an online survey and analyzed using multiple linear regression analysis through SPSS program version 25. The results of this study show that Hedonic Shopping Value and Shopping Lifestyle have a positive and significant influence on Impulse Buying in Miniso Lombok

Keywords: Hedonic Shopping Value, Shopping Lifestyle, Impulse Buying

1. INTRODUCTION

The development of globalization and technology offers many opportunities and challenges for businesses in Indonesia to showcase their ability to compete. One of the sectors affected by this competition is retail. The rapid growth of modern retail is driven by companies' desire to meet consumers' shopping expectations. Retailers must understand the ever-changing consumer behavior and strategically plan to maintain and enhance their market position, ensuring profitability and competitiveness.

According to the Central Bureau of Statistics (BPS), in 2021, Indonesians spent an average of IDR 1.26 million per month on consumption, a 3.17% increase from 2020. This consumption behavior shows that consumers are more reactionary when shopping, emphasizing hedonic values such as joy and happiness from the shopping experience. This often leads to impulse buying, where consumers make unplanned purchases triggered by attractive products.

One of the department stores located in Lombok Epicentrum Mall is Miniso. Miniso Lombok Epicentrum Mall officially opened on January 28, 2018. Visitors seem highly satisfied with the comprehensive range of products available. Miniso is a Chinese-origin brand offering various affordable items such as stationery, bags, cosmetics, toys, kitchenware, and electronics. Founded in 2013 by Junya Miyake, a Japanese designer, and Ye Guofu, a Chinese conglomerate, Miniso's headquarters are situated in Guangzhou, China.

Impulse Buying, also known as unplanned purchase, is a behavior where individuals do not plan their shopping beforehand. Consumers engage in Impulse Buying without considering purchasing a specific product or brand. They make purchases instantly due to their interest in a particular brand or product at that moment. Hedonic Shopping Value is a behavior or habit of an individual to spend their time solely for pleasure and to seek attention in their environment (Solomon, 2007). Nowadays, shopping centers intentionally create a hedonistic atmosphere, aiming to attract visitors and make them satisfied, encouraging them to stay longer in the shopping center and spend their money, thus increasing the likelihood of the occurrence of Impulse Buying phenomenon.

According to Rahmawati (2018), Shopping Lifestyle is defined as the behavior exhibited by buyers in relation to a series of responses and personal opinions about purchasing products. It pertains to how they spend their time and money, which consumers utilize for excessive shopping driven by enticing offers and stimuli provided by shopping or department stores

Hedonic shopping value and shopping lifestyle significantly influence consumer behavior, often resulting in unplanned purchases. This study aims to examine the impact of these factors on impulse buying of Miniso products at Lombok Epicentrum Mall.

2. RESEARCH METHODS

The research design utilized in this study is causal associative research with a quantitative approach, chosen for its suitability in analyzing relationships between variables through numerical data (Ferdinand, 2014). Data collection was conducted through a sample survey, utilizing online surveys and questionnaires containing statements and questions essential for the research. A sample survey is a procedure in which only a portion of the population is taken to determine a sample that is expected to represent the entire population to obtain a sufficiently representative picture (Sinambela, 2014). Primary data was gathered from respondents through these online instruments, ensuring broader reach and convenience. For data processing and analysis, SPSS (Statistical Package for the Social Sciences) was employed for its robust statistical analysis capabilities, while Microsoft Excel was used for data organization and preliminary analysis. Secondary data sources included credible websites, peer-reviewed journals, academic books, and other publicly available sources, providing comprehensive background information and context for the study. This combination of methods and sources allowed for a thorough investigation of the causal relationships between the variables, resulting in a well-rounded and data-driven analysis.

3. RESULTS AND DISCUSSIONS

Based on gender, the majority of respondents are female, with a total of 54 respondents. Based on age, the majority of respondents are in the age range of 17-25 years, with a total of 96 respondents. Based on occupation, the majority of respondents are students, with a total of 96 respondents. Based on monthly expenditure, the majority of respondents spend between Rp 1,000,000 and Rp 3,000,000, with a total of 69 respondents. Based on the number of product purchases, the majority of respondents make 1-3 shopping transactions, with a total of 81 respondents.

Based on the test results regarding the validity and reliability. Reliability testing aims to determine the consistency of measurement results of variables in measuring the same phenomenon. A questionnaire is considered reliable if a person's responses to statements or questions are consistent or stable over time (Ghozali, 2016). of the instrument, it is shown that all items are declared valid and reliable, as evidenced by the significance value of the calculated r being greater than the tabled r (0.361) and the Cronbach's Alpha value being greater than the standard value (0.60). Based on the test results regarding the Classical Assumption Test consisting of Normality Test, Multicollinearity Test, Heteroskedasticity Test, and Multiple Linear Regression Analysis, it is found that all variable data meet the classical assumption test as evidenced by significance values greater than 0.05 (Kolmogorov-Smirnov test), then tolerance values greater than 0.10 and VIF less than 10.00, as well as significance values greater than 0.05 (Glejser test). Based on the Hypothesis Testing results consisting of T-test and Coefficient of Determination Test, it is found that all variable data meet the hypothesis test as evidenced by the calculated T value being greater than the tabled T (1.988) and the significance value being less than 0.05.

The Influence of Hedonic Shopping Value on Impulse Buying Behavior of Miniso Products at Lombok Epicentrum Mall.

Based on this research, it was found that the variable of Hedonic Shopping Value has a positive and significant influence on impulse buying behavior of Miniso products at Lombok Epicentrum Mall. This research is aligned with a study conducted by Utami (2017), which indicates that Hedonic Shopping Value has a positive and significant influence on Impulse Buying. This suggests that hedonic shopping can drive consumers' desire to make purchases not solely based on needs, but on impulses that arise from within the consumers themselves to make spontaneous purchases. This is supported by the t-test results indicating that the five indicators categorized into five categories by Ozen and Engizek (2013) are : - Adventure Shopping, Relaxation Shopping, Idea Shopping, Value Shopping, and Social Shopping - have a positive and significant influence. The t-value greater than the t-table ($6.018 > 1.988$) with a significance value less than 0.05 ($0.000 < 0.05$) confirms these results. These findings are consistent with the multiple linear regression analysis results showing that the variable of Hedonic Shopping Value can increase impulse buying behavior by 3.90% with each effort made, and the coefficient of determination indicates that the independent variable can explain the impulse buying behavior well, at 79.1%.

The Influence of Shopping Lifestyle on Impulse Buying Behavior of Miniso Products at Lombok Epicentrum Mall.

The research results indicate that the variable of Shopping Lifestyle has a positive and significant influence on impulse buying behavior of Miniso products at Lombok Epicentrum Mall. This research is in line with a study conducted by Kwan (2016), which indicates that Shopping Lifestyle has a positive and significant impact on Impulse Buying. This suggests that Shopping Lifestyle has a considerable influence on the occurrence of Impulse Buying. Based on the t-test results, the three indicators used to measure the variable of Shopping Lifestyle - Interest, Activities, and Opinions - show a positive and significant influence. The t-value greater than the t-table ($4.213 > 1.988$) with a significance value

less than 0.05 ($0.000 < 0.05$) supports these findings. The multiple linear regression analysis results show that the variable of Shopping Lifestyle can increase impulse buying behavior by 5.28% with each effort made, and the coefficient of determination indicates that the independent variable can explain the impulse buying behavior well, at 79.1%.

4. CONCLUSION

Figures This study aims to determine the influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying of Miniso products at Lombok Epicentrum Mall. Based on the research conducted, the following conclusions were drawn:

1. Hedonic Shopping Value has a positive and significant impact on Impulse Buying of Miniso products at Lombok Epicentrum Mall. This means that the higher the consumers' Hedonic Shopping Value for a product, the more it increases their impulse buying behavior for Miniso products.
2. Shopping Lifestyle also has a positive and significant impact on Impulse Buying of Miniso products at Lombok Epicentrum Mall. This means that the higher the consumers' Shopping Lifestyle, the more it increases their impulse buying behavior for Miniso products.

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