

The Influence Of Hedonic Motivation Style On Purchasing Decisions With Price As A Moderating Variable

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ABSTRACT

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang mengandalkan penelitian terdahulu sebagai bahan utama untuk membangun hipotesis dan membuktikannya dalam penelitian yang dilakukan. Data yang digunakan dalam penelitian ini merupakan data primer yang peneliti peroleh dari tiga ratus empat puluh pembeli Uniqlo yang tersebar di seluruh Indonesia. Data yang diperoleh peneliti dianalisis dengan menggunakan alat analisis smart PLS 4.0. Hasil dalam artikel ini menunjukkan bahwa hipotesis yang diajukan peneliti dalam penelitian ini berhasil dan yang lainnya tidak. Pada hipotesis pertama, hasil tabel ketiga di atas menunjukkan bahwa variabel Hedonic Shopping Motivation dapat memiliki arah hubungan positif dan pengaruh signifikan terhadap Keputusan Pembelian karena nilai P-Values bernilai positif dan berada di bawah taraf signifikansi 0,05 yaitu 0,009. Hasil ini dikarenakan seseorang yang memiliki sifat Hedonic Shopping Motivation tidak memperdulikan berapa besar uang yang dikeluarkan dan seberapa bermanfaat barang yang dikonsumsi. Hal tersebut pada akhirnya dapat berdampak pada Keputusan Pembelian. Namun pada hipotesis selanjutnya, variabel Harga bernilai positif namun tidak berada di bawah taraf signifikansi 0,05 yaitu 0,065. Hasil tersebut menunjukkan bahwa seseorang yang memiliki sifat Hedonic Shopping Motivation tidak memikirkan harga dalam memutuskan untuk membeli. Dengan demikian, dapat disimpulkan bahwa hipotesis pertama pada artikel ini dapat diterima dan hipotesis kedua pada artikel ini tidak dapat diterima.

This research is a quantitative research with an explanatory approach, namely an approach that relies on previous research as the main material for building hypotheses and proving them in the research being conducted. The data used in this study are primary data that researchers obtained from three hundred and forty Uniqlo buyers spread throughout Indonesia. The data obtained by researchers were analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the hypothesis proposed by researchers in this study is successful and the other is not. In the first hypothesis, the results of the third table above show that the Hedonic Shopping Motivation variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.009. This result is because someone who has the Hedonic Shopping Motivation trait does not care about how much money is spent and how useful the goods consumed are. This can ultimately have an

impact on Purchasing Decisions. However, in the next hypothesis, the Price variable is positive but is not below the significance level of 0.05, namely 0.065. These results indicate that someone who has the Hedonic Shopping Motivation trait does not think about price in deciding to buy. Thus, it can be concluded that the first hypothesis in this article can be accepted and the second hypothesis in this article cannot be accepted.



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INTRODUCTION

According to (Utami 2016) shopping motivation is consumers who are motivated to shop because it is fun, so they do not care about the usefulness of the goods they buy. Hedonic shopping motivation can be defined as the desire to shop just for fun, to relieve stress, or to fulfill one's needs. According to (Kosyu 2014) Hedonic shopping motives are consumer motivations to shop, because shopping is a pleasure in itself so that they do not pay attention to the benefits of the products purchased. Hedonic shopping motivation or hedonic shopping desire refers to the incentive or desire of consumers to buy goods or services in return for positive emotional experiences or fulfillment, such as pleasure, satisfaction, or joy. Consumers can experience higher satisfaction and more positive experiences through purchases based on hedonic motivation (Holbrook 1982). Thus, it can be concluded that hedonic shopping motivation is the desire of consumers to shop which is more driven by psychological and emotional needs, such as feeling prestigious, expressing themselves, or seeking new experiences, rather than the functional benefits of the products or services purchased, such as fulfilling daily needs. Companies must understand environmental changes and identify changes in market trends (Mulyana 2022).

According to (Utami 2016) & (Kotler 2017), there are six indicators of hedonic shopping motivation, namely: 1. Shopping is a fun activity. 2. The joy of shopping will be created when interacting or shopping with family or friends. 3. Shopping is an alternative to relieve stress. 4. Consumers shop to try and follow new model trends. 5. Consumers shop to please others. 6. Consumers tend to look for stores that offer discounts and cheap prices.

According to (Keller 2016) & (Kotler 2016) stated that there are 6 factors identified as hedonic shopping motivation factors, as follows: 1. Adventure Shopping: Where most consumers shop because there is something that can arouse their enthusiasm in shopping, that shopping is an experience, and that shopping gives the feeling that they have their own world. This is the basis for the development of hedonic consumer motivation. 2. Social Shopping: Most buyers believe that spending time with their loved ones or friends will make shopping more enjoyable. Many also believe that shopping is a social activity, both with other customers and with staff who work at factory outlets. 3. Gratification: Shopping is an alternative to managing stress and bad moods. Shopping is used to find something special to try or to help forget the problems being faced. Thus, it is estimated that shopping will relieve or reduce tension. 4. Idea Shopping: Consumers are looking for new products and developments and new fashion models to follow. Customers in this group usually make purchases because of new items found in advertisements presented in the media. As a result, consumers also learn about emerging trends and accumulate knowledge about old trends. 5. Role Shopping: When buying something, many people choose to buy gifts for others rather than for themselves. Thus, customers prefer to shop for others rather than themselves because they feel happier. 6. Value Shopping: Consumers believe that shopping is a game, especially when bargaining for prices or looking for stores that offer discounts, chats, or cheaper prices.

Based on the explanation, the researcher believes that Hedonic Motivation Style can have a positive relationship direction and significant influence on Purchasing Decisions. Purchasing decisions can be defined as a process in which consumers evaluate various alternative choices, and choose one or more alternatives that are needed based on certain considerations (Kotler 2019). The core of consumer decision making is the integration process that combines knowledge to evaluate two or more behaviors, and chooses one of them (Thamrin 2013).

According to (Philip 2013) consumers will go through five stages of the purchasing decision process, namely: 1. Problem Recognition: The buying process begins when the buyer realizes that there is a problem of need. The buyer realizes that there is a difference between the actual condition and the desired condition. This need can be caused by internal or external stimuli. 2. Information Search: A consumer who begins to have an interest will be motivated to seek more information. Consumers will search for information stored in their memory (internal search) and seek information from outside (external search). 3. Alternative Evaluation: Alternative evaluation is the process of evaluating product and brand choices and choosing them according to what the consumer wants. According to (Ferdinand 2000) during the alternative evaluation process, consumers compare various choices that can solve the problems they face. 4. Purchase Decision; At the purchasing decision stage, consumers will evaluate to form preferences for the brands available in the choice set. Consumers may also form a purchase intention for the most preferred brand. 5. Post-Purchase Evaluation: Consumer satisfaction or dissatisfaction with a product will affect subsequent behavior. If consumers are satisfied, they will show a higher possibility of purchasing the product again.

Previous research (Fadhilah, Cahyani, and Rahmawati 2023) showed that the Hedonic Shopping Motivation variable can have a positive relationship direction and a significant influence on Purchasing Decisions. Different from the research(Fadhilah, Cahyani, and Rahmawati 2023) , this article adds the Price variable as a moderating variable.

METHOD

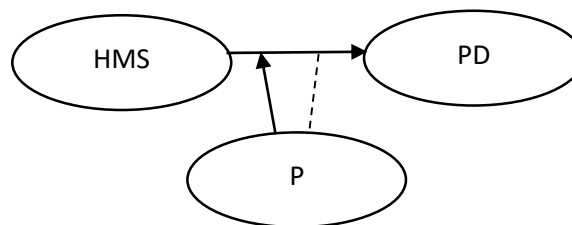


Figure 1. Model

Noted:

HMS: Hedonic Shopping Motivation

PD: Purchasing Decision

P: Price

Hypothesis:

H1: The Influence of Hedonic Motivation Style on Purchasing Decision

H2: Price Can Moderates The Influence of Hedonic Motivation Style on Purchasing Decision

Based on the third image above, the researcher's objective appears similar to the objective of his research (Fadhilah, Cahyani, and Rahmawati 2023), namely to analyze the influence of the Hedonic Motivation Style variable on Purchasing Decision. Unlike his research (Fadhilah, Cahyani, and Rahmawati 2023), this article adds the Price variable as a moderating variable. This research is a quantitative research with an explanatory approach, namely an approach that relies on previous research as the main material for building hypotheses and proving them in the research being conducted (Sugiyono 2019) & (Jonathan Sarwono 2016). The data used in this study are primary data that researchers obtained from three hundred and forty Uniqlo buyers spread throughout Indonesia (Abdurahman 2016). The data obtained by researchers were analyzed using the smart PLS 4.0 analysis tool with a more complete explanation below.

RESULT AND DISCUSSION

Background Analysis

According to (Utami 2016) shopping motivation is consumers who are motivated to shop because it is fun, so they do not care about the usefulness of the goods they buy. Hedonic shopping motivation can be defined as the desire to shop just for fun, to relieve stress, or to fulfill one's needs. According to (Kosyu 2014) Hedonic shopping motives are consumer motivations to shop, because shopping is a pleasure in itself so that they do not pay attention to the benefits of the products purchased. Hedonic shopping motivation or hedonic shopping desire refers to the incentive or desire of consumers to buy

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Based on the explanation, the researcher believes that Hedonic Motivation Style can have a positive relationship direction and significant influence on Purchasing Decisions. Purchasing decisions can be defined as a process in which consumers evaluate various alternative choices, and choose one or more alternatives that are needed based on certain considerations (Kotler 2019). The core of consumer decision making is the integration process that combines knowledge to evaluate two or more behaviors, and chooses one of them (Thamrin 2013).

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Previous research (Fadhilah, Cahyani, and Rahmawati 2023) showed that the Hedonic Shopping Motivation variable can have a positive relationship direction and a significant influence on Purchasing Decisions. Different from the research(Fadhilah, Cahyani, and Rahmawati 2023) , this article adds the Price variable as a moderating variable.

Validity Test

Three hundred and forty-five Uniqlo customers spread throughout Indonesia were asked ten questions by researchers consisting of four questions about Hedonic Shopping Motivation, four questions about Purchasing Decisions, and two questions about Price. The data obtained must be ensured to be valid through a validity test first. Based on this, the following are the results of the validity test in this article (Sarstedt et al. 2014):

Table 1. Validity Test

Variable	Question Item	Loading Factor
Hedonic Shopping Motivation (X)	If the buyer has a hedonic shopping motivation, he will not care how much he spends	0.859
	If the buyer has a hedonic shopping motivation, he will not care how important the item is that is purchased	0.882
	If the buyer has a hedonic shopping motivation, he will not care how much the benefits of the item are used	0.899
	If the buyer has a hedonic shopping motivation, he will not care	0.821
Purchasing Decision (Y)	Purchase decisions can be influenced by buyers who have a hedonic shopping motivation	0.911
	Purchase decisions can be influenced by price	0.921
	Purchase decisions can be influenced by buyers who have a nature that does not care about their expenses	0.912
	Purchase decisions can be influenced by buyers who have a nature that does not care about the usefulness of the goods they buy	0.943
Price (Z)	Price can affect Purchase decisions	0.889
	Price can affect Hedonic Shopping Motivation	0.807

Valid > 0.70

Reliability Test

The Hedonic Shopping Motivation variable, the Purchasing Decision variable, and the Price variable used in this study must be tested for reliability first after ensuring that the data obtained from three hundred and forty Uniqlo buyers is valid. The results of the first table above show that the data is valid. So it's time to enter the reliability test stage and here are the results of the reliability test in this article (Ghozali 2016):

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Hedonic Shopping Motivation	0.887	0.835	Reliable
Purchasing Decision	0.922	0.881	Reliable
Price	0.868	0.825	Reliable

Reliable > 0.70

Path Coefisien

The last stage that must be used by researchers if they want to prove whether the hypothesis used in this study is acceptable, leads to positive, and has a significant effect or not is the result at the Path Efficiency stage. To find out the results, here are the results of the Path Efficiency in this study (Hair 2010):

Table 3. Path Coefisien

	Variable	P-Values	Noted
Direct Influence	HSP->PD	0.009	Accepted
Indirect Influence	P*HSP->PD	0.065	Not Accepted

Significant Level < 0.05

The path efficiency stage is the last stage that researchers use and functions to determine whether the hypothesis used by researchers can be accepted or not. Based on the results of the third table of path coefficients above, it shows that the hypothesis proposed by researchers in this study is successful and the other is not. In the first hypothesis, the results of the third table above show that the Hedonic Shopping Motivation variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.009. This result is because someone who has the Hedonic Shopping Motivation trait does not care about how much money is spent and how useful the goods consumed are. This can ultimately have an impact on Purchasing Decisions. However, in the next hypothesis, the Price variable is positive but is not below the significance level of 0.05, namely 0.065. These results indicate that someone who has the Hedonic Shopping Motivation trait does not think about price in deciding to buy. Thus, it can be concluded that the first hypothesis in this article can be accepted and the second hypothesis in this article cannot be accepted.

CONCLUSION

The path efficiency stage is the last stage that researchers use and functions to determine whether the hypothesis used by researchers can be accepted or not. Based on the results of the third table of path coefficients above, it shows that the hypothesis proposed by researchers in this study is successful and the other is not. In the first hypothesis, the results of the third table above show that the Hedonic Shopping Motivation variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.009. This result is because someone who has the Hedonic Shopping Motivation trait does not care about how much money is spent and how useful the goods consumed are. This can ultimately have an impact on Purchasing Decisions. However, in the next hypothesis, the Price variable is positive but is not below the significance level of 0.05, namely 0.065. These results indicate that someone who has the Hedonic Shopping Motivation trait does not think about price in deciding to buy. Thus, it can be concluded that the first hypothesis in this article can be accepted and the second hypothesis in this article cannot be accepted.

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