

Shopping Enjoyment Mediates the Effect of Hedonic Motivation on Impulse Buying (Study on Beachwalk Mall Bali customers)

I Made Brahmanta Dwikayana¹, I Wayan Santika²

^{1,2} Faculty of Economics and Business, Udayana University, Bali, Indonesia

ABSTRACT : The purpose of this study was to explain the role of shopping enjoyment in mediating hedonic motivation on impulse buying. This research was conducted on customers of Beachwalk Mall Bali. The number of samples used in this study were 105 respondents, with a purposive sampling method. Data collection was carried out through a questionnaire. The analysis technique used is path analysis. Based on the results of research conducted, it was found that shopping enjoyment was able to mediate hedonic motivation on impulse buying. The results show hedonic motivation has a positive and significant effect on impulse buying; hedonic motivation has a positive and significant effect on shopping enjoyment; shopping enjoyment has a positive and significant effect on impulse buying; and shopping enjoyment acts as a mediating variable between hedonic motivation and impulse buying.

Keywords: hedonic motivation, shopping enjoyment, and impulse buying

I. INTRODUCTION

In the era of globalization that continues to lead to modernization today, economic and business developments are growing rapidly. Many entrepreneurs open retail businesses, causing the competition to tend to be tighter along with the development of society, changes in people's mindsets and of course increasingly advanced technology. Globalization is the main factor in creating an increase in demand for retail goods and services (Setyningrum et al., 2016). Various things are the reasons, including easy access, complete facilities in the mall, and convenience in shopping (Hariyanto et al., 2017). Now there are many who make shopping a hobby or a way for them to find a new mood (Bawa et al., 2019). This is what encourages business people to be more proactive and creative in both creating products and providing excellent service to gain a competitive advantage in order to win market share competition (Makgopa, 2016).

The number of modern retail outlets in Indonesia is experiencing an average growth of 17.57 percent per year (Mirandha & Iskandarsyah, 2018) and as many as 60 percent of our people prefer to buy products to food from foreign brands. The development of the retail business in Indonesia can be said to be one of the factors driving the development of various trends in Indonesia. One of them can be seen from the large demand in the market for developing fashion trends, as well as the dominance of fashion outlets in retail businesses such as malls (Kinasih & Jatra, 2018). This shows that the Indonesian people really understand and understand how to look attractive following the development of a growing trend. Along with the increasingly varied needs of consumers, opportunities for business people, especially in the retail business such as malls, of course also increase. Trends are always associated with fashion, ways of behaving and dressing that follow the trends of that era (Ortegón-Cortázar & Royo-Vela, 2017). Changes in times have resulted in changing trends, and consumers who always keep up with the changing times will look superior, which will confirm the identity of the individual in their social environment (Deviana & Giantari, 2016). This is what causes the existence of a mall that offers a wide variety of products, attractive offers, easy access and convenience in shopping are needed to support all the desires of customers and potential customers in order to win market competition (Kushwaha et al., 2017).

When a person enjoys the shopping process, he will have positive emotions wanting to buy the product without prior planning or going outside the shopping list. A sense of dependence on ever-changing trends, makes some people more hedonistic and motivated to always update their daily styles by making unplanned purchases beforehand (Pradhan, 2018). Impulse buying behavior tends to dominate the buying behavior made by consumers at this time (Purnasari & Rastini, 2018). Consumers who are very impulsive tend not to think about something, are easily attracted to something, and want satisfaction as soon as possible (Aragoncillo & Orus, 2018).

Several factors are the reasons why someone is compelled to do impulse buying, including internal factors and external factors. Internal factors that exist in a person, namely their mood and shopping habits, whether driven by hedonic or not. External factors that affect impulse buying come from the stimulus provided by retailers, namely the shop environment, store layouts and promotions offered by the store. According to Purnasari & Rastini (2018), shopping enjoyment is a condition that encourages impulse buying. This study also concluded that someone who enjoys shopping will increase impulse buying. Currently, most consumers are more recreation-oriented, which emphasizes the aspects of fun, enjoyment, and entertainment when shopping (Oktafiana & Indriastuti, 2018). Research conducted by Hamdan et al. (2019), Horváth & Adıgüzel (2018) stated that hedonic desires affect shopping enjoyment. Shopping enjoyment is created from a pleasant shopping experience, not from the completion of shopping activities (Tambunan & Handayani, 2017). Shopping, which has become a pleasure for some people, is one of the driving forces for hedonic motivation. Consumers who tend to be hedonistic will go shopping when they have free time or when they are having fun. Suryaningsih (2020), Widagdo & Roz (2021) revealed that hedonic motivation has a significant positive effect on impulse buying. However, the conflicting results were stated by Maqhfiroh & Prihandono (2019) who stated that hedonic spending does not affect impulsive buying. Handayani et al. (2018) state that shopping enjoyment has a significant positive effect on impulse buying. A contradictory result was found by Rahayu (2017) that shopping enjoyment has no effect on impulse buying.

II. HYPHOTHESIS DEVELOPMENT

Hamdan et al. (2019), Horváth & Adıgüzel (2018) stated that hedonic motivation has a positive effect on shopping enjoyment, which means one of the reasons for shopping enjoyment is to achieve satisfaction and pleasure, thus, consumers who see shopping as pleasure are considered consumers who allocate more time to carry out the process. shop and to find a product that you want. The higher the consumers shop with hedonic motives, the higher the level of information seeking on a product or service will be. This is because when consumers shop with hedonic motives, they will often search for information and feel pleasure in the search process. In addition, the time spent shopping also increases the number of exposures, if the period of exposure increases, it can increase shopping stimuli and consumers feel how much they need certain products.

H1: Hedonic motivation has a positive and significant effect on shopping enjoyment.

Suryaningsih (2020), Widagdo & Roz (2021) stated that hedonic motivation has a significant effect on impulse buying. Mamuaya & Aditya (2018) state that hedonic motivation has a significant positive effect on impulse buying, it means that an increase in hedonic shopping motivation results in an increase in impulsive purchases. Increasing hedonic shopping motivation means increasing consumer shopping motivation for travel, for satisfaction, for value, and for social purposes, with the most dominant indicator in shaping hedonic shopping motivation is an assessment of the shopping process. Suhartini et al. (2016) the more consumers feel good hedonic motivation, the higher the level of impulse buying.

H2: Hedonic Motivation has a positive and significant effect on impulse buying.

Chen et al. (2020) and Laura Sahetapy et al. (2020) state that shopping enjoyment has a significant positive effect on impulse buying, this means that consumers who feel the pleasure of shopping tend to show a positive attitude to impulse buying. The enjoyment of shopping has a positive and significant effect on impulse buying, meaning that the better consumers enjoy the atmosphere while shopping, the more they will build a positive attitude towards purchasing.

H3: Shopping Enjoyment has a positive and significant effect on impulse buying.

H4: Hedonic motivation significantly influences impulse buying by mediating shopping enjoyment.

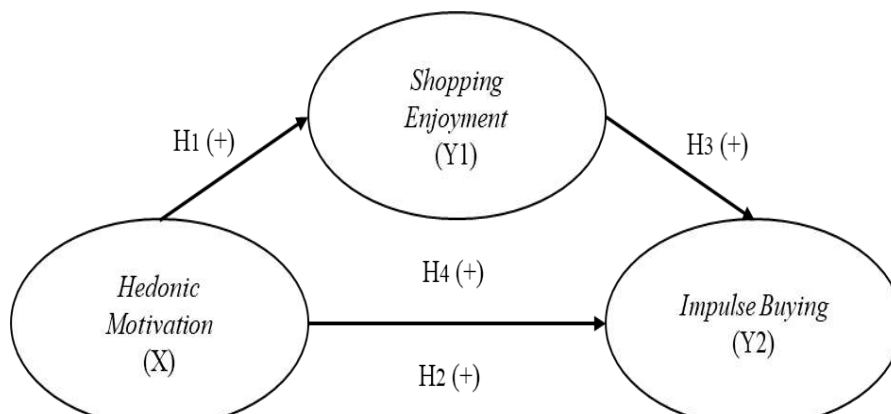


Fig. 1 Conceptual framework

III. RESEARCH METHODS

3.1 Research Design

This research is a type of research using the associative method. The research was conducted at Beachwalk Mall Kuta, Kuta Beach Street, Badung Regency, Bali. This location was chosen because Beachwalk is the leading, widest and most luxurious mall in Bali, where Badung Regency itself is also one of the centers of economic activity in Bali and the level of consumerism that comes from the community's consumptive lifestyle is high. In this study, the population is the customer of the Bali Beachwalk Mall in Badung Regency, whose number cannot be calculated with certainty. The sampling method used was purposive sampling with the criteria of respondents who had shopping impulsively or unplanned at least twice in the past year at Beachwalk Mall Bali and had a minimum high school education. This study uses 15 indicators so that using an estimate based on the number of parameters can be obtained a sample size of $15 \times 7 = 105$ respondents. The data collection method used in this study was a survey or questionnaire. The research instrument was a questionnaire.

3.2 Operational definition of the variable

3.2.1 Hedonic Motivation (X)

Hedonic motivation is consumer motivation to shop at beachwalk mall Bali because shopping is a pleasure in itself so they don't pay attention to the benefits of the products purchased. The indicators used to measure hedonic motivation are indicators mentioned by Mamuaya and Aditya (2018), including: Relieving stress (X1); Shopping can find gifts for other people (X2); discounts and low prices (X3); Enjoyment in shopping (X4); following the trend of new models (X5)

3.2.2 Shopping Enjoyment (Y1)

Shopping enjoyment is defined as the pleasure obtained from the shopping process carried out by consumers. The indicators used to measure shopping enjoyment are the indicators mentioned by Kharisma and Ardani (2018): Shops or shopping places visited are comfortable (Y1.1); The pleasure of looking for products (Y1.2); When shopping feels good (Y1.3); Shopping is a favorite activity of consumers to entertain themselves (Y1.4); Consumers feel happy doing shopping activities compared to the shopping results obtained (Y1.5)

3.2.3 Impulse Buying (Y2)

Impulse Buying is an act of someone making purchases spontaneously without considering the use or consequences and not hesitating in buying an item, which occurs at the beachwalk mall Bali. Indicators used: Spontaneous purchase (Y2.1); Purchase without thinking of consequences (Y2.2); Rush purchase (Y2.3); Purchasing is influenced by emotional state (Y2.4); Purchases are affected by attractive offers (Y2.5)

IV. RESULTS AND DISCUSSION

Table 1. Sub structural Path Analysis 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.819	0.211		3.888	0.000
Hedonic motivation	0.822	0.061	0.798	13.460	0.000
R^2 : 0,638					

The Hedonic motivation variable has a coefficient of 0.798 which means that Hedonic motivation has a positive influence on shopping enjoyment, this means that if Hedonic motivation increases, Shopping enjoyment will increase by 0.798.

Table 2. Sub structural Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.061	0.280		0.218	0.828
Hedonic motivation	0.690	0.126	0.566	5.486	0.000
Shopping enjoyment	0.294	0.122	0.248	2.403	0.018
R^2 : 0,606					

The Hedonic motivation variable has a coefficient of 0.566 meaning Hedonic motivation has a positive influence on Impulse buying, this means that if Hedonic motivation increases, Impulse buying will increase by 0.566. Shopping enjoyment variable has a coefficient of 0.248 means that Shopping enjoyment has a positive

influence on Impulse buying, this means if Shopping enjoyment increases, Impulse buying will increase by 0.248. In the calculation of the total coefficient of determination, the total value of determination is 0.857, so the conclusion is that 85.7% of the variable Impulse buying at the beachwalk mall Bali is influenced by Hedonic motivation and Shopping enjoyment, while the remaining 14.3% is influenced by other factors not included in the research model or outside the research model.

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated by the following formula.

$$Z = \frac{0,798 \cdot 0,248}{\sqrt{(0,248^2 \cdot 0,061^2) + (0,798^2 \cdot 0,122^2) + (0,061^2 \cdot 0,122^2)}}$$

$$Z = \frac{0,198}{0,099}$$

$$Z = 2,003$$

4.1 Hedonic motivation on shopping enjoyment

Hedonic motivation has a Beta value of 0.798 and a Sig. amounting to 0,000, it can be said that Ha is accepted because of the Sig. 0.000 <0.05. The conclusion is that Hedonic motivation has a positive and significant influence on shopping enjoyment, in other words, the increase in Hedonic motivation, the more it increases shopping enjoyment. So that the first hypothesis is accepted. The higher the level of shopping enjoyment, which means that one of the reasons customers to do shopping enjoyment according to the indicator is to achieve satisfaction and pleasure, thus, customers who see shopping as pleasure are considered customers who allocate more time. to do the shopping process and to find a product that you want.

4.2 Hedonic motivation on Impulse buying

Hedonic motivation has a Beta value of 0.566 and a Sig. amounting to 0,000, it can be said that Ha is accepted because of the Sig. 0.000 <0.05. The conclusion is that Hedonic motivation has a positive and significant effect on Impulse buying, in other words, the increasing Hedonic motivation, Impulse buying So that the second hypothesis is accepted, it means that an increase in hedonic shopping motivation results in an increase in impulsive purchases, because according to the indicators and descriptions of research variables, consumers have felt the convenience of shopping when doing the shopping process

4.3 Shopping enjoyment of Impulse buying

Shopping enjoyment has a Beta value of 0.248 and a Sig value. amounting to 0.018, it can be said that Ha is accepted because of the Sig. 0.018 <0.05. The conclusion is that shopping enjoyment has a positive and significant effect on Impulse buying, in other words if shopping enjoyment increases, Impulse buying will increase. So that the third hypothesis is accepted. The enjoyment of shopping has a positive and significant effect on impulse buying, meaning that the better consumers enjoy the atmosphere while shopping, the more they will build a positive attitude towards purchasing.

4.4 Hedonic motivation on Impulse buying with Shopping enjoyment as meditating variable

Based on the results of the Sobel test, it shows that the tabulation results are $Z = 2.003 > 1.96$, which means the Hedonic motivation variable has a positive and significant effect on Impulse buying with Shopping enjoyment mediation, so that Shopping enjoyment is a mediating variable for the influence of Hedonic motivation on Impulse buying. So that the fourth hypothesis is accepted.

4.5 Research Implications

The theoretical implications of the results of this study provide evidence on the development of marketing management science and consumer behavior science, especially regarding the variables studied, which include Hedonic motivation, Shopping enjoyment and Impulse buying. This study also provides an understanding that low Hedonic motivation and shopping enjoyment can actually increase Impulse buying, when increased Hedonic motivation is obtained by increasing shopping enjoyment, the shopping enjoyment felt by it becomes stronger so that it has the potential to increase Impulse buying. In addition, the results of this study can practically be a reference for other researchers who want to research Hedonic motivation, Shopping enjoyment and Impulse buying.

V. CONCLUSION

5.1 Conclusion

Hedonic motivation has a positive and significant effect on shopping enjoyment, the higher the hedonic motivation, the higher the level of shopping enjoyment. Hedonic motivation has a positive and significant effect on Impulse buying, the higher the hedonic motivation, the higher the level of impulse buying. Shopping enjoyment has a positive and significant effect on Impulse buying, the higher the shopping enjoyment, the higher the level of impulse buying. Shopping enjoyment is a mediating variable for the influence of Hedonic motivation on Impulse buying, where the Shopping enjoyment variable can be expressed as a partial mediation variable.

5.2 Suggestions

General mall managers can provide input and suggestions to each outlet store manager at Beachwalk Mall so that they are able to brief their customer service to always be a sharing friend and a source of information for customers who are confused about finding a product, in other words, store managers must more deeply in educating their customer service about the products that their company offers, so that when customers look confused when looking for products, customer service can be a solution to customer confusion.

Mall management must cooperate with outlets in the mall environment to always be disciplined in maintaining the cleanliness of the mall and their outlets, because cleanliness is an important factor in shopping comfort, then pay attention to facilities that support customer comfort such as air conditioning around the area. malls that have to maintain the humidity of the temperature so that consumers do not feel too hot when shopping, because that will speed up customers wanting to end the shopping process, and also the management must be able to provide interactive entertainment, such as live music, or holding events that are designed to welcome or celebrate holidays or certain special days, so that customers feel entertained and comfortable when shopping

5.3 Research Limitations

This research was carried out only within the scope of Bali Beachwalk Mall so that these results cannot be used in different companies in the same or non-similar business fields.

5.4 Further Research

For further research, it is expected to be able to add and modify variables that can affect Impulse buying, and be able to expand the scope of research that is not only limited to the Bali Beachwalk Mall, or can also change the research location which is not only focused on one location.

REFERENCES

- [1] Setyningrum, F. Y., Arifin, Z., & Yulianto, E. (2016). Pengaruh Hedonic Motives Terhadap Shopping Lifestyle Dan Impulse Buying (Survei Pada Konsumen Superindo Supermarket Yang Melakukan Impulse Buying). *Jurnal Administrasi Bisnis*, 37(7), 97–104.
- [2] Hariyanto, P., Soemabrata, J., Djaja, K., & Zubair, A. (2017). Convenience stores as an Urban culture space for young people in West Jakarta, Indonesia. *WIT Transactions on Ecology and the Environment*, 223(1), 323–332. <https://doi.org/10.2495/SC170281>
- [3] Bawa, R., Sinha, A. K., & Kant, R. (2019). Emerging Mall Culture and Shopping Behavior of Young Consumers. *Advances in Anthropology*, 09(03), 125–150. <https://doi.org/10.4236/aa.2019.93010>
- [4] Makgopa, S. (2016). Determining consumers' reasons for visiting shopping malls. *Innovative Marketing*, 12(2), 22–27. [https://doi.org/10.21511/im.12\(2\).2016.03](https://doi.org/10.21511/im.12(2).2016.03)
- [5] Mirandha, I., & Iskandarsyah, M. (2018). Pengaruh Tampilan Etalase, Pendekatan Promosi, Gaya Hidup Berbelanja, Dan Karyawan Toko Terhadap Pembelian Impulsif Pada Pengunjung Hermes Palace Mall Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 2(3), 108–125.
- [6] Kinasih, I. A. D., & Jatra, I. . (2018). Peran Emosi Positif Memediasi Pengaruh Fashion Involvement Dan Hedonic Consumption Tendency Terhadap Impulse Buying. *E-Jurnal Manajemen Universitas Udayana*, 7(6), 3258–3290.
- [7] Ortégón-Cortázar, L., & Royo-Vela, M. (2017). Attraction factors of shopping centers: Effects of design and eco-natural environment on intention to visit. *European Journal of Management and Business Economics*, 26(2), 199–219. <https://doi.org/10.1108/EJMBE-07-2017-012>
- [8] Deviana, D. N. P. S., & Giantari, I. G. A. . (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behaviour Masyarakat di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 5(8), 5264–5273.
- [9] Kushwaha, T., Ubeja, S., & Chatterjee, A. S. (2017). Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception. *Vision: The Journal of Business Perspective*, 21(3), 274–

283. <https://doi.org/10.1177/0972262917716761>
- [10] Pradhan, V. (2018). Study on Impulsive Buying Behavior among Consumers in Supermarket in Kathmandu Valley. *Journal of Business and Social Sciences Research*, 1(2), 215. <https://doi.org/10.3126/jbssr.v1i2.20926>
- [11] Purnasari, A. C., & Rastini, N. . (2018). Peran Kenikmatan Berbelanja Dalam Memediasi Kepribadian Terhadap Impulsive Buying. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(3), 329–342.
- [12] Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. <https://doi.org/https://doi.org/10.1108/SJME-03-2018-007>
- [13] Oktafiana, S., & Indriastuti, H. (2018). Membangun motivasi hedonic shopping dan store atmosphere terhadap impulse buying pada konsumen matahari departement store mall plaza mulia samarinda. *SNMEB*, 1(1), 414–421.
- [14] Hamdan, L., Al-Abbadi, M., Zuhier, R., Almomani, Q., Rajab, A., Alhaleem, A., Rumman, A., Mohammad, A., & Khraisat, I. (2019). Impact of Human Capital Development and Human Capital Isolation Mechanisms on Innovative Performance: Evidence from Industrial Companies in Jordan. *European Journal of Business and Management*, 11(15), 129–139. <https://doi.org/10.7176/EJBM>
- [15] Horváth, C., & Adıgüzel, F. (2018). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. *Journal of Business Research*, 86(1), 1. <https://doi.org/10.1016/j.jbusres.2017.07.013>
- [16] Tambunan, S., & Handayani, W. (2017). Minat Beli Ulang Kartu Perdana Nomor Cantik Simpati (Studi Dicomtech Shop Surabaya). *Manajemen Bisnis-MEBIS*, 1(1), 85–92.
- [17] Suryaningsih, I. B. (2020). Hedonic Shopping Mediation on Impulse Buying Determinants. *Journal of Management and Business*, 19(1), 1–13. <https://doi.org/10.24123/jmb.v19i1.426>
- [18] Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business*, 8(1), 395–405. <https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- [19] Maqhfiroh, L., & Prihandono, D. (2019). The Role of Time Availability in Moderating Hedonic Shopping Motivation toward Impulse Buying of Consumer Online at Harbolnas's Event. *Management Analysis Journal*, 8(2), 135–145.
- [20] Handayani, W., Anshori, M., Usman, I., & Mudjanarko, S. W. (2018). Why are you happy with impulse buying? Evidence from Indonesia. *Management Science Letters*, 8(5), 283–292. <https://doi.org/10.5267/j.msl.2018.4.019>
- [21] Rahayu, Y. (2017). Perilaku Belanja Impulsif Pengunjung Mall di Kota Bandung. *Jurnal EKUBIS*, 1(2), 20–30.
- [22] Mamuaya, N. I., & Aditya, P. (2018). The Influence Of Sales Promotion And Store Atmosphere On Hedonic Shopping Motivation And Consumer Impulse Buying In The Hypermart Of Manado City North Sulawesi. *Development Research of Management*, 13(1), 83–99.
- [23] Suhartini, Y. I., Rodhiyah, R., & Listyorini, S. (2016). Pengaruh Shopping Lifestyle, Fashion Involvement, dan Hedonic Shopping Motivation Terhadap Impulse Buying. *Jurnal Ilmu Administrasi Bisnis*, 5(1), 1–10.
- [24] Chen, Y., Li, D., & Zhao, Z. (2020). Research on Product Recommendation and Consumer Impulsive Purchase Under Social Commerce Platform—Based on S-0-R Model. *Advances in Social Science, Education and Humanities Research*, 427(Icssed), 215–223. <https://doi.org/10.2991/assehr.k.200331.048>
- [25] Laura Sahetapy, W., Yunnni Kurnia, E., & Anne, O. (2020). The Influence of Hedonic Motives on Online Impulse Buying through Shopping Lifestyle for Career Women. *SHS Web of Conferences*, 76(1), 01057. <https://doi.org/10.1051/shsconf/20207601057>