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THE INFLUENCE OF HEDONIC SHOPPING VALUE AND STORE ATMOSPHERE ON IMPULSIVE BUYING AT ZACKY BUTIK MEDAN

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ABSTRACT
This study aims to determine the influence of Hedonic Shopping Value and Store Atmosphere on Impulsive Buying at Zacky Butik Medan. In this study, the data collection technique used purposive sampling method, the sample used was 89 respondents. All analysis in this study was assisted by the SPSS 26.0 program. The data analysis techniques are carried out in the form of classical assumption tests, multiple linear regression analysis and hypothesis testing. Based on the t test that has been carried out, the results show that the Sig. value of the Hedonic Shopping Value variable is obtained at 0.002 <0.05 as well as the calculated t value (3.208)> t table (1.987). So it can be concluded that the Hedonic Shopping Value variable has a positive and significant effect on the Impulsive Buying variable. Next, the Sig. value of the Store Atmosphere variable obtained at 0.002 <0.05 has a significant effect on the Impulsive Buying variable. From this data, the calculated t value is 3.147> t table (1.987). So it is stated that the Store Atmosphere variable has a positive and significant influence on the Impulsive Buying variable.
Keywords:Hedonic Shopping Value, Store Atmosphere, Impulsive Buying

INTRODUCTION

In Indonesia, the retail business is one of the businesses that is increasing in growth. Karwur (Brian et al., 2020) states that the retail market is a place of business and sales of retail goods, in particular, selling products to customers directly without reselling them to other people.One form of retail business is a Butik that offers fashion products. Fashion products are one of the products that are in demand by the public and have become a basic need. According to (Asri, 2022), fashion includes everything that is popular in society, including clothing, accessories, and billionaires. Based on 2020 Creative Economy Statistics Data issued by the Ministry of Tourism and Creative Economy (Durmasema et al., 2020), fashion as a subsector contributed 62.04% as a subsector to the export performance of the creative economy. Medan City is a metropolitan city that has many retail business entrepreneurs. To gain a competitive advantage and win market share, retailers must be more proactive and creative. Visual stimulation, promotions or emotional encouragement are some of the reasons why customers may be tempted to purchase goods or services that they had not previously planned.Consumer behavior has changed due to globalization and advances in information technology. The rise in impulse shopping behavior is one prominent

trend. Customers are more likely to make purchases impulsively without deep consideration. According to Sumarwan (Kasanah & Fikriyah, 2021), impulsive buying behavior occurs when buyers do not plan their purchase in advance for a product. Based on the results of the pre-survey on the impulsive buying variable that the researchers conducted, it is known that consumers do not choose Zacky Butik as the main option in their unplanned shopping addiction. In shopping activities, a consumer is certainly influenced by certain values such as hedonism.Ardyansyah and Arifin (Kempa et al., 2020) says that the value of hedonism is something that encourages a person to fulfill his desires based on pleasure or material enjoyment as material enjoyment as the main focus while ignoring main priorities. Besides that,in line with Gunawan Kwan's opinion (Shaleha et al., 2020) that impulse buying arises can be caused by the stimulation of a supportive store atmosphere resulting in unplanned purchasing decisions. If customers feel comfortable in the store and are driven by emotional impulses, the tendency to make impulse purchases will increase. Based on a pre-survey conducted on the store atmosphere variable, it shows that consumers do not feel that the Zacky Butik store design is good enough. From the explanation above, it can be illustrated that Impulsive Buying can occur because of the consumer's hedonic shopping value and the Store Atmosphere produced by the store. There are several objectives to be achieved in this research, including:

1. To find out whether hedonic shopping value has an influence on impulsive buying.
2. To find out whether store atmosphere has an influence on impulsive buying.
3. To find out how hedonic shopping value and store atmosphere influence impulsive buying.

Hedonic shopping value is formed because of the passion for shopping, namely the feeling of satisfaction and love that results from making a purchase (Rasyid & Farida, 2023). According to (Badri et al., 2023) Hedonic shopping value is the feeling of pleasure, pleasure and satisfaction that consumers feel after shopping. This satisfaction and enjoyment provides a pleasant shopping experience so that consumers will make repeat purchases in the future. According to Arnold and Reynolds (Friantoro & Asj'ar, 2021), several indicators that can be used as benchmarks to determine the level of hedonic consumers: 1) Adventure Shopping, 2) Shopping Satisfaction, 3) Role Shopping, 4) Value Shopping, 5) Social Shopping, 6) Idea Shopping. According to (Friantoro & Asj'ar, 2021), Store atmosphere is the conditions inside and outside the store, such as the layout, building design and facilities designed to attract customers. According to Berman and Evans (Wiranata & Suryadi, 2022) Store atmosphere indicators include: 1) The outside of the store, 2) The inside of the store, 3) Room layout. Basically, consumer purchasing planning is divided into two, namely planned purchases and unplanned purchases or commonly referred to as impulsive purchases Sumarwan (Rasyid & Farida, 2023). According to (Agung & Sugeng, 2023), impulsive buying has several indicators, namely: 1) Behavior, 2) Impulse, and 3) Out of control.

METHOD

This research uses descriptive research with a quantitative approach. According to (Sugiyono, 2019), quantitative research is based on the philosophy of positivism and is used to study certain populations or samples. This method collects data using research instruments and analyzes the data quantitatively or statistically to test the hypotheses that have been

created. The philosophy of positivism itself argues that reality, symptoms or phenomena can be classified, are relatively fixed, concrete, observable and measurable, and that there is a causal relationship between the symptoms. Quantitative descriptive research is the result of a number of data processed from samples and populations which are analyzed according to the statistical methods used. The quantitative method uses questionnaires (numbers) as the research instrument. The population in this research is Zacky Butik customers. Researchers used a sampling technique through the purposive sampling method with a sample size of 89 respondents. Data analysis was carried out in the form of classical assumption tests, multiple regression tests and hypothesis tests.

RESULTS

In testing the validity of the data, the author distributed questionnaires to 30 respondents to test validity and reliability. The validity test is a mandatory requirement to see whether a questionnaire is legitimate or valid by looking at the comparison of the calculated r value with the r table. If r count > r table or sig < 0.05 (Sugiyono, 2020). So, the statement items are considered valid. However, on the other hand, if r count < r table and sig > 0.05 the statement is said to be invalid.

Table 1. Validity Test Results

Variable	Items	r count	r table	Information
Hedonic Shopping Value	P1	0.775	0.3	Valid
	P2	0.693	0.3	Valid
	P3	0.720	0.3	Valid
	P4	0.798	0.3	Valid
	P5	0.549	0.3	Valid
	P6	0.717	0.3	Valid
	P7	0.833	0.3	Valid
	P8	0.703	0.3	Valid
	P9	0.590	0.3	Valid
	P10	0.737	0.3	Valid
	P11	0.699	0.3	Valid
	P12	0.684	0.3	Valid
	P13	0.779	0.3	Valid
	P14	0.780	0.3	Valid
	P15	0.771	0.3	Valid
Store Atmosphere	P1	0.772	0.3	Valid
	P2	0.772	0.3	Valid
	P3	0.836	0.3	Valid
	P4	0.918	0.3	Valid
	P5	0.761	0.3	Valid
	P6	0.904	0.3	Valid
	P7	0.866	0.3	Valid
	P8	0.737	0.3	Valid
	P9	0.922	0.3	Valid
	P10	0.854	0.3	Valid
	P11	0.887	0.3	Valid
	P12	0.830	0.3	Valid
	P13	0.717	0.3	Valid
	P14	0.837	0.3	Valid
	P15	0.850	0.3	Valid

Impulsive Buying	P1	0.782	0.3	Valid
	P2	0.935	0.3	Valid
	P3	0.809	0.3	Valid
	P4	0.883	0.3	Valid
	P5	0.790	0.3	Valid
	P6	0.663	0.3	Valid
	P7	0.697	0.3	Valid
	P8	0.853	0.3	Valid
	P9	0.689	0.3	Valid
	P10	0.719	0.3	Valid
	P11	0.706	0.3	Valid
	P12	0.894	0.3	Valid
	P13	0.838	0.3	Valid
	P14	0.864	0.3	Valid
	P15	0.869	0.3	Valid

Source: Data processed by the Author, 2024

Based on table 1. Validity Test Results, it can be seen that all the statements submitted have r count > r table, which means that all statement items in the 3 research variables are declared valid or valid.

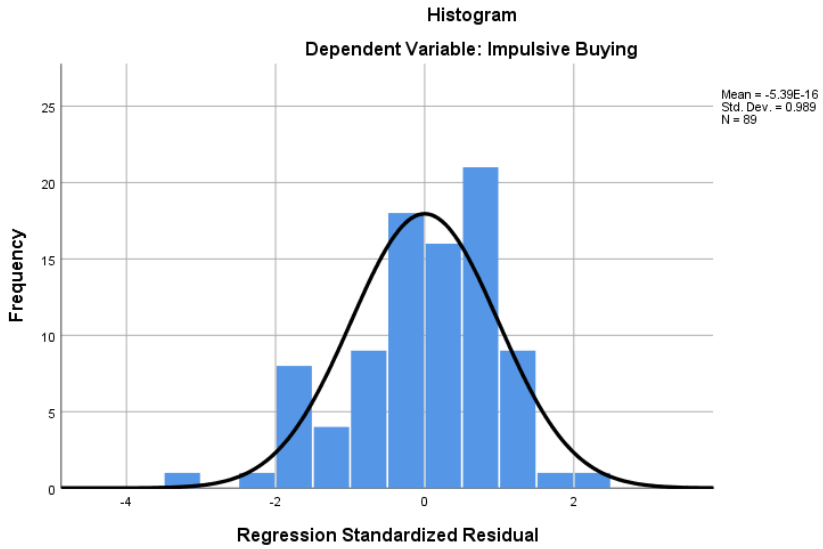
Table 2. Reliability Test Results

No	Variable	Reliable Standards	Cronbach's Alpha	Category
1.	*Hedonic Shopping Value*	0.6	0.931	Reliable
2.	*Store Atmosphere*	0.6	0.964	Reliable
3.	*Impulsive Buying*	0.6	0.960	Reliable

Source: Data processed by the Author, 2024

In the reliability test results, all variables have a Cronbach's Alpha coefficient value > 0.6. So, the data can be continued to the next analysis. The next analysis is the classic assumption test which includes the normality test, multicollinearity test, and heteroscedasticity test. The Normality Test can be seen from the results of the histogram graph, PP Plot graph, and the One-Sample Kolmogorov-Smirnov Method.

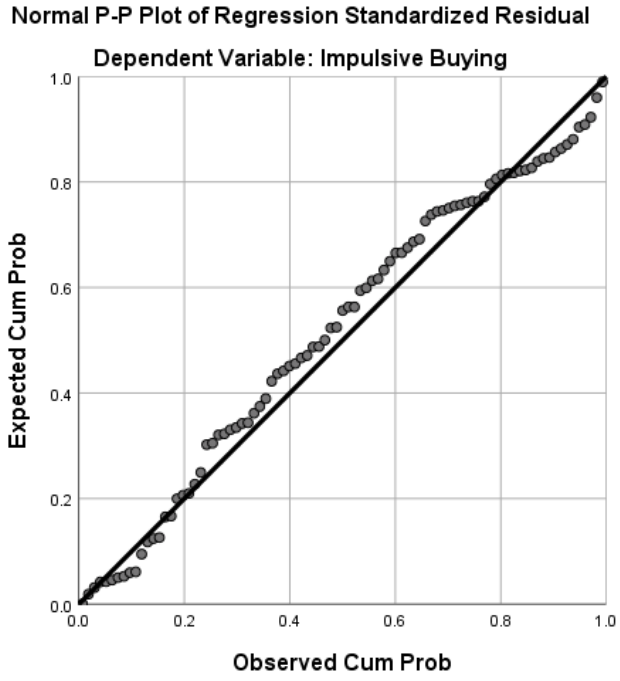
Figure 1. Histograms



Source: Data processed by the Author, 2024

It can be seen from the picture above that the data distribution forms a bell shape. The shape tends to be in the middle and does not lean to the left or right, so the histogram of this study can be said to be normal.

Figure 2. Normal PP Plot



Source: Data processed by the Author, 2024

The image above shows that all data spreads following the direction of the diagonal line.

Table 3. One-Sample KolmogorovSmirnov Test Method

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		89
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.48897333
Most Extreme Differences	Absolute	.077
	Positive	.060
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed by researchers, 2024

Based on this table, it can be seen that the value of Asymp. Sig (2-tailed) is 0.200 > 0.05 so it can be concluded that the data tested in this study is normally distributed. Next, the data can be tested for multicollinearity. Basically, this test aims to find a correlation between independent variables. Symptoms of multicollinearity can be identified by looking at the tolerance and variance inflation factor (VIF) values. To get a good regression model there should be nothing between the independent variables.

Table 4. Multicollinearity Test

Coefficients[a]

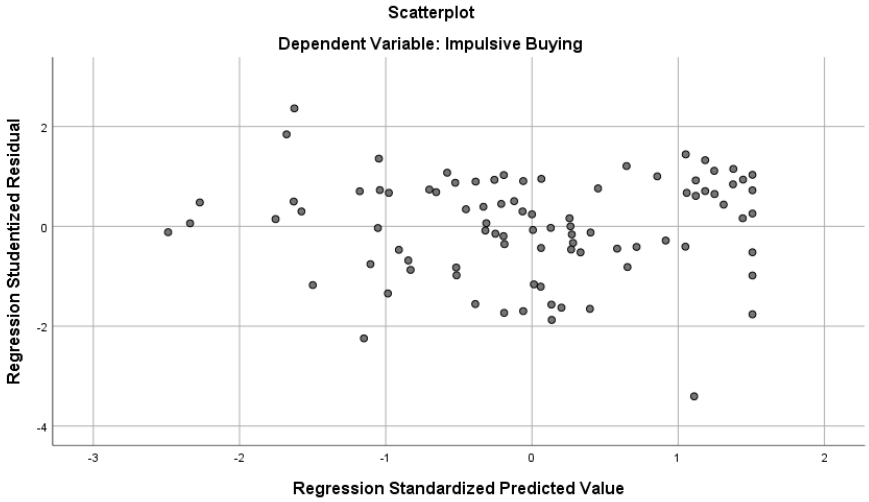
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10.441	5.842		1.787	.077		
	Hedonic Shopping Value	.393	.122	.367	3.208	.002	.486	2.058
	Store Atmosphere	.380	.121	.360	3.147	.002	.486	2.058

a. Dependent Variable: Impulsive Buying

Source: Data processed by researchers, 2024

It can be seen from the table above, it can be seen that the Tolerance value is > 0.1 (0.486 > 0.1) and the VIF value is < 10.00 (2.058 < 10.00). So it can be explained that this research did not occur multicollinearity. To get a good regression model there should be no heteroscedasticity which can be said to mean that the regression model passes the test.

Figure 3. Scatterplots



Source: Data processed by researchers, 2024

It can be seen from the picture above that all the points are spread above and there is no clear pattern and below the number 0 on the Y axis. Therefore, it is concluded that heteroscedasticity does not occur.

Table 5. Glejser Method Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.745	3.472		.791	.431
	Hedonic Shopping Value	.098	.073	.207	1.353	.180
	Store Atmosphere	-.059	.072	-.126	-.826	.411

a. Dependent Variable: ABS_RES

Source: Data processed by researchers, 2024

The heteroscedasticity test above using the Glejser method states that the significant value of the Hedonic Shopping Value (X1) variable is 0.180 > 0.05 and the Store Atmosphere variable (X2) is 0.411 > 0.05. These results reveal that there is no heteroscedasticity.

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.441	5.842		1.787	.077
	Hedonic Shopping Value	.393	.122	.367	3.208	.002
	Store Atmosphere	.380	.121	.360	3.147	.002

a. Dependent Variable: Impulsive Buying

Source: Data processed by researchers, 2024

Y = 10.441 + 0.393X1 + 0.380X2

The following is an explanation of the results of this multiple linear equation:

1. The constant (a) is 10.441, which means that if variable X1 and variable X2 have a value of 0, then variable Y is 10.441.
2. There is a regression coefficient value for the Hedonic Shopping Value (X1) variable of 0.393, which means that if it increases by 1 unit, the Impulsive Buying variable (Y) will increase by 0.393.
3. After that, there is also a regression coefficient value for the Store Atmosphere variable (X2) of 0.380. If X2 increases by 1 unit then variable Y will increase by 0.380.

In testing the hypothesis, there are 3 tests, namely the partial test (t-test), simultaneous test (F test) and coefficient of determination test (R^2).

Table 7. Partial Test Results (t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.441	5.842		1.787	.077
	Hedonic Shopping Value	.393	.122	.367	3.208	.002
	Store Atmosphere	.380	.121	.360	3.147	.002

a. Dependent Variable: Impulsive Buying

Source: Data processed by researchers, 2024

Based on the data above, there are several conclusions, namely as follows;

1. Sig value. Variable So, it can be concluded that the hedonic shopping value variable has a significant positive effect on the impulsive buying variable.
2. Sig value. The variable So it can be concluded that the store atmosphere variable has a significant positive influence on the impulsive buying variable.

Table 8. F Test Results (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3074.514	2	1537.257	35.679	.000[b]
	Residual	3705.396	86	43.086		
	Total	6779.910	88			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Store Atmosphere, Hedonic Shopping Value

Source: Data processed by researchers, 2024

The calculated F can be seen as 35,679, degree of numerator = k-1 = 3-1 = 2, degree of denominator = n – k = 89-3 = 86, F table = 3.103. Based on this table, the calculated F value is 35,679 > F table 3.103 with a Sig value. equal to 0.000 < 0.05. It can be said that all independent variables have a significant influence together on the dependent variable. The final test is the coefficient of determination test. This test was carried out to find out how much contribution the independent variables in this research made to the dependent variable. The ability of the independent variable is considered good if the value of the coefficient of determination obtains a large value.

Table 9. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.453	.441	6.564

a. Predictors: (Constant), Store Atmosphere, Hedonic Shopping Value

b. Dependent Variable: Impulsive Buying

Source: Data processed by researchers, 2024

From the table above, the R Square value is 0.453, so it can be concluded that the contribution of influence on the independent variable to the dependent variable simultaneously is 45.30%, while the other 54.70% comes from other variables.

CONCLUSION

Based on the results of the tests carried out in this research. There are several conclusions, namely as follows: The two variables, Hedonic Shopping Value and Store Atmosphere have a positive and significant relationship with Impulsive Buying as seen in the multiple linear regression value Y = Y = 10.441 + 0.393X1 + 0.380X2. X1 (Hedonic Shopping Value) is proven to partially have a positive and significant influence on Impulsive

Buying as seen from the calculated t value (3.208) > t table (1.66) at a significance of 0.002 < 0.05, in other words H0 is rejected and H1 is accepted. Likewise, X2 (Store Atmosphere) partially has a positive and significant effect on Impulsive Buying with a calculated t value of 3.147 > t table (1.66) Sig value. The variable X2 obtained 0.002 < 0.05, meaning that H0 was rejected and H2 was accepted. Furthermore, from the results of the simultaneous test it is known that all independent variables have a positive and significant influence on the dependent variable with a calculated F value of 35,679 > F table 3.103 with a Sig value. equal to 0.000 < 0.05. So, H0 is rejected and H3 is accepted. From the results of the coefficient of determination test, it is known that an R Square value of 0.453 is obtained, so it can be concluded that the contribution of the influence of the independent variable to the dependent variable simultaneously is 45.30%, while the other 54.70% comes from other variables that were not examined.

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