



The Influence of Hedonic Shopping Value and Fashion Involvement on Impulse Buying at Tunjungan Plaza Mall, Surabaya City

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ABSTRACT

The purpose of this research is to find out how hedonic shopping value and fashion involvement influence impulse buying at the Tunjungan Plaza mall, Surabaya City. This research method is quantitative by taking a sample of 100 respondents which is determined based on the sampling technique based on guidelines according to Ghozali. The population in this study were visitors to the Tunjungan Plaza Surabaya mall. While the sample in this study was taken using convenience sampling. The sample consists of respondents who have made impulse purchases at the Tunjungan Plaza mall, Surabaya City. The data used in this study are primary data and secondary data. The analysis technique used in this research is (PLS) with validity test, reliability test and hypothesis test. The results of this study prove that: (1) Hedonic Shopping Value has a positive and significant effect on Impulse Buying. (2) Fashion Involvement has a positive and significant effect on Impulse Buying.

INTRODUCTION

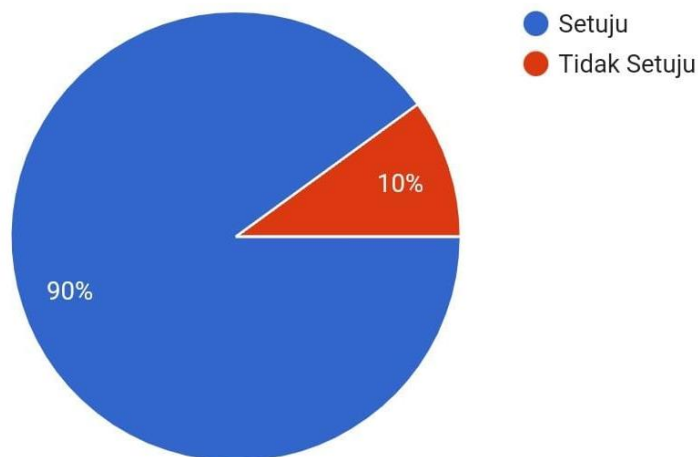
The development of an increasingly modern era affects the lifestyle of today's society. An increasingly modern lifestyle has also led to the rapid development of models or shopping centers in Indonesia so shopping has become a very popular activity for many people. In the past, many people filled their free time and holidays by traveling to tourist attractions inside and outside the city, but in this modern era, many people have switched to spending their free time and holidays by going to the mall. This cannot be separated from the mindset of today's people who regard shopping as a form of entertainment and also to fulfill personal needs.

However, shopping at malls can be a problem for some people because they tend to make impulse purchases, especially when it comes to fashion. The reason why people like shopping is because of personal pleasure and want to have things that have never been owned for self-satisfaction. Someone who sees the latest collection tends to want to own the item even though they previously had no plans to shop, which triggers the phenomenon of impulse buying.

According to marketing.co.id research results (2018) some people (90%) admit to making purchases outside their shopping list, because of special offers such as sales or promotions (66%), coupons (30%), and the desire to pamper themselves (23%). The unique character of Indonesian consumers who do not plan purchases and prefer to make decisions at the last minute often triggers spontaneous purchases or impulse buying.

Figure 1 Pre-Survey of Impulse Buying Phenomena

30 responses

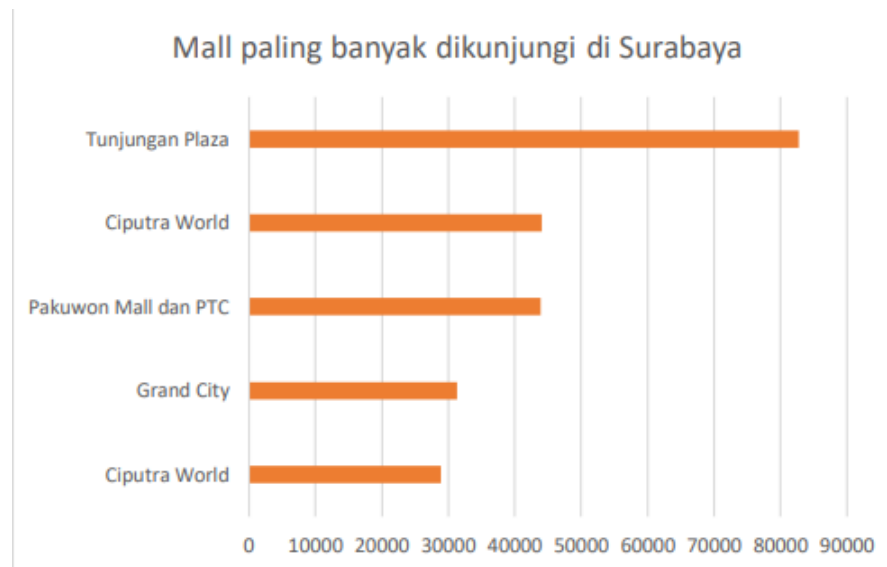


Source: Statista Processed, 2023

From a preliminary survey conducted on March 10 2023 of 30 random visitors at the Tunjungan Plaza Mall regarding impulse buying, it was found that 90% or as many as 27 respondents made impulse purchases, while the remaining around 10% or 3 respondents did not make impulse purchases.

Respondents were chosen deliberately based on their interest in shopping for fashion. The results of this pre-survey show that the phenomenon of impulse buying occurs at the Tunjungan Plaza Mall. These conditions then become a consideration for conducting further research on impulse buying behavior among visitors to the Tunjungan Plaza Mall and the factors that influence it.

Figure 2 Mall with the most Google reviews in Surabaya



Source: Statista Processed, 2023

The reason for choosing Tunjungan Plaza as the object of research is because of the 5 most popular malls to visit in Surabaya City, none has as many reviews as Tunjungan Plaza Mall. Even among the five, no one has half the number of reviews of Tunjungan Plaza Mall. From these data, it can be concluded that the Tunjungan Plaza Mall is the most popular and also the most visited shopping center in the city of Surabaya.

Impulse buying is a form of purchase that is made spontaneously and without careful planning. Impulse buying is a sudden and immediate purchase without any previous purchase interest (Strack, 2018). According to Rook (2016), buyers who have planned to buy a product but have not yet decided on the features and brands needed can also be included in the impulse buying category.

Hedonic shopping values have a very important role and influence on the process of impulse buying (Park et.al., 2005). Meanwhile, malls or shopping centers deliberately create a hedonic atmosphere to attract visitors and make them feel at home for a long so that the possibility of impulse buying is greater (Japariato, 2010).

Consumer involvement in fashion or fashion involvement is one of the factors that causes impulsive purchases (Park et.al., 2006). Fashion involvement is the level of one's interest in the fashion product category because of the need,

interest, interest, and value of the product (Japariato, 2011). Fashion involvement reflects a person's level of interest in clothing consumption which will ultimately affect their purchasing decisions (O'cass, 2004).

The habit of people who prefer to spend their spare time in shopping centers will trigger hedonic shopping. What's more, fashion, especially clothing, has the highest hedonic value because it is symbolic, provides experience, and is fun (Irani and Hanzee, 2016). It follows that impulse buying, especially of fashion items, is significantly influenced by hedonic shopping value and fashion participation.

THEORETICAL REVIEW

Hedonic Shopping Value

Hedonic comes from the Greek hedone which means pleasure or enjoyment (Yistian in Utami, 2016). Hedonic shopping value is defined as the overall evaluation of a consumer based on the fulfillment of pleasure (Batra and Ahtola, 1991). Meanwhile, according to Sekarsari (2013), hedonic shopping value reflects an instrument that directly presents the benefits of an experience in shopping, such as fun and new things. According to Cahyono (2016), The possibility for shopping and the emotional value of customers' purchases are reflected in hedonic shopping value. When consumers are driven by hedonic needs and desires, such as pleasure, fantasy, and social or emotional satisfaction, they may make impulsive purchases. Arnold and Reynolds (2003) mention six indicators to measure the hedonic level of a consumer which consist of 1) Adventure Shopping. 2) Gratification. 3) Role Shopping. 4) Value Shopping. 5) Social Shopping. 6) Idea Shopping.

Fashion Involvement

According to Solomon (2013) in Faizatur (2020) Fashion is often equated with clothing, but the influence of fashion itself can cover all types of cultural phenomena including art, music, architecture and even science. Meanwhile, according to Park (2006), Involvement is a motivational state of arousal or interest elicited by a specific stimulus or event and manifested as a property. According to Barnard (2011), The involvement of fashion is usually related to sensitivity to the social environment there is a separate motivation to adapt to certain groups. According to Peter & Olson (2013), there are two indicators of Involvement, namely: 1) Intrinsic self-relevance. 2) Situational self-relevance.

Impulse Buying

Impulse buying is defined as shopping behavior without any prior planning and purchasing decisions occur quickly without thinking or can be said to be wild (Prasetyo, et al., 2016). Impulse buying can be described as a sudden, forceful, persistent and unplanned impulse to buy something outright, without much regard for the consequences. According to Purwanto (2022), there are two important aspects of Impulse Buying, namely cognitive aspects and emotional aspects. According to Miniard, 2011 in Puspita and Budiarti (2016) the variable of impulse buying or impulse buying has several indicators

as follows: 1) Spontaneity. 2) Compulsion strength and intensity. 3) Excitement and stimulation. 4) Indifference to consequences.

Effect of Hedonic Shopping Value on Impulse Buying

Research by Desty et. al (2022) explains that their research has shown that Hedonic Shopping Value does influence Impulse Buying. Hedonic Shopping Value is a more lively and fun thing that reflects the entertainment value that comes from shopping for something fun and as an escape or adventure. Meanwhile, Suchida's research (2019) concluded that the higher the hedonic shopping value, the higher the impulse buying.

The Effect of Fashion Involvement on Impulse Buying

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Hypothesis

The hypothesis in this study is as follows:

- H1: There is a positive and significant effect of Hedonic shopping value on impulse buying
H2: There is a positive and significant effect of fashion involvement on impulse buying.

METHODOLOGY

This study uses a quantitative approach with a population of visitors who make impulse purchases or spontaneously at the Tunjungan Plaza Mall, Surabaya City. The sample of the research obtained was 100 respondents. Data analysis technique using nonprobability sampling with convenience sampling method. Determining the sample size using the formula according to Ghozali because the number of population is not known with certainty. The research instrument uses a questionnaire using a questionnaire that is distributed directly and has been designed so that it can measure each question's weight in all variables with partial least squares (PLS) analysis which uses a Likert scale to measure indicators at levels from 1 to 5.

RESULTS

In this study, a total of 100 respondents were obtained, with the majority of respondents being female, namely 68 respondents or 68% of the total 100 respondents. Meanwhile, the number of respondents who were male was 32 respondents or 32% of the total overall respondents 100.

Table.1.Outer.Loadings.(Mean,.STDEV, T-Values)

	Original Sample. (O)..	Sample Mean.. (M)..	Standard Deviation (STDEV)	T Statistics. (O/STDEV)	P.. Values
X1.1 <- HEDONIC SHOPPING VALUE	0.737	0.737	0.063	11.717	0.000
X1.2 <- HEDONIC SHOPPING VALUE	0.706	0.701	0.076	9.331	0.000
X1.3 <- HEDONIC SHOPPING VALUE	0.768	0.766	0.054	14.234	0.000
X1.4 <- HEDONIC SHOPPING VALUE	0.769	0.765	0.06	12.851	0.000
X1.5 <- HEDONIC SHOPPING VALUE	0.84	0.842	0.028	30.316	0.000
X1.6 <- HEDONIC SHOPPING VALUE	0.773	0.775	0.037	20.634	0.000
X2.1 <- FASHION INVOLVEMENT	0.865	0.862	0.038	22.483	0.000
X2.2 <- FASHION INVOLVEMENT	0.895	0.894	0.024	37.557	0.000
Y1 <- IMPULSE BUYING	0.725	0.724	0.063	11.551	0.000
Y2 <- IMPULSE BUYING	0.857	0.856	0.028	30.221	0.000
Y3 <- IMPULSE BUYING	0.735	0.729	0.058	12.68	0.000
Y4 <- IMPULSE BUYING	0.874	0.872	0.027	32.777	0.000

The validity of the indicator is tested in the table above by looking at the Factor Loading value of the variable to the indicator; it is stated to be sufficient if it is larger than 0.5 and or the T-Statistic value is greater than 1.96. All estimation findings exhibit convergent validity, indicating excellent validity.

The Cross Loading table can also be used to measure indicator validity; if the factor loading value for each indicator on each variable is greater than the loading factor for each indicator on the other variables, the factor loading is said to be valid; otherwise, the loading factor value is said to be invalid.

Tabel 2.Cross Loading

	HEDONIC.SHOPPING.VALUE (X1)	FASHION.INVOLVEMENT (X2)	IMPULSE.BUYING (Y)
X1.1	0.737	0.558	0.537
X1.2	0.706	0.419	0.499
X1.3	0.768	0.501	0.56
X1.4	0.769	0.51	0.555
X1.5	0.84	0.515	0.673

X1.6	0.773	0.546	0.626
X2.1	0.554	0.865	0.543
X2.2	0.611	0.895	0.609
Y1	0.542	0.388	0.725
Y2	0.648	0.659	0.857
Y3	0.537	0.458	0.735
Y4	0.676	0.562	0.874

Source: Primary Data Processed, 2023

According to the results of cross-loading data processing, all loading factor values for each indicator (shaded) are good for Hedonic.Shopping.Value (X1), Fashion.Involvement (X2), and Impulse.Buying (Y) variables, indicating a higher factor loading value compared to the loading of indicator factors from other variables, implying that all indicators in this study have fulfilled or have good validity..

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable, it can be seen from the average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

Table 3 AVE & Composite Reliability

	AVE
FASHION INVOLVEMENT (X2)	0.774
IMPULSE BUYING (Y)	0.641
HEDONIC SHOPPING VALUE (X1)	0.588

Source: Primary Data Processed, 2023

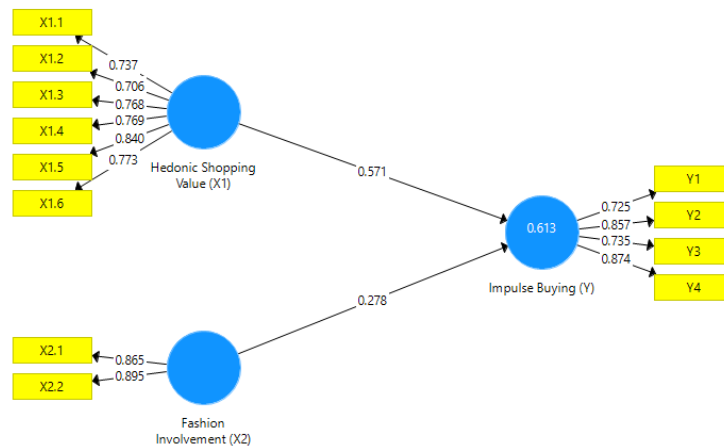
Average Variance Extracted (AVE)

The AVE test results for the Hedonic.Shopping.Value (X1) variable were 0.588, the Fashion.Involvement variable (X2) was 0.774, and Impulse.Buying (Y) was 0.641, indicating that the variables in this study have acceptable validity overall.

Composite Reliability

The composite reliability value is used to assess construct dependability; if the composite reliability value is more than 0.70, the indicator is said to be consistent in measuring its hidden variables. The Composite Reliability test results show that the Hedonic Shopping Value variable (X1) is 0.895, the Fashion Involvement variable (X2) is 0.873, and the Impulse Buying variable (Y) is 0.876, indicating that all variables in this study are reliable.

Figure 3 Outer Model of SmartPLS outputs



Source: Primary Data Processed, 2023

The magnitude of the factor loading value for each indicator is located above the arrows between variables and indicators in the PLS output image above. You can also see the magnitude of the path coefficients (path coefficients) which are located above the arrow line between exogenous variables and endogenous variables. Aside from that, you can see the magnitude of the R-Square, which is located directly within the circle of endogenous variables. (Impulse Buying.Variables). Therefore, it can be seen from the biggest factor loading of the Hedonic Shopping Value indicator, namely Social Shopping (X1.3), which is the biggest indicator with a loading factor of 0.840. The factor loading for the Fashion Involvement indicator is Situational Relevance (X2.2), which is the largest indicator with a factor loading of 0.895.

Inner Model

Table.4 R.Square

R Square		
	R.Square	R.Square.Adjusted
Impulse Buying (Y)	0,613	0,605

Source : Primary Data Processed, 2023

The value of R2 (Impulse Buying) = 0.613 The model can be viewed as explaining 61.30% of the phenomena/problems of Impulse Buying. The remainder (38.70%) is explained by other variables (apart from hedonic shopping value and fashion participation) that were not included in the model and are mistakes. This means that Impulse Buying is influenced by the variables Hedonic Shopping Value and Fashion Involvement of 61.30% while 38.70% is influenced by variables other than variables, hedonic shopping value and fashion involvement.

Hypothesis test

Table 5 Path Coefficients (Mean, STDEC, T-Values, P-Values)

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standar d Deviati on (STDEV)	T Statistics (O/STDEV)	P Values
Hedonic Shopping Value (X1) -> Impulse Buying (Y)	0,571	0,575	0,083	6,836	0
Fashion Involvement (X2) -> Impulse Buying (Y)	0,278	0,276	0,082	3,399	0,001

Source : Primary Data Processed, 2023

From the table above it can be concluded that the hypothesis stated

H1: Hedonic Shopping Value has a significant positive effect on Impulse Buying with a path coefficient of 0.571 and a T-Statistics value of 6.836 > 1.96 where p-values = 0 < value α = 0.05 (5%)

H2: Fashion Involvement (X2) has a significant positive effect on Impulse Buying with a path coefficient of 0.278 and a T-Statistics value of 3.399 > 1.96 where p-values = 0.001 < α value = 0.05 (5%)

DISCUSSION

The Effect of Hedonic Shopping Value on Impulse Buying

According to the findings of data processing using PLS, Hedonic Shopping Value had a positive and substantial effect on Impulse Buying at the Tunjungan Plaza Mall in Surabaya City, which was acceptable. Consumers carry out hedonic consumption by shopping for pleasure, shopping for entertainment, shopping as a form of refreshing to forget about problems and shopping to satisfy curiosity or pamper themselves. Consumers who consume goods or services by impulse buying usually do not consider the consequences of the decisions they make (Rook in Rohman, 2012:34). This happens because shopping activities to seek new experiences and seek pleasure can lead to impulse buying. According to the findings of the Outer Loading analysis, Social Shopping is the most influential indication of Hedonic Shopping Value. So when shopping, consumers who shop to strengthen relationships with friends or family tend to be motivated to make purchases impulsively because they

want to have fun. The findings of this study's discussion show that social shopping activities in the mall influence high impulse purchases.

The conclusion of this study are by research conducted by Desty et.al., (2022) showing that Hedonic Shopping Value has a significant influence on Impulse Buying. This research is also by research conducted by Suchida (2019) whose research results show that Hedonic Shopping Value has a significant influence on Impulse Buying behavior of fashion products for Duta Mall Banjarmasin customers.

The Effect of Fashion Involvement on Impulse Buying

Based on the results of data processing using PLS, it was found that Fashion Involvement had a positive and significant effect on Impulse Buying at the Tunjungan Plaza Mall, Surabaya City, which was acceptable. This shows that consumers who are involved in fashion tend to make impulse purchases. According to the findings of the Outer Loading research, Situational Relevance is the most influential indicator of Fashion Involvement.. So consumers will be encouraged to make impulsive purchases because of the relevance of important values that affect surrounding values. The results of the discussion of this study explain that the relevance of the value of a fashion product will affect the high impulse purchases.

The results According to the findings of the Outer Loading research, Situational Relevance is the most influential indicator of Fashion Involvement. of this study are by research conducted by Mysha and Satria (2020) which shows that fashion involvement has a significant influence on impulse buying. This research is also by research conducted by Kiki and Wahyono (2018) whose research results show that Hedonic Shopping Value has a significant influence on Impulse Buying behavior.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the PLS analysis used to examine the effect of Hedonic Shopping Value and Fashion Involvement on Impulse Buying at the Tunjungan Plaza Mall in Surabaya City, the following conclusions can be drawn: (1) At Surabaya's Tunjungan Plaza Mall, Hedonic Shopping Value has a beneficial effect on Impulse Buying. This demonstrates that the more the Hedonic Shopping Value, the greater the Impulse Buying in the mall or shopping center. (2) At the Tunjungan Plaza Mall, Fashion Involvement has a beneficial effect on Impulse Buying., Surabaya City. This shows that the high level of Fashion Involvement will affect the high Impulse Buying in the mall or shopping center.

Based on the conclusions above, several suggestions can be given by the author, including the following: (1) Tunjungan Plaza Mall Surabaya City along with the Department Store and other outlets in it must manage the atmosphere to create comfort and togetherness so that consumers can enjoy so that they can afford to come back and buy products from the Department Store or outlets at Mall Tunjungan Plaza Kota Surabaya. (2) It is recommended that the Department Store and outlets at the Tunjungan Plaza Mall Surabaya City always innovate fashion models that follow current trends so that fashion

involvement will increase and have an impact on the profitability of the Department Stores and outlets at the Tunjungan Plaza Mall Surabaya City.

FURTHER STUDY

This study has shortcomings and limitations that need to be improved in future studies. As a consideration in future research, it is suggested that other factors that have not been examined in this study are suggested.

other factors that have not been examined in this study which are thought to affect the relationship to impulse buying in consumers, for example, sales promotion, price discount, shopping lifestyle and store atmosphere. and can increase the question items and the number of respondents to get better research results.

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