

THE EFFECT OF HEDONIC MOTIVATION, IN STORE DISPLAY, AND PRICE DISCOUNT ON IMPULSE BUYING DECISIONS

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ABSTRACT

This study aims to determine the effect of hedonic motivation, in store display and price discounts on impulse buying. This research design uses a quantitative approach that can be categorized as associative research when viewed from the variables and their relationships to be studied. The location of this research is in all Miniso outlets in Denpasar City. The population uses all Miniso customers and the sample used is 160 respondents. The data analysis techniques used are Validity Test, Reliability, Classical Assumptions, Multiple Linear Regression, F Test, t Test, and Coefficient of Determination. Based on the results of the study, it can be seen that: (1) hedonic motivation has a significant positive effect on impulse buying, (2) in store display has a significant positive effect on impulse buying, (3) price discount has a significant positive effect on impulse buying. This study is expected to provide an empirical contribution to the relationship between hedonic motivation variables, in store displays, price discounts and impulse buying for the development of marketing science.

Keyword: Hedonic Motivation, In Store Display, Price Discount, Impulse Buying.

1. INTRODUCTION

Consumptive behavior can be found when shopping, when shopping, consumers often visit shopping centers that offer various needs and attractive promos. One of the patterns of consumer behavior that can be found when in a shopping center is to make purchases spontaneously and unplanned which is referred to as impulse buying or impulse buying (Utami, 2017).

Impulse buying can occur due to the influence of the surrounding environment and also from within a person (Mulianingsih et al, 2019). (Ahmad et al, 2019) stated impulse buying as an act of buying that was not previously recognized consciously as a result of a consideration or purchase intention formed before entering the store. Instant buying tendency is a distinctive characteristic between individuals. So it can be concluded that impulse buying is an unplanned purchase and to buy spontaneously, and there is no consideration so as not to think about the consequences that will be received after buying a product or service.

Factors that become the reason someone is encouraged to do Impulse Buying are internal and external factors. Internal factors in a person are moods that are influenced by emotional states when shopping. While external factors that affect impulse buying are product displays in a store and the shopping environment both inside and outside the store (Ganawati, 2020).

(Herukalpiko, 2013:2) states that the internal factors of Impulse Buying behavior are consumer

internal cues and consumer personality characteristics, where impulse buying internal stimuli refer to stimuli controlled and carried out by consumers. The internal stimulus in this research is hedonic shopping motivation or Hedonic Motivation. (Lestari, 2015) states that Hedonic Motivation is the emotional behavior of consumers when shopping, consumers really feel something like happy, hate, angry, or feel that shopping is an adventure. Consumers who tend to have a hedonic nature will go shopping when they have free time or when they are having fun (Oktafiana and Indriastuti, 2018).

Research conducted by (Melina and Kadafi, 2017:202) states that In Store Display is to give direction to someone to be interested in observing what actions will create a purchase. Another definition of in-store display put forward by William J. Shultz quoted by (Alma Buchari, 2018:142) is as follows: "Display" means an effort to encourage consumer attention and interest in stores or goods and encourage the desire to buy through direct visual appeal "(direct visual appeal)".

The results of the study (Wilujeng, 2017) state that Price Discount is one of the sales promotion strategies by offering products at lower prices than they should. Price discounts can attract consumers because logically consumers will think that by buying products that have received offers in the form of discounts, they will get a lot of goods by spending a little money, so that is what encourages consumers to make impulse purchases (Gumilang and Nurcahya, 2016).

With the development of the world economy in the retail business sector, premium brands from countries around the world are becoming more and more popular among consumers, on the other hand, counterfeit goods with low quality enter the market easily, which in turn causes differences in consumer spending patterns.

This research was conducted at the Miniso outlet in Denpasar City, this is because the city of Denpasar has the largest amount of per capita expenditure in Bali so that it contributes to influencing consumptive behavior in the community, as well as pre-surveys that have been carried out by researchers. This prompted the author to examine how the marketing strategy used by Miniso is so that it can attract buyers to make impulse buying (unplanned buyers), which can directly affect the increase in sales.

The reason the researcher conducted this study was considering the differences in the results of previous studies using the same variables. The results of research conducted (Wahyuni & Rachmawati, 2018) state that hedonic motivation has an influence on impulse buying. Conflicting results found by Rohman (2009) found that hedonic shopping did not affect impulse buying. The results of research conducted by (Saputro, 2019) stated that there was a positive and significant influence of price discounts on impulse buying at minimarket retail consumers in Yogyakarta, but findings (Faisal & Ikhwan, 2018) which showed that price discounts had no effect on impulse buying at Giant Supermarkets Banjar. Previous research conducted by (Muthiah et al, 2018) explains that the in-store display variable partially has a significant effect on impulsive buying decisions, while research conducted by (Rahmadana, 2016) explains that the product display variable partially has no significant effect on purchasing decisions. impulse buying.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Research by Sampurno and Winarso (2015) shows that hedonic motivation has a positive and significant effect on impulse buying. In the research of Amel et al. (2014) revealed that hedonic

motivation has a significant positive effect on impulse buying. The results of the research by Mulianingsih, et al., (2019) showed that hedonic shopping motivation had a positive and significant effect on the tendency of impulse buying. This is supported by Kosyu et al. (2014), there is a significant direct effect of hedonic motivation on impulse buying. The results of research conducted by Wahyuni & Rachmawati (2018) state that Hedonic Motivation has an influence on impulse buyin. In the research of Mamuaya and Aditya (2018), it is stated that hedonic motivation has a significant positive effect on impulse buying. Suhartini et al. (2016) the more consumers feel good hedonic motivation, it will cause a higher level of impulse buying. The results of Afif and Purwanto's research, (2020) show that the influence of hedonic shopping motivation, shopping lifestyle, and sales promotion on impulse buying significantly, based on the influence of hedonic shopping motivation, shopping lifestyle and sales promotion on impulsive purchases on Shopee ID consumers the most dominant is hedonic shopping motivation. Conflicting results found by Rohman (2009) found that hedonic shopping did not affect impulse buying.

H1: Hedonic Motivation Affects Impulse Buying

In Store Display is displaying goods sold to make it easier for visitors to choose goods according to their wishes. Sari and Faisal (2018: 51). This is believed to lead to a sense of satisfaction in consumers. . Previous research conducted by Muthiah et al (2018) explains that the in-store display variable partially has a significant effect on impulse buying decisions. Melina & Kadafi (2018) state that the in-store display variable has a positive and significant effect on impulse buying. This statement is supported by research from Heris, et al (2018: 254) where the results show that the display has a significant effect on impulse buying at the Bang Heris Coffee Shop in Sidoharjo. Research conducted by Agustina Setiyowati and Dwi hastjarja Kustijana (2017) regarding "The Effect of Discount Price, In-Store Display and Sales People on Impulsive Purchases with Impulse Buying Tendency as a Moderate Variable." The results of this test are the discount price and in-store display have a significant effect on impulse buying. The results of the same study were also revealed by I Putu Widya Artana and et al (2019) that in-store displays have a positive effect on impulse buying. Waani and Tumbuan (2015) show that the in-store display variable has a significant partial effect on impulse buying decisions. Conflicting results were put forward by Rahmadana (2016) that the product display variable partially had no significant effect on impulse buying purchasing decisions.

H2: In Store Display Has a Positive Effect on Impulse Buying

3. METHODS

This research was conducted in the city of Denpasar, this is because the city of Denpasar has the largest amount of per capita expenditure in Bali. There are three Miniso outlets spread across major malls. The locations are: Miniso Plaza Renon, Miniso Level 21, and Miniso Trans Studio Mart (TSM).

The population in this study are customers who shop at Miniso outlets in Denpasar City whose exact number is unknown (infinite). If the research uses multivariate analysis, the number of sample members is at least 10 times the number of variables to be studied. The number of indicators used in this research is 16 indicators x 10 = 160 respondents. So, the respondents needed in this study were 160 respondents.

The analysis technique used in this research is multiple linear regression analysis. Multiple linear

regression analysis was used to analyze the effect of the independent variables (Hedonic Motivation, In-Store Display, and Price Discount) on the dependent variable, namely Impulse. The mathematical formula of multiple linear regression used in this study is:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Information:

- Y = Impulse Buying
- $\beta_1, \beta_2, \beta_3$ = Coefficient Regression
- X_1 = Hedonic Motivation
- X_2 = In Store Display
- X_3 = Price Discount
- ε = error disturbances

4. RESULT AND DISCUSSION

Multiple Linear Regression Analysis Results

The analysis used in this study is multiple linear regression analysis. Multiple linear regression analysis was used to analyze the effect of the independent variables (Hedonic Motivation, In Store Display, and Price Discount) on the dependent variable, namely Impulse Buying.

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	4,485	1,152		3,895	0,000
Hedonic motivation(X_1)	0,385	0,057	0,455	6,729	0,000
In store display (X_2)	0,277	0,097	0,190	2,861	0,005
Price discount (X_3)	0,374	0,100	0,239	3,757	0,000
R	0,720				
R Square	0,519				
Adjusted R Square	0,510				
F Statistic	56,085				
F Sig.	0,000				

Primary Data, 2021

Based on Table 1 above, the regression equation can be arranged as follows:

$$Y = 4,485 + 0,385X_1 + 0,277X_2 + 0,374X_3$$

The Effect of Hedonic Motivation on Impulse Buying

Based on the results of hedonic motivation analysis on impulse buying, a significance value of 0.000 was obtained with a t-count value of 6.729. The significance value is $0.000 < 0.05$ and the t count value is $6.729 > t$ table 1.975 indicates that H_0 is rejected and H_1 is accepted. The results in this study mean that hedonic motivation has a positive and significant effect on impulse buying. This shows that the higher the consumer's hedonic motivation, the higher the impulse buying at Miniso. Hedonic motivation is shopping because it gets fun and feels that shopping is

interesting. One of the motivations for shopping is getting information (Utami, 2017). Priambada (2018) Hedonic motivation is defined as an overall assessment of the benefits of experience and sacrifice, for entertainment and escape. Hedonic motivation is the motivation that exists within a person based on pleasure, emotional value, and entertainment based on momentary pleasure that causes direct impulses from within. The hedonic lifestyle will encourage consumers to shop spontaneously at Miniso.

These results indicate that the values contained in hedonic motivation have a significant impact on impulse buying at Miniso. Hedonic motivation measured by indicators: relieve stress, consumers prefer to shop for others than for themselves, consumers prefer to look for shopping places that offer discounts and low prices, enjoyment in shopping will be created when they spend time together with family or friends and consumers shopping to follow the trend of new models proven to be able to increase impulse buying at Miniso. The results of this study indicate that with the hedonic lifestyle of consumers, it will increase impulse buying

The results of this study are in accordance with previous research conducted by Sampurno and Winarso (2015) that hedonic motivation has a positive and significant effect on impulse buying. In the research of Amel et al. (2014) revealed that hedonic motivation has a significant positive effect on impulse buying. The results of the research by Mulianingsih et al. (2019) showed that the hedonic shopping motivation consisting of adventure shopping, value shopping, idea shopping, social shopping, and relaxation shopping simultaneously had a positive and significant effect on the tendency of impulsive buying, then partially, adventure shopping. , idea shopping and relaxation shopping have a positive and significant effect on the tendency of impulse buying. This is supported by Kosyu et al. (2014), there is a significant direct effect of hedonic motivation on impulse buying. The results of research conducted by Wahyuni & Rachmawati (2018) state that Hedonic Motivation has an influence on impulse buyin. In the research of Mamuaya and Aditya (2018), it is stated that hedonic motivation has a significant positive effect on impulse buying. Suhartini et al. (2016) the more consumers feel good hedonic motivation, it will cause a higher level of impulse buying. The results of Afif and Purwanto's research, (2020) show that the influence of hedonic shopping motivation, shopping lifestyle, and sales promotion on impulse buying significantly, based on the influence of hedonic shopping motivation, shopping lifestyle and sales promotion on impulsive purchases on Shopee ID consumers the most dominant is hedonic shopping motivation.

The Effect of in Store Display on Impulse Buying

Based on the results of the in-store display analysis on impulse buying, a significance value of 0.005 was obtained with a t-count value of 2.861. The significance value is $0.005 < 0.05$ and the t count value is $2.861 > t$ table 1.975 indicates that H_0 is rejected and H_2 is accepted. The results in this study mean that in-store display has a positive and significant effect on impulse buying. This shows that the better the in-store display, the more impulse buying at Miniso. In-store display is an attribute or display designed to give an attractive impression to the product. Attractive in-store displays can be encouraging. consumers to make unplanned purchases (impulse buying) (Purnomo, 2011). According to Foster (2008: 72) In-Store Display is an effort to encourage consumer attention and interest in stores or goods and encourage the desire to buy through direct visual appeal or commonly called direct visual appeal. A neat and attractive appearance in the store will bring up the consumer's desire to make purchases without being planned in advance.

These results indicate that the values contained in the in-store display have a significant impact on impulse buying at Miniso. In store displays measured by indicators: always make the right purchases, buy products that are in the product arrangement and try interesting new products on display proven to be able to increase impulse buying on Miniso, The results of this study indicate if Miniso is able to make an in-store display that is neat and attractive it will increase impulse buying.

The results of this study are in accordance with previous research conducted by Muthiah et al (2018) explaining that the in-store display variable partially has a significant effect on impulse buying decisions. Melina & Kadafi (2018) state that the in-store display variable has a positive and significant effect on impulse buying. This statement is supported by research from Heris, et al (2018: 254) where the results show that the display has a significant effect on impulse buying at the Bang Heris Coffee Shop in Sidoharjo. Research conducted by Agustina setiyowati and Dwi hastjarja kustijana (2017) regarding "The Effect of Discount Price, In-Store Display and Sales People on Impulsive Purchases with Impulse Buying Tendency as a Moderate Variable." The results of this test are the discount price and in-store display have a significant effect on impulse buying. The results of the same study were also revealed by I Putu Widya Artana and et al (2019) that in-store displays have a positive effect on impulse buying. Waani and Tumbuan (2015) show that the in-store display variable has a significant partial effect on impulse buying decisions.

The Effect of Price Discount on Impulse Buying

Based on the analysis of the price discount on impulse buying, a significance value of 0.000 was obtained with a t-count value of 3.757. The significance value is $0.000 < 0.05$ and the t-count value is $3.757 > t\text{-table } 1.975$ indicates that H_0 is rejected and H_3 is accepted. The results in this study mean that the price discount has a positive and significant effect on impulse buying. This shows that the higher the discount given, the more impulse buying at Miniso. Waani and Tumbuan (2015) define that price discount is a decrease in the price of several products in a certain period. According to Ben Lowe (2010) in Lestari (2016), price discounts are a form of sales promotion that is often applied by marketers which is aimed at the final consumer. Devita (2018) price discount is a reduction in the price of a product from the normal price within a certain period. Wilujeng 2017 also said that the promotion of discounted prices provided benefits. The provision of discounted prices will encourage consumers to make purchases spontaneously at Miniso.

These results indicate that the values contained in the discount price have a significant impact on impulse buying at Miniso. Hedonic motivation as measured by indicators: can trigger consumers to buy in more quantities, anticipate competitor promotions and support trade in larger quantities proven to be able to increase impulse buying at Miniso. The results of this study indicate that if Miniso is able to increase price discounts, it will increase impulse buying. .

The results of this study are in accordance with previous research conducted by Saputro (2019) which stated that there was a positive and significant effect of price discounts on impulse buying for minimarket retail consumers in Yogyakarta and research by Celine.M. Wonggo (2020) showed that the price discount variable had an effect on positive on impulse buying in department store purchases. It is the same with research conducted by Gumilang and Nurcahya (2016), Melina and Kadafi (2017) state that price discounts have a positive and significant effect on impulse buying. This research is also supported by research conducted by Setyaningrum et al.

(2016), Suhiryanto et al. (2018) which also states that the price discount has a significant positive effect on impulse buying. The results of research by Rahmidani (2021) and Ninik Rumiati (2021) stated that the price discount had a significant and positive effect on impulse buying.

F Test Results

Based on the results of the regression analysis in Table 1, the independent variables have a simultaneous (simultaneous) effect on the dependent variable. The results of the F test which were analyzed using the SPSS program obtained the calculated F value of 56.085 > F table 2.66 and a significance of 0.000 < 0.05. This result means that there is a significant influence between hedonic motivation, in-store display and price discount on impulse buying. Thus, the model is considered worthy of testing and proving the hypothesis can be continued.

Coefficient of Determination Test Results (R^2)

Based on Table 1, the Adjust R Square value is 0.510, this means that 51 percent of the variation in impulse buying (Y) is influenced by the hedonic motivation variable (X1), in store display (X2) and price discount (X3), the rest is $(100\% - 51\%) = 49\%$ percent influenced by other factors outside the model.

5. CONCLUSION

Based on the research that has been done, it can be seen that theoretically, this research as a whole supports several pre-existing theories. This study is expected to provide an empirical contribution to the relationship between hedonic motivation variables, in store displays, price discounts and impulse buying for the development of marketing science.

Data processing was carried out by using regression analysis techniques to estimate the causal relationship between predetermined variables. This study also uses regression analysis, F test, t test and Coefficient of Determination to test the strength of the direct influence of hedonic motivation variables (X1), in store display (X2) and price discount (X3) on impulse buying (Y). The results of this study are expected to be used to enrich references and knowledge related to hedonic motivation variables, in store displays, price discounts and impulse buying.

The results of this study are expected to be an additional reference and to strengthen the results of studies related to the influence of hedonic motivation variables, in store displays and price discounts on impulse buying.

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