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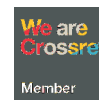
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The role of hedonic motivation, consumer lifestyle, and store environment in driving impulsive buying

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ABSTRACT

This research aims to determine the influence of hedonic shopping motivation, shopping lifestyle, and store atmosphere on impulse buying among customers of the Aeon Mall BSD City department store. Impulse buying refers to consumer behavior where purchases are made spontaneously without prior planning, often driven by external factors or momentary emotions. The variables examined include hedonic shopping motivation, which refers to the consumer's drive to shop for enjoyment or entertainment; shopping lifestyle, which reflects an individual's habitual shopping patterns and preferences; and store atmosphere, encompassing physical environmental elements of the store such as lighting, layout, music, and scent. Data collection was conducted through a questionnaire distributed to 100 respondents selected using simple random sampling. The data was analyzed using SPSS version 20 to examine the relationship between the independent variables and impulse buying behavior. The results of this study indicate that hedonic shopping motivation significantly affects impulse buying, suggesting that the higher the motivation for enjoying the shopping experience, the greater the likelihood of making unplanned purchases. Additionally, shopping lifestyle was found to have an effect on impulse buying, with individuals who embrace a shopping-oriented lifestyle being more likely to engage in impulsive buying behavior. However, the analysis revealed that store atmosphere did not have a significant impact on impulse buying, indicating that the physical environmental factors of the store do not necessarily serve as key triggers for spontaneous purchases. This research provides valuable insights for retail management in designing more effective marketing strategies to encourage impulse buying behavior among consumers.

Keywords:

Hedonic
Shopping motivation
Lifestyle
Store atmosphere
Impulse buying

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Introduction

In this modern era, various business fields are growing rapidly. Especially in the retail industry. Retail is an industry that focuses on direct sales and distribution of goods to end consumers. The main focus in this industry is to add value to these goods to make them more suitable for personal use by consumers (Kuzmina et al., 2019).

The development of the era and economic growth, especially in Indonesia, is increasingly modern, this affects the shopping culture of people, especially in Indonesia, who used to shop in traditional markets but have now switched to shopping in modern markets such as supermarkets,

hypermarkets, minimarkets, convenience centers, superstores, factory outlets, department stores, and others (Raharja et al., 2021).

The Indonesian retail industry is currently experiencing very rapid development. Indonesia is also a developing country and is closely related to the development of the retail industry. This can have an impact on the creation of different modern retail businesses in big cities in Indonesia. The rapid growth of this modern market is a sign that competition in the retail sector is getting tighter, as is the increasing purchasing power of the community (Wrigley et al., 2015).

This encourages business actors to be more innovative and proactive in exceeding customer expectations, by providing superior and competitive products and services in order to capture market share. The rapid development of modern retail is based on the company's desire to meet the needs of its customers. Of course, with the increasing existence of modern markets, it can help Indonesian people to shop more easily and practically to meet their daily needs. The development of the retail business is also due to the increasing number of consumers who want to shop easily and comfortably (Ernawati, 2025).

The Indonesian retail industry has continued to experience positive growth over the past 10 years until 2015 (Mujianto et al., 2023). Given that Indonesia's economic growth averages 1.5% to 6% per year, the prospects for developing retail stores and shopping centers are considered better. The number of modern retail markets in Indonesia will reach 3.98 million in 2022 (Yudiantoro & Setiawan, 2024).

Based on Euromonitor data, the number decreased by 0.9% compared to 2021, which was 4.02 million units. Based on type, the most popular retail stores in Indonesia are traditional grocery stores. Last year, the number reached 3.94 million. This number represents 98.78% of all retailers in the country. However, the number of traditional grocery stores decreased by 1% compared to 3.97 million stores in 2021. A total of 41,453 retail stores were designed as department stores. Compared to the previous year (39,714 units), this number increased by 4.38%. In addition, there are up to 5,455 retailers specializing in food, beverages, and tobacco products (cigarettes). This number also increased by 2.27% compared to 5,334 units in 2021. There are a total of 1,544 supermarket retailers, an increase of 5.18%. Meanwhile, the number of large supermarket retailers in Indonesia is 298 stores or an increase of 1.36%. The report also stated that Indonesia's retail sales reached \$100.4 billion in 2022 or equivalent to IDR1,526.2 trillion (exchange rate of IDR15,201/USD). This number increased by 8.6% compared to the previous year. This growth was driven by increasing income, especially for people in urban areas. More and more people want to buy high-quality products. Currently, the main players in the domestic retail industry include Alfamart, Indomaret, Alfa Midi, Hypermart, Superindo, Transmart/Carrefour, Circle K, Lotte Mart, Farmers Market (Dewanti, 2024).

The growth of modern shopping centers generally reflects people's lifestyles. Modern store managers respond to changes in consumer lifestyles by changing store concepts and formats in response to consumers' desire for a more comfortable and relaxed shopping environment.

Retail companies must be able to recognize and understand consumer behavior in order to get potential consumers. Therefore, marketers must have a good marketing strategy and also pay attention to factors that can influence consumer behavior in the decision-making process. The consumer decision-making process goes through several processes such as: the process of recognizing needs, searching for alternatives, evaluating alternatives, purchasing and decisions. In it, there are also three influencing factors, namely the first is individual differences (religion, motivation, attitude, personality, knowledge, information processing and perception, and learning processes), the second is environmental factors (culture, social and economic, reference groups, demographic characteristics, technology, and consumer situations), the third is marketing strategy (companies, government, non-profit organizations, and political parties) (Pranggabayu & Lestari Andjarwati, 2022 in Suwarman's book, 2017:10). The types of consumer purchasing behavior are routine purchases (habits), purchases with broad decisions, and purchases with limited decisions,

one example of which is impulsive buying (Pranggabayu & Lestari Andjarwati, 2022 in Utami's book, 2017).

Impulse buying is currently a phenomenon that attracts research attention, especially in developed countries. Impulse buying is an unplanned purchase, and impulsive buying occurs when consumers have a strong desire to buy goods suddenly and immediately (Czarnecka et al., 2020). The role of consumer impulse buying contributes to increasing retail store sales. This has been an important topic discussed in many studies over the past few decades.

The things that influence impulsive buying include personal factors, location and culture. (Pranggabayu & Lestari Andjarwati, 2022 in Utami's book, 2017:81). Within personal factors there are two types of motivation, namely utilitarian shopping motivation and hedonic shopping motivation (Pranggabayu & Lestari Andjarwati, 2022 in Utami's book, 2017).

Hedonic shopping motivations one of the impulsive buying factors that comes from within the human person and the motivation to shop besides getting information is to relieve boredom, relieve loneliness, shop as an escape and to fulfill fantasies while suppressing depression (Pranggabayu & Lestari Andjarwati, 2022 in Utami's book, 2017:60). In the future, AEON Store will consistently strive to provide products that are well-known to the Indonesian people as well as Japanese-made products that are tailored to the tastes of the Indonesian market to be able to satisfy the people in the AEON Store coverage area (Kompas.com).

Consumer needs greatly influence lifestyle. Shopping lifestyle is a consumption pattern that reflects a person's choice of how to spend time and money. With the availability of time, consumers will have a lot of time to shop, and with the money they have, consumers will have high purchasing power. With various internal factors owned by consumers, it will also be related to their mood and shopping habits whether driven by hedonic nature or not. In a financial perspective, shopping lifestyle reflects how a person pays, both in terms of allocating funds for various products and services, as well as certain alternatives in differentiating similar categories (Japarianto & Sugiharto, 2011).

Apart from personal factors, such as hedonic shopping motivation and shopping lifestyle, another factor that supports impulsive buying is the store atmosphere (Harjadi et al., 2021). Marketers need to pay attention to the store atmosphere because a good store atmosphere arrangement will make consumers feel comfortable and want to stay in the store for a long time and can increase the potential for consumers to shop more (Sheth, 2020). The store atmosphere really needs to be considered by marketers because a good atmosphere arrangement can touch consumers' emotions to shop more (Artana et al., 2019). In this case, it is very likely that the store atmosphere influences impulsive buying, or an attractive store design motivates everyone to visit the store. In general, the shopping behavior of modern society is increasingly closely related to the atmosphere in the store.

When the purpose of shopping is for a pleasurable experience, the products to be purchased seem to be chosen without planning and they present an impulsive buying event. Consumers who make impulsive purchases do not think about buying a particular product or brand. They immediately make a purchase because of their interest in the brand or product at that time. Consumers tend to make purchases spontaneously, reflexively, suddenly, and automatically.

The existence of impulsive behavior has a positive impact on retailers. The positive impact is that retailers gain higher profits from their stores every month. Therefore, it is important for retailers to have information to decide on competitive strategies that will be applied to impulsive buying behavior (Chung et al., 2017).

Based on the background of the problem and the research phenomenon, the researcher intends to conduct a study entitled "The Influence of Hedonic Shopping Motivation, Shopping Lifestyle and Store Atmosphere on Impulse Buying (Study on Customers of the AEON Mall BSD City Department Store)".

Methods

heoretical Framework

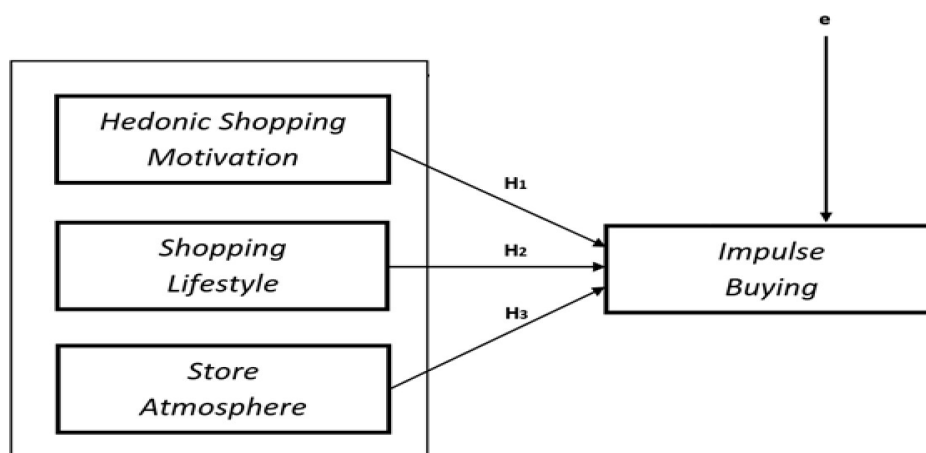


Figure 1 Theoretical Framework

Research Population

The population in this study consists of all consumers of the Department Store at Aeon Mall BSD City. The population type is considered infinite since the exact number of consumers at the Department Store Aeon Mall BSD City is unknown.

Research Sample

Since the exact population size is unknown, the sample size in this study is determined using the Lemeshow formula (Nattino et al., 2020). The minimum required sample size for this study is 96 respondents to ensure data accuracy, with a total of 100 respondents being targeted.

Data Analysis Testing

Research Instrument Testing: validity test, reliability test, linear regression test, correlation coefficient test and determination coefficient test. Hypothesis Testing: t-Test and F-Test

Results and Discussion

Research Overview

The analysis in this study used Microsoft Excel 2016 Software and Statistic Product Service and Solution (SPSS) version 20 (Stehlik-Barry & Babinec, 2017). The method used in this study is probability sampling by distributing questionnaires using the Random Sampling technique to respondents randomly. The number of questionnaires used was 100 out of 104 respondents who filled out the questionnaire (Loomisa et al., 2018). Multiple linear regression analysis and the assistance of interval value interpretation with a Likert scale were used in the analysis of this study. Then the data processed was primary data from respondents' answers to the questionnaire that had been distributed by the researcher (Chelghoum, 2024).

Presentation of Respondent Data

This study used a sample of 100 respondents. The data used is primary data obtained by distributing questionnaires to AEON Mall BSD City Department Store Customers. Then a survey was conducted using a score or weight that had been determined using a Likert scale to determine the overall level of consumer purchasing intention (Hung et al., 2016).

Respondent Data Frequency Results Based on Gender

Based on the questionnaire distributed by the author, the following data was obtained based on the respondent's gender:

Table 1. Respondent Gender Frequency Table Gender

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Man	36	36.0	36.0	36.0
	Woman	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Based on Table 4.1 and Graph 4.1 above, from 100 respondents who were the object of the study. It is known that the respondents who are male are 36 people or 36% while the respondents who are female are 64 people or 64%. The majority of customers of the AEON Mall BSD City Department Store are women with a percentage of 64% (Titik et al., 2024).

Respondent Data Frequency Results Based on Age

Based on the questionnaire distributed by the author, the following data was obtained based on the respondents' age:

Table 2. Respondents' Age Frequency Table Age

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Under 18 years	2	2.0	2.0	2.0
	18 - 25 years	77	77.0	77.0	79.0
	26 - 35 years	20	20.0	20.0	99.0
	46 years and above	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Based on Table 4.2 and Graph 4.2 above, from 100 respondents who were the object of the study. It is known that respondents aged under 18 years (<18 years) were 2 respondents or 2%, those aged between 18-25 years were 77 respondents or 77%, (Cerdá et al., 2020) those aged between 26-35 years were 20 respondents or 20% while those aged 46 years and over (>46 years) were 1 respondent or 1%. It can be concluded from the table and graph above that AEON Mall BSD City Department Store customers are dominated by respondents aged 18-25 years with a percentage of 77%.

Respondent Data Frequency Results Based on Occupation

Based on the questionnaire distributed by the author, the following data was obtained based on the respondents' occupations:

Table 3. Respondents' Occupation Frequency Table

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Students	25	25.0	25.0	25.0
	Private sector employee	66	66.0	66.0	91.0
	Self-employed	3	3.0	3.0	94.0
	Etc	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Sumber: Hasil pengolahan data SPSS 20.

Based on Table 4.3 and Graph 4.3 above, from 100 respondents who were the object of the study. It is known that the status/occupation of respondents is Student/college students as many as 25 or 25%, employee/private employment as many as 66 respondents or 66%, self-employed as many as 3 respondents or 3% while others as many as 6 respondents or 6% (Binder & Coad, 2016). It can be concluded from the table and graph above that the customers of the AEON Mall BSD City Department Store. the majority work as Employees/private with a percentage of 66%.

Research Instrument Test

Validity Test

Before researchers test data or hypotheses, first a data validity test is conducted by distributing questionnaires. The purpose of this validity test is to determine the level of accuracy of the data to be used. When conducting the validity test, researchers used the SPSS version 20 program (Hidayah, 2023). Whether valid or not valid, is done by comparing the calculated r value from the Corrected Item-Total column with the r value of the Person Product Moment table if the calculated r value is higher than the r value of the table then it is declared valid (Syukur & Perkasa, 2024).

If the calculated r value is lower than the r table then it can be declared invalid, must be corrected or discarded. The table value can be determined using the formula df (degree of freedom) = $n - 2 = 100 - 2 = 98$ then the r table value is 0.197 which is seen from df 98 in the r table with a significant level of 5% or 0.05 (Syela & Facrureza, 2024).

Hedonic Shopping Motivation Validity Test (X1)

Table 4. Hedonic Shopping Motivation Validity Test Results Table (X1)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X1_1	17.70	23,687	.440	.268	.919
X1_2	17.56	20,754	.838	.734	.859
X1_3	17.46	20,392	.768	.655	.868
X1_4	17.78	20,981	.762	.616	.870
X1_5	17.52	20,697	.761	.629	.870
X1_6	17.28	21,355	.774	.665	.869

Sumber: Hasil pengolahan data SPSS 20.

From the table above, the Corrected Item-Total Correlation value for all statements X1_1 to X1_6 r count is greater than r table (0.197), it can be said that the Hedonic Shopping Motivation variable is valid and can be used for further data processing (Chakraborty & Soodan, 2019).

Shopping Lifestyle Validity Test (X2)

Table 5. Shopping Lifestyle Validity Test Results Table (X2)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X2_1	12.95	7,826	.678	.555	.644
X2_2	13.33	8,122	.675	.556	.649
X2_3	13.28	8,971	.562	.350	.694
X2_4	12.36	9,849	.344	.209	.767
X2_5	13.36	9,505	.365	.222	.764

From the table above, the Corrected Item-Total Correlation value for all statements X2_1 to X2_5 r count is greater than r table (0.197), it can be said that the Shopping Lifestyle variable is valid and can be used for further data processing (Salem et al., 2023).

Reliability Test

Reliability is used to determine the consistency of a measurement instrument, usually using a questionnaire distributed to a certain number of respondents (Bolarinwa, 2015). Will the measuring instrument provide consistent measurements when repeated measurements are taken. The method used in the study to measure the range scale (Likert 1 to 5) is Cronbach alpha (Malapane & Ndlovu, 2024).

Reliability testing is a continuation of validity testing and only valid questions are included in the testing process. To determine whether the instrument is reliable or not, a limit of 0.6 is used. Reliability less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good (Sajeevanie et al., 2020).

Store Atmosphere Validity Test (X3)

Table 6. Store Atmosphere Validity Test Results Table (X3)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X3_1	16.16	10,883	.790	.646	.908
X3_2	16.45	10,694	.779	.620	.911
X3_3	16.30	10,717	.812	.696	.904
X3_4	16.24	11,235	.800	.675	.907
X3_5	16.01	11,040	.830	.693	.901

Sumber: Hasil pengolahan data SPSS 20.

From the table above, the Corrected Item-Total Correlation value for all statements X3_1 to X3_5 r count is greater than r table (0.197), it can be said that the Store Atmosphere variable is valid and can be used for further data processing (Shofuroh et al., 2025).

Impulse Buying Validity Test (Y)

Table 7. Impulse Buying Validity Test Results (Y)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
Y_1	10.13	6,761	.618	.468	.747
Y_2	10.22	6,476	.668	.486	.722
Y_3	9.65	6,331	.674	.457	.718
Y_4	9.63	6,922	.500	.294	.806

Sumber: Hasil pengolahan data SPSS 20.

From the table above, the Corrected Item-Total Correlation value for all statements Y_1 to Y_4, the calculated r is greater than the table r (0.197), it can be said that the Impulse Buying variable is valid (Azzahra & Usman, 2021).

Hedonic Shopping Motivation Reliability Test (X1)

Table 8. Hedonic Shopping Motivation Reliability Test Results Table (X1)

<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.895	.897	6

Sumber: Hasil pengolahan data SPSS 20.

As can be seen in the table above, it is known that the Cronbach's Alpha value obtained is 0.895 because this value is greater than 0.60, it can be said that the Hedonic Shopping Motivation statement item is good and is stated to be acceptable and reliable.

Shopping Lifestyle Reliability Test (X2)

As can be seen in the table above, the Cronbach's Alpha value obtained is 0.752. Because the value is greater than 0.60, it can be accepted that the Shopping Lifestyle statement item can be declared reliable (Adnan & Khan, 2017).

Table 9. Shopping Lifestyle Reliability Test Results Table (X2)

<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.752	.753	5

Sumber: Hasil pengolahan data SPSS 20.

Store Atmosphere Reliability Test (X3)

Table 10. Atomsphere Store Reliability Test Results Table (X3)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.924	.924	5

Sumber: Hasil pengolahan data SPSS 20.

As can be seen in the table above, it is known that the Cronbach's Alpha value obtained is 0.924 because this value is greater than 0.60, it can be said that the Store Atmosphere statement item is good and is stated to be acceptable and reliable.

Impulse Buying Reliability Test (Y)

Table 11. Table of Impulse Buying Reliability Test Results (Y)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.800	.801	4

Sumber: Hasil pengolahan data SPSS 20.

As can be seen in the table above, it is known that the Cronbach's Alpha value obtained is 0.800 because this value is greater than 0.60, so it can be said that the Impulse Buying statement item is good and is stated to be acceptable and reliable (Hayat et al., 2020). Berikut adalah terjemahan ke dalam bahasa Inggris dari teks standar jurnal yang Anda berikan:

Determination Coefficient Test (R² Determination)

The results of the determination coefficient test are as follows:

Results of the Determination Coefficient Test (R² Determination)

Table 11. Model Summaryb

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted RSquare</i>	<i>Std. Error of theEstimate</i>
1	.614 ^a	.377	.358	2.77885

a. Predictors: (Constant), Store Atmosphere, HedonicShopping Motivation, Shopping Lifestyle
b. Dependent Variable: Impulse Buying

Source: SPSS.20 Output

Based on the table above, the Adjusted R Square value is 0.358 or 35.8%, indicating that Impulse Buying is influenced by Hedonic Shopping Motivation, Shopping Lifestyle, and Store Atmosphere. Meanwhile, the remaining 64.2% (100% - 35.8%) is influenced by other variables outside this study (Erlinda & Anggraeni, 2020).

Partial Hypothesis Coefficient Test (t-Test)

The table is presented as follows:

Table 12. Results of the t-Test Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.457	1.582		4.082	.000
1 Hedonic Shopping Motivation	.114	.067	.181	1.710	.090
Shopping Lifestyle	.463	.102	.482	4.560	.000
Store Atmosphere	.007	.080	.009	.093	.926

Source: SPSS.20 Output

Hedonic Shopping Motivation Variable (X_1)

The results indicate that the Hedonic Shopping Motivation (X_1) variable influences Impulse Buying (Y). The calculated t-value (1.710) > t-table (1.662) and the significance value (Sig.) is 0.090 > 0.05. Therefore, it can be concluded that the Hedonic Shopping Motivation (X_1) variable has a positive but statistically insignificant effect on the Impulse Buying (Y) variable (Edelia & Anggraini, 2022).

Shopping Lifestyle Variable (X_2)

The results show that the Shopping Lifestyle (X_2) variable influences Impulse Buying (Y). The calculated t-value (4.560) > t-table (1.662) and the significance value (Sig.) is 0.00 < 0.05. Therefore, it can be concluded that the Shopping Lifestyle (X_2) variable has a significant partial effect on the Impulse Buying (Y) variable (Wahyuni et al., 2022).

Store Atmosphere Variable (X_3)

The results indicate that the Store Atmosphere (X_3) variable does not significantly influence Impulse Buying (Y). The calculated t-value (0.093) < t-table (1.662) and the significance value (Sig.) is 0.926 > 0.05. Therefore, it can be concluded that the Store Atmosphere (X_3) variable has no positive and significant partial effect on the Impulse Buying (Y) variable (Andani & Wahyono, 2018).

Conclusion

In a study conducted on AEON Mall BSD City Department Store Customers, it was concluded: (1) The Hedonic Shopping Motivation variable (X_1) has a positive but not statistically significant effect on Impulse Buying (Y) on AEON Mall BSD City Department Store Customers; (2) The Shopping Lifestyle variable (X_2) has a significant influence on Impulse Buying (Y) among AEON Mall BSD City Department Store Customers; (3) The Store Atmosphere variable (X_3) does not have a positive and insignificant effect on Impulse Buying (Y) on AEON Mall BSD City Department Store Customers; (4) Simultaneously, there is a positive and significant influence between hedonic shopping motivation, shopping lifestyle and store atmosphere on impulse buying, this is proven by the hypothesis test which obtained the calculated F value > F table or (21.243 > 2.308) and the ρ value < Sig.0.050 or (0.000 < 0.050).

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