

THE INFLUENCE OF HEDONIC SHOPPING VALUE ON INTERESTED IN BUYING DISCOUNTED PRODUCTS (Case Study of Isano Collection Lhokseumawe Store)

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Abstract

This research aims to see the influence of hedonic shopping value on interest in buying discount products (Case Study of the Isano Collection Lhokseumawe Store). The sampling technique in this research is accidental sampling. The sample in this research was 120 consumers who purchased at the Toko Isano Collection Lhokseumawe store. The analytical tools used are multiple linear regression tests and hypothesis testing using the t test and F test. The results of the research show that partially the variables Novelty, Enjoyment, Social Interaction have a positive and significant influence on Purchase Interest at the Isano Collection Lhokseumawe Store. Meanwhile, the variables Praise from other people and escape have no effect on buying interest at the Isano Collection Lhokseumawe Shop. The variables Novelty, Enjoyment, Social Interaction, Praise from others and escape have a positive and significant effect on Purchase Interest at the Isano Collection Lhokseumawe Store.

Keywords : *Novelty, Fun, Praise of other, escape, Social Interaction and Interest Buying*

1. INTRODUCTION

In this modern era, marketing has a very important role in increasing product sales. The progress of a company is determined by the success of the company's activities. Without marketing a company will not develop. Economic activities greatly determine the level of sales in achieving a goal set by a company. In general, the company's goal is to gain large profits, so failure to carry out a company's marketing activities will have fatal consequences for the company. To master and expand marketing which has an important meaning for the company, it is necessary to know how to achieve this goal, as it is known that a company's marketing concepts and strategies will develop according to the times. In order for a company to remain able to compete with other companies that produce similar or substitute products, company management must only be able to manage its company properly and correctly, the company better understands all the desires of consumers or the company must be able to market products that suit consumer needs. With better product marketing, sales will be able to increase. If the marketing of a product or item carried out by a company is not appropriate, it will result in a decline in the company which will have the impact of decreasing the income that the company will receive.

Modern shopping centers do business to strengthen product specifications which create awareness of the product to gain competitive advantage. As increasing product specifications and service diversity strengthen consumer expectations focusing on factors that create profits is considered an unskillful strategy for businesses in terms of market success. Therefore, companies try to use hedonic factors that can cause consumers to decide momentarily and are subjective and impulsive. Consumers think about hedonic values such as novelty, pleasure, praise from others, escape, and social interaction. This shows that consumers buy a product no longer because of necessity but because of luxury factors that make the experience more valuable and more important. According to Troilo (2014), novelty refers to a combination of knowledge that produces a new product or service for the market. Product novelty can trigger consumer buying interest and activate deeper information processing which can increase the desire to take advantage of discount offers. Fun or the entertainment aspect of shopping can also influence interest in buying discounted products, consumers who feel entertained or happy when shopping tend to have experiences that

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contribute to motivation to buy discounted products Dey and Srivastara (2017). Praise from outsider (Praise from others) if consumers hear positive praise or recommendations about the product from other people, this can arouse consumer trust and confidence in the discounted product, which can influence buying interest. (Pfeffer et.al 2017). Escapism (escape) Discount products also offer an experience or curiosity, a release from daily routines, which can be a driving factor for consumers who are looking for a different experience, and can also influence their interest in purchasing the product (Henning et.al 2016). Social interaction (Social Interaction) shopping for discount products can be an opportunity for consumers to interact with other people, which can improve the shopping experience and encourage buying interest (Yu and Bastin 2010).

2. IMPLEMENTATION METHOD

2.1 Location and Object of Research

The research location was carried out at the Isano Collection shop located on Jl. Perdagangan, Lhokseumawe City. The objects are consumers who shop at the Isano collection store.

2.2 Population and Sample

Population according to Sugiyono (2017) is a generalization area consisting of objects or subjects that show certain qualities and characteristics the researcher defines and then draws conclusions. Population does not only include people, but also other natural objects. The number of samples in this study was determined based on the formula outlined by Hair (2010), namely by following the number of samples adjusted to the number of question indicators whose influence was analyzed, namely by using a questionnaire with the assumption of $n \times 5$ variables (indicators). Hair et.al (2010) Says that the sample size should be 100 or greater. In this research there are 24 question items, so the sample size required is a minimum of $24 \times 5 = 120$ samples.

2.3 Data Analysis Methods

According to Sunyoto (2012) the formula for the multiple linear regression analysis model in general form is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

3. RESULTS AND DISCUSSION

3.1 Test validity

The validity test is carried out by looking for the value from the r table, the formula for determining the value is $Df = n - 2$, which means n is the number of respondents, namely 120. So $Df = 120 - 2 = 118$. If you look at the r table, the value of $Df = 118$ with a level The significance of 5% is 0.1801. The following are the results of the validity test on the variables novelty (X1), pleasure (X2), praise from others (X3), escape (X4), social interaction (X5), and buying interest (Y) which can be seen below

Validity Test Results

No	Question Indicators	Rcalculate Value	Rtabel value	Information
1.	Purchase Decisions (Y)			
	1. Y1	0,792	0,1801	Valid
	2. Y2	0,643	0,1801	Valid
	3. Y3	0,813	0,1801	Valid
	4. Y4	0,749	0,1801	Valid
2.	Kebaruan (X ₁)			
	1. X1.1	0,675	0,1801	Valid
	2. X1.2	0,707	0,1801	Valid
	3. X1.3	0,756	0,1801	Valid
	4. X1.4	0,518	0,1801	Valid
3.	Kesenangan (X ₂)			
	1. X2.1	0,597	0,1801	Valid
	2. X2.2	0,336	0,1801	Valid
	3. X2.3	0,621	0,1801	Valid
	4. X2.4	0,617	0,1801	Valid
	5. X2.5	0,475	0,1801	Valid
4.	Pujian Dari Orang lain (X ₃)			
	1. X3.1	0,640	0,1801	Valid
	2. X3.2	0,704	0,1801	Valid
	3. X3.3	0,334	0,1801	Valid
	4. X3.4	0,446	0,1801	Valid
4.	Pelarian (X ₄)			
	1. X1.1	0,525	0,1801	Valid
	2. X1.2	0,485	0,1801	Valid
	3. X1.3	0,500	0,1801	Valid
	4. X1.4	0,404	0,1801	Valid
5.	Interaksi Sosial (X ₅)			
	1. X1.1	0,779	0,1801	Valid
	2. X1.2	0,849	0,1801	Valid
	3. X1.3	0,847	0,1801	Valid
	4. X1.4	0,812	0,1801	Valid

Each element or question from the questionnaire on the purchase interest variable (Y) has a value of $r_{count} > r_{table}$, so that each question item from this questionnaire can be said to be valid and of course suitable for use in research

3.2 Reliability Test

A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. In this research, the reliability test was carried out by looking at the Cronbach's alpha value. A variable can be said to be reliable if it provides a Cronbach alpha (α) value > 0.60 . The following is a reliability test for each variable X and Y which can be seen below:

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Test Results			
Variabel	Cronbach's alpha	Standar alpha	Keterangan
Minat Beli	0,736	0,60	Reliabel
Kebaruan	0,679	0,60	Reliabel
Kesenangan	0,694	0,60	Reliabel
Pujian dari Orang Lain	0,623	0,60	Reliabel
Pelarian	0,612	0,60	Reliabel
Interaksi Sosial	0,839	0,60	Reliabel

3.3 Multiple Linear

Multiple linear regression analysis is used to measure the influence of more than one predictor variable (independent variable) on the dependent variable. The results of the multiple linear regression test can be seen in the table below:

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	6,760	3,470		2,948
	Kebaruan (X1)	,198	,099	,654	2,059
	Kesenangan (X2)	,212	,101	,149	2,165
	Pujian dari Orang lain(X3)	,182	,099	,124	1,364
	Pelarian (X4)	,166	,138	,135	1,1473
	Interaksi Sosial (X5)	,317	,061	,250	2,798

a. Dependent Variable: Minat Beli

Source: Research results, data processed in 2023

he multiple linear regression equation in this research is as follows:

$$Y = 6.760 + 0.198 X1 + 0.212 X2 + 0.182 X3 + 0.166$$

From the multiple linear regression equation above, it can be explained as follows:

- 1 The value of the coefficient of novelty (X1) is 0.198, so it can be interpreted that if the value of novelty (X1) is increased, it is predicted that consumer buying interest (Y) in shopping at the Isano Collection store will increase by 0.198.
- 2 The value of the pleasure coefficient (X2) is 0.212, so it can be interpreted that if the value of pleasure (X2) is increased, it is predicted that consumers' buying interest (Y) in shopping at the Isano Collection store will increase by 0.212.
- 3 The coefficient value of praise from other people (X3) is 0.182 so it can be interpreted that if the value of praise from other people (X3) is increased then it is predicted that consumers' buying interest (Y) in shopping at the Isano Collection store will increase by 0.182.
- 4 The value of the escape coefficient (X4) is 0.166, so it can be interpreted that if the escape value (X4) is increased, it is predicted that consumer buying interest (Y) in shopping at the Isano Collection store will increase by 0.166.
- 5 The social interaction coefficient (X5) value is 0.317 so it can be interpreted that if the value of social interaction (X5) is increased, it is predicted that consumers' buying interest (Y) in shopping at the Isano Collection store will increase by 0.317.

3.3 Hypothesis Testing

3.3.1 Partial Test (t Test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6,760	3,470		2,948	.000
	Kebaruan	,198	,099	,654	2,059	.049
	kesenangan	,212	,101	,149	2,165	.041
	Pujian dari Orang Lain	,182	,099	,124	1,364	.175
	Pelarian (X4)	,166	,138	,135	1,473	,143
	Interaksi Sosial	,317	,061	,250	2,798	,005

a. Dependent Variable: Minat Beli

Source: Primary Data (2023)

Based on table, it can be concluded that the hypothesis results from this research are as follows:

- 1 It is known that the significance value for the novelty variable (X1) on buying interest (Y) is $0.049 < 0.05$ and the value of tcount is $2.059 > t_{table} 1.982$, so it can be concluded that H1 is accepted, which means that newness has an effect on buying interest in discount products in Isano Collection store.
- 2 It is known that the significance value for the pleasure variable (X2) on buying interest (Y) is $0.0421 < 0.05$ and the value of tcount is $2.165 > t_{table} 1.982$, so it can be concluded that H2 is accepted, which means that pleasure influences product buying interest discounts at Isano Collection stores.
- 3 It is known that the significance value for the variable praise from other people (X3) on buying interest (Y) is $0.175 > 0.05$ and the value of tcount is $1.364 < t_{table} 1.982$, so it can be concluded that H3 is rejected, which means that praise from other people is not influence on interest in buying discount products at Isano Collection stores.
- 4 It is known that the significance value for the escape variable (X4) on buying interest (Y) is $0.143 < 0.05$ and the value of t is $1.473 < t_{table} 1.982$, so it can be concluded that H4 is rejected, which means that escape has no effect on interest in buying discount products at the Isano Collection store.
- 5 It is known that the significance value for the social interaction variable (X5) on buying interest (Y) is $0.006 < 0.05$ and the value of tcount is $2.798 > t_{table} 1.982$, so it can be concluded that H5 is accepted, which means that social interaction influences product buying interest discounts at Isano Collection stores.

3.3.2 Simultaneous Test (F Test)

Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	42,155	5	8,431	3,580	.005 ^b
	Residual	268,437	114	2,355		
	Total	310,592	119			

Source: Primary Data (2023)

Based on table 4.18, it shows that the results of the F test show that the significance value is $0.001 < 0.05$ and the value of Fcount is $3.580 > F_{table} 2.29$ so it can be concluded that H6 is accepted which means novelty, pleasure, praise from others, escape, and social interaction influences interest in buying discount products at Isano Collection stores

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3.3.3 Coefficient Of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.637 ^a	.614	.598
a. Predictors: (Constant), Kebaruan, Kesenangan, Pujian dari Orang lain, Pelarian, Interaksi Sosial				

4 CONCLUSION

- Based on the research results, it shows that the significance value for the novelty variable (X1) on buying interest (Y) is $0.049 < 0.05$ and the value of tcount is $2.059 > ttable 1.982$ so it can be concluded that H1 is accepted, which means that newness has an effect on buying interest indiscount products. at the Isano Collection store
- Based on the research results, it shows that the significance value for the pleasure variable (X2) on buying interest (Y) is $0.041 < 0.05$ and the value of tcount is $2.165 > ttable 1.982$ so it can be concluded that H2 is accepted, which means that pleasure influences interest in buying discount products. at the Isano Collection store.
- Based on the research results, it shows that the significance value for the variable praise from other people (X3) on buying interest (Y) is $0.175 > 0.05$ and the value of tcount is $1.364 < ttable 1.982$ so it can be concluded that H3 is rejected which means praise from other people has no effect on interest in buying discount products at Isano Collection stores.
- Based on the research results, it shows that the significance value for the runaway variable (X4) on buying interest (Y) is $0.175 > 0.05$ and the value of tcount is $1.364 < ttable 1.982$ so it can be concluded that H4 is rejected, which means that runaway has no effect on product buying interest. discounts at Isano Collection stores.
- Based on the research results, it shows that the significance value for the social interaction variable (X5) on buying interest (Y) is $0.006 < 0.05$ and the value of tcount is $2.798 > ttable 1.982$. So it can be concluded that H5 is accepted, which means that running away has an effect on product buying interest. discounts at Isano Collection stores.

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