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The Role of Shopping Enjoyment in Mediating the Influence of Hedonic Motivation On Impulse Buying At Miniso in Denpasar

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Abstract, The development of various business activities is increasing, one example of business development that causes positive changes is the retail business. Retail is an example of a type of business activity that has rapid development in Indonesia. With this potential, business opportunities are formed in the retail sector. This research was conducted at Miniso in Denpasar. The purpose of this study was to test and explain the role of shopping enjoyment in mediating hedonic motivation on impulse buying at Miniso in Denpasar. There was 120 respondents in this study sample. Data collection was carried out by distributing questionnaires via google form. The classical assumption test, path analysis test, Sobel test, and VAF test were used to analyze the gathered data. The results of this study state that hedonic motivation has a significant positive effect on impulse buying, hedonic motivation has a significant positive effect on shopping enjoyment, shopping enjoyment has a significant positive effect on impulse buying, and shopping enjoyment can partially mediate the influence of hedonic motivation on impulse buying at Miniso in Denpasar. By taking consider to the elements of hedonic motivation and shopping enjoyment, Miniso can use the implications of this study as input and consideration in order to preserve consumers.

Keywords: Shopping Enjoyment, Hedonic Motivation, Impulse Buying

1. INTRODUCTION

Fulfillment of lifestyle compared to life needs has created impulsive consumer behavior patterns among people around the world, including in Indonesia (Priyambodo, 2022). Indonesian have shopping behavior patterns that change and develop in line with changes in needs and desires (Becker & Lee, 2019). The research company Populix released the results of the latest survey entitled "Indonesian Shopper Behavior on Promotion Week in the Face of Economy Uncertainty 2023" which contains a discussion of the shopping behavior of Indonesian people in 2023. Based on the results of the survey, it is known that half of Indonesian people tend to make purchases of products that are not on the list of products to be purchased. Indonesian are said to have a tendency to buy products outside the shopping list spontaneously, which is known as impulse buying. According to the survey, 42 percent of people said that shopping activities are a form of refreshing for themselves and even their families (Supriadi, 2023). This situation is often related to where an individual carries out shopping activities such as in retail stores (Arifianti, 2020).

Currently, the development of various business activities is increasing, one example of a business development that has caused positive changes is the retail business. Retail is an example of a type of business activity that has developed rapidly in Indonesia. In addition to local retail, the development of foreign retail began in 1998 and is growing rapidly. The main

reason why this retail company can penetrate its market to Indonesia is high customer consumption (Soelton, 2021). One of the foreign retailers in Indonesia that is growing rapidly is Miniso. Miniso is a global retail brand headquartered in Guangzhou, China. Miniso sells various products that are of high quality, unique, and have aesthetic beauty. Miniso has earned revenues of \$1.8 billion and has more than 5,000 employees (Jayant, 2020). The large number of Miniso branches makes it easy for consumers to make purchases. To ascertain consumer responses, a limited survey was carried out among 25 respondents who had made purchases at Miniso Denpasar.

Table 1. Preliminary Survey Results

No.	Statement	Answer	
		Yes	No
1	I once made an unplanned purchase outside of my shopping list at Miniso.	23	2
2	I once did shopping activities without thinking about the benefits of the items purchased at Miniso.	17	8
3	I have done shopping activities and felt comfortable and happy at Miniso.	23	2

The results of the limited survey in Table 1 show that as many as 23 respondents have done impulse buying at Miniso. The limited survey findings indicate that the stronger hedonic motivation and shopping enjoyment can boost impulse buying in Miniso. It is vital to perform this research because the restricted survey results have not been able to accurately reflect the the consumers as a whole. More samples will be needed in future studies to produce more accurate findings.

The purpose of this study are to describe the impact of hedonic motivation on impulse buying, describe the impact of hedonic motivation on shopping enjoyment, describe the impact of shopping enjoyment on impulse buying, and describe the role of shopping enjoyment in mediating the influence of hedonic motivation on impulse buying at Miniso in Denpasar. The outcomes of this study can be used as a valuable resource for the development and application of theories pertaining of hedonic motivation, shopping enjoyment, and impulse buying. Additionally, Miniso may find the results useful in making decisions about business strategies that address consumer to impulse buying by taking hedonic motivation and shopping enjoyment as consideration.

Impulse buying is a shopping style that is based on individual emotions, thus ignoring

social and interactive factors in the decisions they make. Impulse buying is often done by individuals when the situation is safe and supportive. Consumers who experience impulse buying do not think first to buy a product, but immediately make a purchase because of interest in the product and tend to buy spontaneously (Prabandari and Suasana, 2016). Impulse buying is often known as a purchasing activity that is created because of spontaneous desire without thinking first about the consequences afterwards (Suchida, 2019). There are several reasons that encourage someone to buy on impulse both internal and external. Internal factors found in a person such as mood, personality, and consumption routines whether motivated by hedonism or not. External factors such as incentives, store environment, store layout, and promotions. The feeling of enjoying the shopping process is a condition that can encourage impulse buying (Purnasari and Rastini, 2018). The pleasant feeling that arises from this shopping activity is called Shopping Enjoyment.

A pleasant shopping atmosphere will bring satisfaction to consumers. The satisfaction obtained from the purchasing process is greater than the product purchased. Shopping enjoyment can be interpreted as the joy gained from the purchasing process. The pleasure of shopping provides an opportunity and influences individuals to buy impulsively (Handayani et al., 2018). This shopping pleasure can be said to be the pleasure of shopping or a shopping hobby. Consumers who enjoy shopping activities usually browse stores more often, even when they have no intention of shopping and just like to walk around. Consumers who initially only had the intention of walking around can open up the possibility of being interested in making impulsive purchases when they see the products on display (Kharisma and Ardani, 2018). Feelings of pleasure and happiness can also encourage hedonic motivation (Utami, 2017).

Hedonic motivation something that makes individuals able to fulfill what is needed, specifically the need to fulfill pleasure and a sense of material enjoyment as a goal in life. This motivation is created because individuals only want pleasure (Utami, 2017). Hedonic motivation is an activity of consuming products based on the desire to get feelings of pleasure and happiness, which will then affect the emotions of the individual. This tells us that consumers are more able to do impulse buying when they have motivation from hedonic motivation or other reasons such as feelings of pleasure, fantasy, and social (Cahyono et al., 2018).

The theory underlying this research is the SOR (Stimulus Organism Response) theory. The basic assumption of this theory is that the cause of behavioral change is highly dependent on the quality of the stimulus that communicates to the organism. In simple terms, the environment has a stimulus (S) that influences consumers (O) then after that a response (R) is

created. This theory suggests that emotional responses to the environment are divided into three dimensions, namely pleasure, arousal, and dominance. These three dimensions assume that the environment creates various specific emotional conditions for a person. The passion that arises in environmental conditions that can be said to be comfortable can create behavior to approach, while the passion that arises in uncomfortable environmental conditions can create behavior to move away (Hetharie et al., 2019).

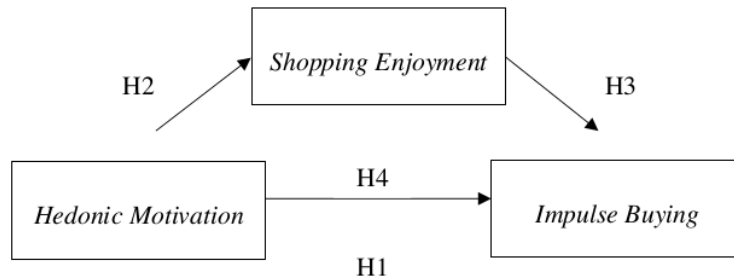


Figure 1 Conceptual Framework

Prior studies by Pratminingsih et al., (2021) showed that hedonic motivation has a very positive impact on impulse buying. The identical opinion also comes from Mamuya and Aditya (2018) who stated that hedonic motivation has a significant positive effect on impulse buying, which means that impulse buying increases with a rise in hedonic motivation. This is different from research according to Azizi (2020) which states that hedonic motivation does not affect impulse buying. Therefore, there is a research gap on the influence of this variable. In light of this, the following hypothesis is put forth:

H1: Hedonic motivation has a positive and significant effect on impulse buying.

Research from Horváth & Adıgüzel (2018) claimed that shopping enjoyment is positively impacted by hedonic motivation. In addition, the results of research conducted by Dwikayana and Santika (2021) stated that hedonic motivation has a positive and significant influence on shopping enjoyment. This explanation leads to the formulation of the following hypothesis:

H2: Hedonic motivation has a positive and significant effect on shopping enjoyment.

Research by Chen et al., (2020) and Laura Sahetapy et al., (2020) claimed that shopping enjoyment has a major impact on impulse buying. Research conducted by Purnasari and Rastini (2018) stated that the feeling of pleasure when doing shopping activities has a significant positive effect on impulse buying. But distinct outcomes were discovered in Rahayu's research (2017), which claimed that shopping enjoyment did not have a meaningful beneficial impact

on impulse buying. Therefore, there is a research gap on the influence of this variable. In light of this, the following hypothesis is put forth:

H3: Shopping enjoyment has a positive and significant effect on impulse buying.

Research by Dwikayana and Santika (2021), shopping enjoyment has a significant positive effect in mediating the influence of hedonic motivation on impulse buying. This indicates that shopping enjoyment strongly mediates hedonic motivation on impulse buying, or strengthens the relationship between hedonic motivation and impulse buying by shopping enjoyment. This explanation leads to the formulation of the following hypothesis:

H4: Shopping enjoyment has a positive and significant influence in mediating the influence of hedonic motivation on impulse buying.

2. RESEARCH METHODS

This research was conducted using a quantitative approach in the form of associative. The location of this research was conducted at Miniso in Denpasar. The objects studied in this study were impulse buying, with regard to hedonic motivation, And shopping enjoyment. The endogenous variables in this study are impulse buying(Y). The exogenous variables in this study are hedonic motivation(X). The mediating variable in this study is shopping enjoyment(M). The population of this study was Miniso consumers in Denpasar City. This study was conducted in online to 120 Miniso consumers who have completed at least high school education and have done impulse buying at Miniso Denpasar at least 3 times within a period of 3 months starting from the beginning of 2024. The sampling method used in this study is non probability sampling by using the technique purposive sampling. The data analysis techniques used are descriptive statistical analysis, inferential statistical analysis, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, sobel tests, and VAF tests.

3. RESULTS AND DISCUSSION

Based on consumers research at Miniso in Denpasar, the characteristics of the respondents can be seen including gender, age, occupation, income or pocket money per month, and products purchased.

Table 2. Respondent Characteristics

Respondent Characteristics

No.	Characteristics	Classification	Amount	Percentage
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		(Person)	(%)	
1	Gender	Man	37	30.8
		Woman	83	69.2
		Total	120	100.0
2	Age	16 – 20 years	7	5.8
		21 – 25 years	94	78.3
		26 – 30 years	3	2.5
		>30 years	16	13.3
		Total	120	100.0
3	Work	Students	91	75.8
		ASN (State Civil Apparatus)	2	1.7
		Private employees	11	9.2
		Self-employed	9	7.5
		Total	120	100.0
4	Monthly Income/Pocket Money	< Rp. 1,000,000	39	32.5
		Rp. 1,000,001 – Rp. 2,000,000	42	35.0
		Rp 2,000,001 – Rp 3,000,000	21	17.5
		Rp. 3,000,001 – Rp. 4,000,000	10	8.3
		>Rp 4,000,001	8	6.7
		Total	120	100.0
5	Product	Electronic	17	14.2
		Accessories	51	42.5
		Beauty products	36	30.0
		Household appliances	14	11.7
		Other	2	1.7
		Total	120	100.0

Source: Processed data, 2024

The first characteristic presented in Table 2 is dominated by female respondents of 83 out of the total respondents, or 69.2 percent. This indicates Miniso consumers are majority by women because Miniso offerings accessory products, beauty products that have unique, cute, and colorful concepts. The second characteristic is age, dominated by 21-25 years old with a percentage of 78.3 percent. This means that Miniso consumers with an age range of

21-25 are the millennial generation and generation Z which are generations that tend to be active in looking for products that have unique, affordable designs and follow existing trends. Judging from the respondents occupations, students dominate with a percentage of 75.8 percent. This means that Miniso consumers are dominated by students. The target market of Miniso itself is young people, considering that the products sold have modern and simple patterns, motifs, colors, and aesthetics that are very popular among young people. Based on income, the income of IDR 1,000,001 - IDR 2,000,000 dominates with a percentage of 35 percent. Based on the products purchased, accessories dominate with a percentage of 42.5 percent. One of Miniso's advantages is the price of its products which is indeed affordable. Miniso has succeeded in presenting quality products at pocket-friendly prices, so that all groups can buy Miniso products.

Table 3 Validity Test Results

No.	Variables	Instrument	Person Correlation	Information
1	Hedonic Motivation (X)	X1	0.901	Valid
		X2	0.933	Valid
		X3	0.882	Valid
		X4	0.908	Valid
		X5	0.882	Valid
		X6	0.892	Valid
2	Impulse Buying (Y)	Y1	0.925	Valid
		Y2	0.910	Valid
		Y3	0.964	Valid
		Y4	0.937	Valid
		Y5	0.962	Valid
3	Shopping Enjoyment (M)	M1	0.911	Valid
		M2	0.895	Valid
		M3	0.887	Valid
		M4	0.882	Valid

Source: Processed data, 2024

Table 3 indicates that all variable instruments have met the validity test requirements with a total Pearson correlation score of each instrument higher than 0.30 and having a significance value of less than 5 percent (0.05). Thus, it can be stated that all instrumen are valid and therefore suitable as research instruments.

Table 4 Reliability Test Results

No.	Variables	Cronbach's Alpha	Information
1	Impulse Buying(Y)	0.964	Reliable
2	Hedonic Motivation(X)	0.951	Reliable
3	Shopping Enjoyment(M)	0.902	Reliable

Source: Processed data, 2024

Table 4 indicates that the reliability test on every variable such as impulse buying of 0.964, hedonic motivation of 0.951 and shopping enjoyment of 0.902, has a value that is higher than 0.60, so it can be concluded that every instruments have met the reliability requirements.

Table 5 Description of Respondents' Answers to Impulse Buying

No	Statement	Proportion of Respondents' Answers					Average	Scale
		1	2	3	4	5		
1	I usually shop at Miniso on a whim.	0	16	26	32	46	3.90	Frequent
2	I usually shop at Miniso without thinking about the consequences after making a purchase.	10	12	28	43	27	3.54	Frequent
3	I usually shop at Miniso without any hesitation.	0	28	16	29	47	3.79	Frequent
4	I usually shop at Miniso without any prior planning.	0	15	23	29	53	4.00	Frequent
5	I usually shop at Miniso because I'm influenced by my emotional state.	0	27	19	27	47	3.78	Frequent
Average						3,808	Frequent	

Source: Processed data, 2024

According on Table 5, the highest average is the statement "I usually shop at Miniso without a prior plan", with an average value of 4.00, in the frequent criteria, this indicates that in general respondents often make purchases suddenly without having a prior plan. The assertion that received the lowest score is "I usually shop at Miniso without thinking about the consequences after making a purchase" obtained an average value of 3.54 including the

frequent criteria, yet the lowest compared to the others, this indicates that some people still think about the consequences or effects that can be obtained after making an impulsive purchase at Miniso.

Table 6. Description of Respondents' Answers to Hedonic Motivation

No	Statement	Proportion of Respondents' Answers					Average	Scale
		1	2	3	4	5		
1	I browse Miniso for new products	0	7	26	20	67	4.23	Very thrilled
2	I shop at Miniso to find discounts and cheap items.	3	18	27	26	46	3.78	Thrilled
3	I shop at Miniso to buy products for others.	0	7	28	19	66	4.20	Thrilled
4	I shop at Miniso to share my experience with others.	3	20	24	36	37	3.70	Thrilled
5	I shop at Miniso to relieve stress	3	20	38	33	26	3.49	Thrilled
6	I shop at Miniso to follow the trend	3	17	20	24	56	3.94	Thrilled
Average						3,9771	Thrilled	

Source: Processed data, 2024

The statement "I browse Miniso for new product" has the highest average of 4.23 in the thrilled criteria, this indicates that consumers roam Miniso to search variety of new product that look interesting to purchase. The statement "I shop at Miniso to relieve stress" has the lowest average result, it received an average value of 3.94 in the thrilled criteria, but has a low average value when compared to the other statements, this indicates that some consumer chose to engage in other activities and go to other locations, others chose to shop at Miniso to relieve stress.

Table 7 Description of Respondents' Answers to Shopping Enjoyment

No	Statement	Proportion of Respondents' Answers					Average	Scale
		1	2	3	4	5		
1	I shop at Miniso because it is very easy to reach.	1	7	31	16	65	4.14	Thrilled
2	I shop at Miniso because	7	15	24	37	37	3.68	Thrilled

	the environment is very comfortable.							
3	Shopping at Miniso makes my heart happy	6	18	29	38	29	3.55	Thrilled
4	I shop at Miniso because the service provided is very good.	0	23	35	43	19	3.48	Thrilled
Average							3,7146	Thrilled

Source: Processed data, 2024

According to Table 7, the highest average is the statement "I shop at Miniso because it is very easy to reach.", with an average value of 4.14 in thrilled criteria, this indicates that most respondents believe Miniso is easily accessible due to the strategic location. The statement "I shop at Miniso because the service provided is very good" received the lowest average result which 3.48 in the thrilled criteria, but has a low average when compared to the other statements, revealing that some respondents may not have gotten the best care or service possible at Miniso.

Table 8. Results of Substructural Equation Path Analysis 1

Model	Unstratified Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.486	1,024		4,380	0.000
Hedonic Motivation	0.444	0.042	0.694	10,464	0.000
R2	: 0.481				

Source: Processed data, 2024

The structural equation can be created based on the outcomes of substructural 1:

$$M = \beta_2 X + e_1$$

$$M = 0.694 X + e_1$$

Hedonic motivation has a coefficient of 0.694, which means impulse buying is positively impacted by hedonic motivation. This implies that impulse buying will increase with an increase in hedonic motivation.

Table 9. Results of Substructural Equation Path Analysis 2

Model	Unstratified Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	1.655	1.264		1,309	0.193
Hedonic Motivation	0.250	0.067	0.287	3.705	0.000
Shopping Enjoyment	0.776	0.105	0.571	7,366	0.000
R2	: 0.639				

Source: Processed data, 2024

The structural equation can be created based on the outcomes of substructural 2.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.287X + 0.571M + e_2$$

The correlation between hedonic motivation and impulse buying is 0.287, indicating a positive relationship. This indicates that when hedonic rises, so does impulse buying. Shopping enjoyment has a coefficient of 0.571, which means that shopping enjoyment has a positive influence on impulse buying, this means that if shopping enjoyment increases, impulse buying also increases.

Table 10. Direct Influence, Indirect Influence of Hedonic Motivation (X), on Shopping Enjoyment (M) and Impulse Buying (Y)

Influence of variables	Direct influence	Indirect influence through M	Total Influence	Std. Error	Sig.	Results
X→Y	0.287	0.396	0.683	0.067	0,000	Significant
X→M	0.694		0.694	0.042	0,000	Significant
M→Y	0.571		0.571	0.105	0,000	Significant

Source: Processed data, 2024

Table 10 shows the influence of hedonic motivation on impulse buying, hedonic motivation has a positive impact on impulse buying of 0.287. Hedonic motivation has a direct positive impact of 0.0694 on shopping enjoyment. Shopping enjoyment has a direct positive influence on impulse buying of 0.571. The results of shopping enjoyment in mediating the influence of hedonic motivation on impulse buying show that hedonic motivation has a direct positive impact on impulse buying of 0.287 and a overall positive indirect influence of 0.396 with a total influence of 0.572.

Table 11. Normality Test

Equality	Asymp. Sig (2-tailed) Kolmogorov-SmirnovZ
Substructural 1	0.200
Substructural 2	0.200

Source: Processed data, 2024

Table 11 indicates that the One-Sample Kolmogorov-Smirnov test was used for the normality test. The test showed that the result is 0.200 is higher than the alpha value of 0.05, showing that the study's data were distributed normally, allowing for the conclusion that the model passed the normality test.

Table 12 Multicollinearity Test

Equality	Model	Tolerance	VIF
Substructure 2	Hedonic Motivation	0.519	1,928
	Shopping Enjoyment	0.519	1,928

Source: Processed data, 2024

Table 12 shows that the tolerance value is 0.519 which means it is higher than 0.10 ($0.519 > 0.10$) and the VIF value is 1.928 which means it is less than 10 ($1.928 < 10$). As a result, there are no signs of multicollinearity in the regression model.

Table 13. Heteroscedasticity Test

Equality	Model	T	Sig.
Substructural 1	Hedonic Motivation	-1,877	0.063
Substructural 2	Hedonic Motivation	1,269	0.207
	Shopping Enjoyment	-1.147	0.254

Source: Processed data, 2024

Table 13 indicates that every variable has a significance value higher than 0.05. it indicates that the independent variable do not substantially impact the dependent variables, as a result, there are no sign of heteroscedasticity.

The Sobel test is a tool for testing the mediation hypothesis. The sobel test measures how much indirect influence of hedonic motivation (X) on impulse buying (Y) through the shopping enjoyment (M). The path coefficient of X to M (a) multiplied by the path coefficient of M to Y (b) or ab gives this influence. The indirect standard error (indirect effect) is represented by the coefficients a and b's standard error, Sa and Sb. The mediating variable is thought to significantly mediate the connection between the dependent and independent

variables if the Z calculation value is larger than 1.96 (with a 95 percent confidence level).

This means that H0 is rejected and H4 is accepted.

H0 : Shopping enjoyment does not mediate the influence of hedonic motivation against impulse buying

H4 : Shopping enjoyment mediates the influence of hedonic motivation on impulse buying

$$Z = \frac{ab}{\sqrt{b^2 s_a^2 + a^2 s_b^2 + s_a^2 s_b^2}}$$

Information :

$$a = 0.694$$

$$s_a = 0.041$$

$$b = 0.571$$

$$s_b = 0.105$$

$$Z = \frac{0,694 \cdot 0,571}{\sqrt{(0,571^2 \cdot 0,042^2) + (0,694^2 \cdot 0,105^2) + (0,042^2 \cdot 0,105^2)}}$$

$$Z = \frac{0,396}{0,077}$$

$$Z = 5.157$$

The fourth hypothesis in this study is proven true because the shopping enjoyment variable is a mediating variable with a significant influence between hedonic motivation and impulse buying at Miniso in Denpasar, as indicated by the Sobel Test results of $Z = 5.157 > 1.96$. As a result, H0 is rejected and H4 is accepted.

The amount of direct effect that the mediating variable can absorb is measured by variance accounted for, or VAF. The correlation between the path coefficient value and the overall path coefficient value is determined using the VAF test. The VAF value can be computed using the following formula.

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ &= \frac{0,396}{0,287 + 0,396} \\ &= 0.5799 \text{ (57.99\%)} \end{aligned}$$

The VAF test indicates that the computed value of 57.99 percent, falling between 20 and 80 percent, can be classified as a partial mediation. This means that the hedonic motivation

towards impulse buying at Miniso in Denpasar is partially mediated by shopping enjoyment.

4. CONCLUSION AND SUGGESTIONS

Based on the outcomes of data analysis and discussion that have been shown in past chapters, few conclusions can be made. Hedonic motivation has a positive and significant effect on impulse buying at Miniso in Denpasar. Hedonic motivation has a positive and significant effect on shopping enjoyment at Miniso in Denpasar. Shopping enjoyment has a positive and significant effect on impulse buying at Miniso in Denpasar. Shopping enjoyment is able to mediate the effect of hedonic motivation on shopping enjoyment at Miniso in Denpasar, where shopping enjoyment is able to mediate the effect of hedonic motivation on impulse buying at Miniso in Denpasar, then the following conclusions are drawn.

1. Based on the results of the study on the impulse buying, it is hoped that Miniso can produce creative and trendy products but also have good functions so that they can be used for a long time so that consumers feel the benefits when buying Miniso products.
2. Based on the results of the study on the hedonic motivation, it is hoped that Miniso would be able to improve the ambiance of the store by offering welcoming customer service, a spotlessly clean and organized store, relaxing background music, and an engaging product display.
3. Based on the research results on the shopping enjoyment, it is hoped that Miniso can conduct regular training and evaluations for its employees in order to improve its services.
4. For further researchers, in order to be able to research and study more deeply other factors that can influence impulse buying that were not studied in this study. In order to find out what actions can be taken to increase purchases.

The recommendations that can be made for future research include the expectation that it will be possible to include variables that can affect impulse buying and expand the research's scope beyond Miniso in Denpasar, given the existence of numerous other business fields, in order to provide a more comprehensive picture and enable general implementation.

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