

Hedonic Shopping Motive As A Routinization Habit On The Consumer Purchase Decisions At Starbucks Coffee

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Abstract- The middle class growth has various lifestyles. One of them is consuming coffee in modern coffee shops. Coffee consumption has increased in Indonesia since 2010 - 2014. The steady increase of the Indonesian people's purchasing power has made Starbucks wanting to keep increase their new outlets number in Indonesia because Indonesia is a large market for Starbucks. This study aims to determine the effects of hedonic shopping motive on the consumers purchase decisions at Starbucks Coffee Trans Studio Mall Bandung. The method of data collection was done by distributing questionnaires to 100 respondents who had made purchases at Starbucks Coffee Trans Studio Mall Bandung. The Sampling technique of this research was purposive sampling and the data analysis method used was multiple linear regression analysis. T-test results showed that Adventure shopping, gratification shopping, role shopping and value shopping influence the consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung. Meanwhile, social shopping and idea shopping did not significantly influence the purchase decisions of consumers at Starbucks Coffee Trans Studio Mall Bandung. Based on the results of the research, there were several things to be considered by Starbucks, among others, Starbucks should add the existing products information knowledge, pay a good attention to the atmosphere of the coffee shop, Starbucks also needs to add promos and give discounts in order to stimulate and attract the value shoppers to shop at Starbucks, and Starbucks needs to sell products which can be used as the perfect gifts by the role.

Keywords- *hedonic shopping motive, consumers purchase decisions*

I. INTRODUCTION

Agriculture is one of the largest sectors in Indonesia. This deposit becomes a source of employment for residents of Indonesia. Coffee commodity in Indonesia is one of the agricultural sub-sectors that has contributed a quite important and the third largest foreign exchange earner after wood and rubber. Coffee as a plantation crop is one commodity that is attractive to many countries, especially for developing countries, because coffee plantations provide employment opportunities [1]. Indonesia's coffee export values is fluctuating. Fluctuation in the value of exports is affected by changes in coffee prices compared to changes in the volume of exports [2]. Indonesian Coffee Exporters Association, in Tempo (2014), noted that the Indonesian coffee consumption had continued to increase by 36% from 2010 to 2014 [3]. Moelyono Susilo as a Member of the

Industrial Compartment and Coffee Specialty, explained that the increase of coffee consumption in Indonesia is influenced by the economic growth that has triggered the emergence of a middle class society. The middle-class people have a variety of lifestyles, one of them is consuming coffee in modern coffee shops. The success of PT. Mitra Adiperkasa Tbk as the holder of Starbucks Coffee license is strongly supported by the increased purchasing power by Indonesian people [3]. Xavier Jean, in Merdeka (2012), as the Director of Rating Corporation Standard & Poor's Ratings Services (S&P), said that Indonesian people would rather spend their money to franchise outlets offering western lifestyle [4]. The Indonesian consumers who want to experience western lifestyle think if they have money, why they should buy coffee at the local coffee shops, they can go to Starbucks [4]. Rhenald Kasali [5], revealed that coffee is no longer just to eliminate a sleepiness, but becomes a part of lifestyle, and coffee shops have become very demanding places to "hang out".

Starbucks itself is not a strange name for people in Bandung. Starbucks Corporation is a coffee shop/international coffee shop based in Seattle, Washington DC, United States. The main product offered is Starbucks coffee. Starbucks is the largest a coffeehouse company in the world, with 15012 shops in 44 countries. In Indonesia alone, Starbucks began to enter in 2002, through PT Sari Coffee Indonesia. Until now, Starbucks has owned 147 outlets in Indonesia [6].

According to previous studies [7] the individual motives that induce consumers to shop (shopping motives) has been extensive. Specific shopping differences and orientations in consumers' patterns have been studied, also a wider shopping outcomes, typically referred to utilitarian and hedonic factors. Nowadays, shopping for consumers are recreational activities that bring pleasure, joy and an entertaining activity [8]. Therefore, consumer expectations before shopping and orientation during shopping will influence their decision making [9].

In an effort to maintain and improve consumer satisfaction, Starbucks Coffee gives assurance to consumers that the products have a very good quality so the consumers should not hesitate to buy it. In addition to making customers comfortable is the provision of facilities such as a differentiation of seat for smoking area and a non-smoking area. Besides that, Starbucks provides a condiment bar that

provides milk, sugar, chocolate, vanilla powder to enhance the taste of beverages and also provides straws and tissue for the customers who need it. They can directly pick by their own in the condiment bar. Starbucks Coffee also provides Wi-Fi facilities so visitors can access the Internet for free [6]. One of which is the Trans Studio Mall Starbucks which is the coffee shop pioneer in Trans Studio Mall Bandung.

The aim of this study is to determine the effects of hedonic shopping motive which consists of the elements of adventure shopping, social shopping, role shopping, idea shopping, and value shopping on the consumers' purchase decisions at Starbucks Coffee Trans Studio Mall Bandung both simultaneously and partially. This was a quantitative research in which the data for the purposes of research were collected by distributing questionnaires to the respondents. The study design used was descriptive and causal. The data were analyzed statistically with the aim of testing the hypothesis that has been set.

II. BASIC THEORY AND FRAMEWORK

A. Consumer Motivations

According Utami, motive is the state in a person which encourages him or her to undertake certain activities in order to achieve the objectives and targets for satisfaction.[10] Motive has several important functions to direct consumers, among others are primary motive (motive that causes the selection of the particular product categories), selective motive (motive that influences the decision to select based on the model/brand and classes of a particular product), rational motive (based on the fact that is shown by a product to the consumers), and emotional motive (the motive that led to a selection associated with feelings or past experiences of a person). Consumers' spending motivations can be divided into two, among others [10].

- 1) *Utilitarian shopping motive*, shopping motivation based on rational and objective thought so when someone goes shopping, the person feels the benefit from the product that is wanted.
- 2) *Hedonic shopping motive*, hedonic shopping motivation is emotional in which the shopper expresses her or his satisfaction and socialization through shopping experience without considering the benefits of the product purchased.

B. Hedonic Shopping Motive

Hedonic shopping requires psychological nature such as satisfaction, prestige, emotions, and other subjective feelings [11]. This need often arises to meet the demands of social and aesthetic and emotional motif. Utami [10], identifies six categories of hedonic shopping motive, among others:

1. *Adventure Shopping*, shopping that based on stimulation, adventure, and a pleasant feeling in which a person goes shopping for some excitement.
2. *Social Shopping*, shopping that based on the excitement of a family member, friend, and socialization when shopping.
3. *Gratification Shopping*, shopping to reduce bad thoughts, relieve stress, and indulge oneself.
4. *Role Shopping*, shopping for pleasure as an individual who has a role and importance in the community, shopping for other people and shopping to find the perfect gift for the other.
5. *Idea Shopping*, shopping to stay abreast of the latest trends, new products or innovations that are taking place today.

6. *Value Shopping*, shopping when there are discounts, looking for discounts and hunting for bargain so that the individuals feel there is an advantage in the shopping.

C. Consumer Behaviors

Consumer behavior is a behavior that is involved in planning, purchasing, and waiting for products and services that the consumers expect to meet their needs and desires [10]. There are three perspectives in consumer behavior [10], among others, the perspective of decision-making (based on cognitive and psychological experiences as well as other economic factors), the perspective of experience (Consumers do not make a purchase in a rational way, but only based on a pleasure or emotional feeling), and the perspective of behavioral effects (a consumer decision making is not only rational, but also depends on the feeling to buy a product / service).

D. Purchase Decisions

A decision includes a choice between two or alternative actions (or behaviors) where consumers actually choose among various behavioral options related to a certain object such as product, brand, and store [12].

Five stages of how consumers actually make decisions to achieve their various goals [13], among others:

- 1) *Problem recognition*, the buying process starts when the consumer realizes a necessity triggered by the internal or external stimuli that activates the motivation to meet the perceived needs.
- 2) *Information search*, consumers look for a wide range of relevant information derived from the personal (family, friends), commercial (advertising, web sites), the public (media) and experimental (product usage experience).
- 3) *Alternatives Evaluation*, consumers evaluate various alternatives in fulfilling the needs through trying to satisfy the needs, consumers looking for specific benefits of the product, and consumers see each product attributes that particularly characterize them that could attract attention.
- 4) *The purchase decision*, consumers form a preference in making a decision to buy within an assorted selections of products.
- 5) *Post-Purchase Behavior*, the consumers satisfaction or dissatisfaction to a product will affect the subsequent purchase behavior.

E. The Framework

This research focused on the motivation of hedonic shopping, because the purchase decision at Starbucks Coffee was more influenced by the hedonic shopping motivation where the utilitarian value was only an attribute of functional products objectively, while the hedonic shopping motivation involved emotional responses, pleasure of senses, and aesthetic consideration. Based on this conceptual framework, the outline framework of this research can be made as follows:

Based on the problems and theories that have been put forward previously, therefore the hypothesis proposed in this study are as follows:

H_0 : *Hedonic Shopping Motive* (X) did not have any influence on the consumer purchasing decisions at Starbucks Coffee Trans Studio Mall Bandung (Y).

H_a : *Hedonic Shopping Motive* (X) had an influence on the consumer purchasing decisions at Starbucks Coffee Trans Studio Mall Bandung (Y).

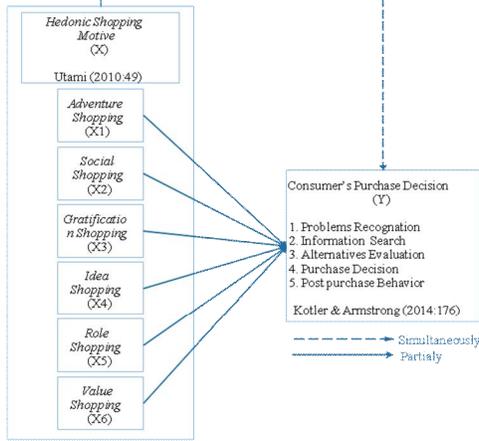


Fig. 1 The Framework (Source: Utami [10] and Kotler & Armstrong [14])

III. THE DISCUSSION

A. Sampels and Data Collection

The samples in this study were obtained using the Bernoulli formula considering the 2015 transaction data was not certainly known. Based on Bernoulli formula with the acceptable estimation of 10% and the confidence interval used was 95% or $\alpha = 0.05$ the minimum number of samples obtained is 96.04, but to simplify the study then samples were fulfilled to 100 respondents. The sampling technique used in this study is a non-probability sampling which is a sampling technique by not giving opportunities or equal opportunity for every member of the population to be selected as the sample [15]. The Non-probability sampling technique used is the purposive sampling technique, in which the samples are determined through a certain consideration [16].

B. Respondents Characteristics

To find out the backgrounds of the Starbucks Coffee respondents then several questions that characterize the identity of the respondents by sex, age, educational level, present profession / occupation, revenue per month, and the shopping intensity at Starbucks Coffee Trans Studio Mall Bandung were made.

TABEL I RESPONDENTS CHARACTERISTICS

Respondents' Characteristics	Total
Gender:	
Female	65 people
Male	35 people
Age:	
< 15 years old	-
15-20 years old	24 people
21-25 years old	72 people
26-30 years old	4 people
> 30 years old	-
Last Education level:	
Junior High School (SMP)	1 people
Senior High School (SMA)	61 people
Diploma Degree (D1-D3)	14 people
Under Graduate (S1)	24 people
Post Graduate (S2-S3)	-
Profession/Occupation:	
School Student	4 people
University Student	70 people
Government employee	4 people
Private employee	17 people
Entrepreneur	2 people
Others	2 people
Revenue:	
< Rp. 500.000	5 people
Rp. 500.000-Rp. 1.000.001	21 people
Rp. 1.000.001-Rp. 2.500.000	52 people

Respondents' Characteristics	Total
Rp. 2.500.001-Rp. 3.000.000	21 people
> Rp. 3.000.000	1 people
Shopping Intensity:	
Less than once a week	37
1-3 times a week	39
4-6 times a week	24
Every day	-

Source: Processed data

C. Hypothesis Testing Results and Percentage of the Intervariable influence

1) Hypothesis Testing Results

The hypothesis is done by using multiple linear regression analysis. T test and F test are used as the references for the acceptance or rejection of the hypothesis because of the intervariable influence partially and simultaneously.

2) T Test (Partial Test)

TABLE II THE RESULTS OF T TEST Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.352	2.188		1.075	.285
Adventure_Shopping	.991	.316	.258	3.134	.002
Social_Shopping	.506	.287	.134	1.765	.081
Gratification_Shopping	.732	.283	.171	2.587	.011
Idea_Shopping	.057	.259	.019	.219	.827
Role_Shopping	.821	.389	.214	2.111	.037
Value_Shopping	.961	.285	.240	3.366	.001

a. Dependent Variable: Purchase Decision

Based on Table 2 above, it can be concluded that:

- a) The constant value was 0,285 bigger than 0,05 thus H_0 was accepted.
- b) *Adventure Shopping*, (3,134 > 1,985), so H_0 was rejected, It meant that there was partially a significant influence between *adventure Shopping* and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.
- c) *Social Shopping*, (1,765 < 1,985), then H_0 was accepted, It meant that there was partially no significant influence between *social shopping* and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.
- d) *Gratification Shopping*, (2,587 > 1,985), so H_0 was rejected. It meant that partially there was a significant influence between *gratification shopping* and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.
- e) *Idea Shopping*, (0,219 < 1,985), then H_0 was accepted. It meant that partially there was no significant influence between *idea shopping* and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.
- f) *Role Shopping*, (2,111 > 1,985), thus H_0 was rejected. it meant that partially there was a significant influence between *role shopping* and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.
- g) *Value Shopping*, (3,366 > 1,985), thus H_0 is rejected. It meanT that there was partially a

significant influence between value shopping and consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.

3) *F Test(Simultaneous Test)*

TABLE III THE RESULTS OF F TEST ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4913.738	6	818.956	69.881	.000 ^b
Residual	1089.902	93	11.719		
Total	6003.640	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Value_Shopping, Gratification_Shopping, Social_Shopping, Idea_Shopping, Adventure_Shopping, Role_Shopping

Based on Table 3 above it could be concluded that the F statistic in this model was bigger than the F table meaning that H_0 was rejected and H_a was accepted, so it can be said the independent variables in hedonic shopping motive collectively had a significant influence and simultaneous on the consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.

4) *Multiple Regression Test*

TABLE IV THE RESULTS OF MULTI REGRESSION TEST Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.352	2.188	
	Adventure_Shopping	.991	.316	.258
	Social_Shopping	.506	.287	.134
	Gratification_Shopping	.732	.283	.171
	Idea_Shopping	.057	.259	.019
	Role_Shopping	.821	.389	.214
	Value_Shopping	.961	.285	.240

a. Dependent Variable: Purchase Decision

Based on the value of coefficient beta (b), the variable of Adventure Shopping (X1) was 0.991, Social Shopping (X2) was 0.506, Gratification Shopping (X3) was 0.732, Idea Shopping (X4) was 0.057, Role Shopping (X5) was 0.821, and Value Shopping (X6) was 0.961. While the total of constant value () was 2,352.

5) *Coefficient of determination (R2)*

TABLE IV THE RESULTS OF R2 Summary^b Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.905 ^a	.818	.807	3.42336	1.994

a. Predictors: (Constant), Value_Shopping, Gratification_Shopping,

Social_Shopping, Idea_Shopping, Adventure_Shopping, Role_Shopping

b. Dependent Variable: Purchase Decision

Based on the above table, the coefficient of determination attained was 80.7%. This indicated that the variable of hedonic shopping motive could explain the variation of the variables of consumers purchase decisions in Starbucks Coffee Trans Studio Mall Bandung 80.7% and the remaining 19.3% was influenced or explained by other variables which were not included in this research model.

IV. CONCLUSION

Based on the regression coefficient value of each variable, it could be explained that the independent variable which had more influences on purchase decisions at Starbucks Coffee Trans Studio Mall Bandung were the adventure shopping variable (shopping based on stimulation, adventure, and a pleasant feeling).

The results of T test showed that the adventure shopping (shopping based on stimulation, adventure, and a pleasant feeling), gratification shopping (shopping to reduce the bad thoughts, relieve stress, and to spoil yourself), role shopping (shopping for a pleasure as an individual which has the role and importance in the community and shopping for others), and value shopping (shopping to find bargains, discounts so that the shoppers feel the benefits of the shopping) significantly influenced the purchase decisions of consumers in Starbucks Coffee Trans Study Mall Bandung. Meanwhile, the variable of social shopping (shopping based on a joy with family members, friends and socializing while shopping) and idea shopping (shopping to stay abreast of trends and the latest fashion, style, or products innovation) did not significantly influence the purchase decisions of the consumers in Starbucks Coffee Trans Studio Mall Bandung.

F-test results proved that the variables in hedonic shopping motive jointly and simultaneously had a significant influence on consumer purchase decisions at Starbucks Coffee Trans Studio Mall Bandung.

The Variable of hedonic shopping motive was able to explain the variation of the consumer purchase decisions variable in Starbucks Coffee Trans Studio Mall Bandung at 80.7% and the remaining 19.3% was influenced by other variables which were not included in this research model or it could be a variable consisting of stimulus from outside of hedonic shopping motive.

Acknowledgment

We thank to Starbucks company especially Starbuck Trans Studio Mall for let us did this research. We thank to School of Economics & Business, Telkom University for supporting us to improved the manuscript assistance with [particular technique, methodology], and [Name Surname, position, institution name] for comments that greatly improved the manuscript. We would also like to thank the anonymous reviewers for their comment and their insights.

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