

The Influence of Hedonic Shopping Value and Lifestyle on Consumer Loyalty at Zara Store Sun Plaza Medan

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Abstrak

The purpose of this study is to find out the Influence of Hedonic Shopping Value and Lifestyle on Consumer Loyalty at Zara Store Sun Plaza Medan. Research Method The size of the sample of this study is the entire population of 120 people. The sampling technique used in this study is Axial sampling. When viewed by people who happen to be met, it matches the source of the data. The type of data used in this study is primary data or subject because it seeks to research the opinions or opinions of consumers who use a good or service. The data sources in this study consist of primary and secondary data sources. Primary data is a source of research data obtained directly from the original source and primary data is specifically collected by the researcher to answer the research statement. Secondary data is a source of research data that is obtained indirectly by researchers through intermediary media or obtained and recorded by other parties. The results of the Hedonic Shopping Value Research have a significant effect on Consumer Loyalty. The existence of Hedonic Shopping Value with good results, so that there is interest and increased purchases of Zara Store Consumer Loyalty. This can be seen from the results of this study, it is proven that Hedonic Shopping Value has a great influence on Consumer Loyalty. Lifestyle also has an influence on a purchase, because the existence of an affordable Lifestyle that is in accordance with the benefits provided by consumers can increase Consumer Loyalty at Zara Store. This can be seen in the results of the study that it is proven that Lifestyle has a positive effect on Consumer Loyalty. Hedonic Shopping Value and Lifestyle have an influence on Consumer Loyalty, because good distribution with an appropriate Lifestyle will result in consumer Consumer Loyalty to the product. From the results of the study, it is proven that Hedonic Shopping Value and Lifestyle simultaneously have an influence on Consumer Loyalty.

Keyword: Hedonic Shopping Value, Lifestyle, Consumer Loyalty

1. INTRODUCTION

The current tightening of retail business activities encourages retail business people or retail companies to have a precise strategy so that their business activities can excel. The proliferation of retail has become commonplace because this country is a developing country that has a large population who mostly buy goods in retail form. The retail industry continues to change along with technological changes, the development of the business world, and of course consumer needs. Retail marketing strategy is marketing that refers to variables, where retail traders can combine it into an alternative way as a marketing strategy to be able to attract consumers. The success of the globalization of the world economy accompanied by advances in information technology can trigger the growth of the retail industry around the world. Wholesaler stores as well as large retail retailers (hypermarkets) have penetrated all over the world through their distribution network which plays a role in all developing countries including Indonesia. (Maria Kristina et al., 2018).

Consumer loyalty can be well considered considering that consumer loyalty is very important in marketing. A marketer expects that he can retain his customers for a very long time. Loyal consumers have a lower tendency to switch brands to competing products or services. Because, every consumer need has been met by the company. In other words, people who are loyal to a product or company will be very loyal to the products sold by the company. Even if there will be a Lifestyle increase in the product, loyal customers will not be affected and will continue to buy it and do not intend to move to another product. (Ni Luh Ade Purnami Swari¹ & I Gusti Ayu Ketut Giantari, 2017).

The motive of hedonic shopping is the need for each individual for an atmosphere where a person feels happy and happy. Feelings of pleasure and happiness make a person comfortable and satisfied thus causing loyalty. (Cicilia Worotitjan et al., 2019). Subagio (2011) stated that the motive of hedonic shopping is the need for each individual for an atmosphere where someone feels happy and happy. Furthermore, the need for such a happy atmosphere creates arousal, referring to the level at which a person feels alert, excited, or in an active situation. Mehrabian and Russel (1974) suggest that the affective response gives rise to the hedonic motive of the shopper. Feelings (affective aspect) select the quality of the shopping environment in terms of enjoyment felt, visual appeal and escapism. This feeling makes a person happy or Pleasure. An atmosphere where a person feels happy and happy, people are looking for because it is a need of each individual. Furthermore, the need for such an atmosphere of pleasure creates arousal, referring to the degree to which a person feels alert, excited, or in an active situation, a motif called the Hedonic motif.

Lifestyle is part of consumer behavior in making a purchase. Lifestyle is an individual's active adaptation to social conditions in order to meet people's needs to integrate and socialize with others, especially those related to self-image to reflect their social status. Especially how he wants to be perceived by others, so that his lifestyle is closely related to the social status he holds. To reflect this image, certain status symbols are needed

that play a very important role in influencing their consumption behavior (Sari, 2014). Lifestyle factors can also affect a person's behavior or decisions because this factor has a great influence in determining customer loyalty.

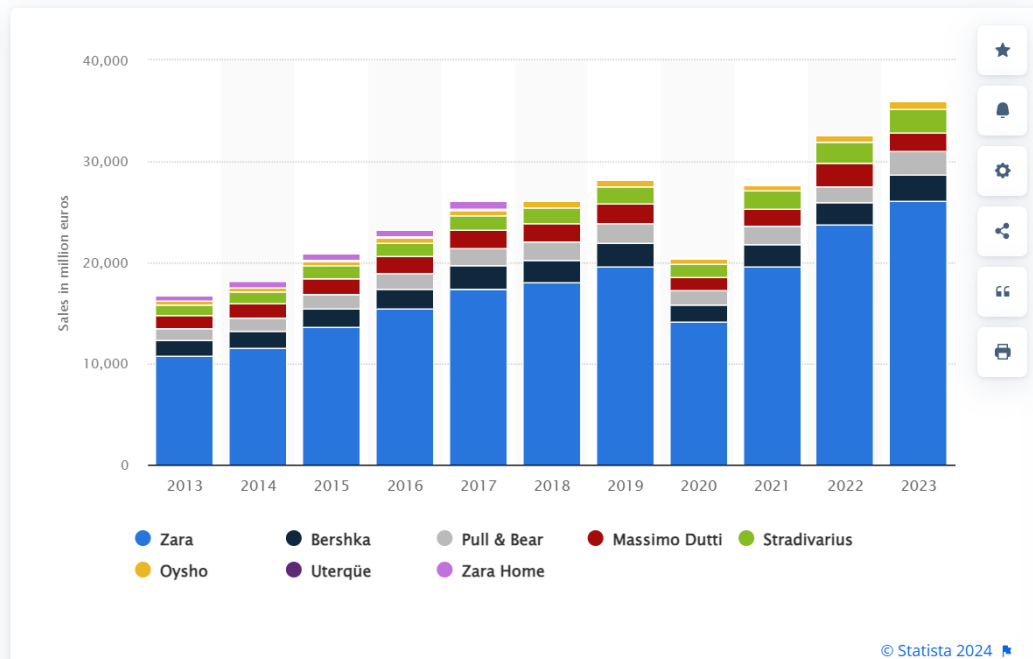


Figure 1. Net sales of the Inditex Group worldwide from 2013 to 2023

The number of visitors to all websites increased from 2013 to 2023. Zara appears to be the most visited website, with the number of visitors increasing from around 10 million in 2013 to around 35 million in 2023. Bershka, Pull & Bear, Massimo Dutti, and Stradivarius have also seen significant increases in visitors during the period. Oysho, Uterqüe and Zara Home appear to have seen a smaller increase in visitors during that time period.

Loyalty is the attitude and behavior pattern of a consumer after purchasing and using products/services. Loyalty is a positive consumer attitude towards a brand, where consumers have a strong desire to buy back the same brand (Sunyoto, 2014).

2. RESEARCH METHOD

2.1 Research Framework

2.1.1 Hedonic Shopping Value

According to (Arnold & Reynolds, 2003), hedonistic motivation is a purchasing activity driven by behaviors related to the five senses, disappointment and emotions making pleasure and material pleasure the main goal of life. Hedonic Shopping Value motives are psychological needs such as satisfaction, prestige, emotions, and other subjective feelings. This need often arises to meet social and aesthetic demands and is also called an emotional motive (Setiadi, 2003). According to (Utami C. W., 2010), there are indicators that affect Hedonic Shopping Value motivation as follows: 1) Shopping is an interesting experience. 2) Shopping is an alternative to overcome boredom. 3) Consumers prefer to shop other than for themselves. 4) Consumers prefer to look for shopping places that offer discounts and low prices. 5) Trust in shopping will be created when they spend time together with family or friends. 6) Consumers shop to keep up with new model trends.

2.1.2 Lifestyle

Lifestyle describes a person's behavior in spending his time, energy, and money on an object. This is reflected in a person's attitude, interest in something and his opinion about something, therefore lifestyle can be said to be a person's personal attitude. Lifestyle on the one hand can influence a person to make purchases, including the purchase of beauty clinic products and services. Beauty clinics are mostly used by a group of people who want to keep up with the development of beauty, always updated because of the unhindered access to information and usually living in big cities, but limited in material resources.

2.1.3 Consumer Loyalty

Oliver (1999 in Kotler and Keller, 2009) defines loyalty as a deeply held commitment to buy or re-endorse a preferred product or service in the future even though the influence of the situation and marketing efforts have the potential to cause consumers to switch. According to Griffin (2010), customer loyalty is a more reliable measure to predict sales and financial growth.

2.4 Method

This study uses a quantitative method with an associative research type. The definition of associative research according to Sugiono (2012:11), is to describe this research which aims to find out the influence or relationship between two or more variables. A quantitative approach was used to analyze the relationship between variables expressed with numbers or numerical scales using IBM SPSS-25 data analysis. In this study, the population in this study is consumers in Zara Store Consumers. The size of the sample of this study is the entire population of 120 people. The sampling technique used in this study is Axial sampling. According to Sugiono (2013) stated that: anyone who happens to meet a researcher can be used as a sample. When viewed by people who happen to be met, it matches the source of the data. The type of data used in this study is primary data or subject because it seeks to research the opinions or opinions of consumers who use a good or service. Subject data is a type of research data that seeks the opinions, market orientation, experiences or characteristics of a person or group of people who are respondents. The data sources in this study consist of primary and secondary data sources. Primary data is a source of research data obtained directly from the original source and primary data is specifically collected by the researcher to answer the research statement. Secondary data is a source of research data that is obtained indirectly by researchers through intermediary media or obtained and recorded by other parties.

3. RESULT AND DISCUSSION

3.1 Normality Test Result

Residual normality testing is used to test whether the value of a residual resulting from regression is normally distributed or not. A good regression model has residuals that are normally distributed. The results of the histogram graph normality test and P-P plot analysis test can be seen below as follows:

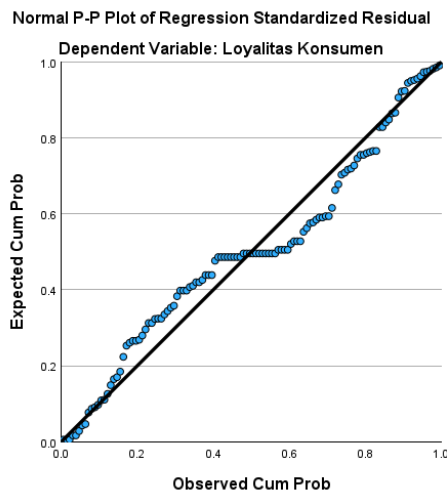


Figure 1. Normal P-P Plot

Based on Figure 1. that the plot of standardized residual values or error values forms a pattern that is close to a straight line. The error pattern that forms a straight line pattern in the figure indicates that the data has a normal distribution.

3.2 Multicollinearity Test

Table 1. Multicollinearity Test Result

	Collinearity Statistics	
	Tolerance	VIF
Perceived Value	.928	1.077
E-Trust	.928	1.077

Based on Table 1, the tolerance value of the Hedonic Shopping Value variable 0.928 and Lifestyle 0.928 shows that each independent variable has a tolerance value of > 0.10 and a VIF value of < 10, so there is no multicollinearity between the Hedonic Shopping Value variable and Lifestyle used in the regression model. In this case, it can be interpreted that each variable of this study does not have a perfect relationship or does not correlate with each other so that the influence of each variable can be separated. Therefore, it can be concluded that the variable data does not occur multicollinearity.

3.3 Heteroscedacity Test

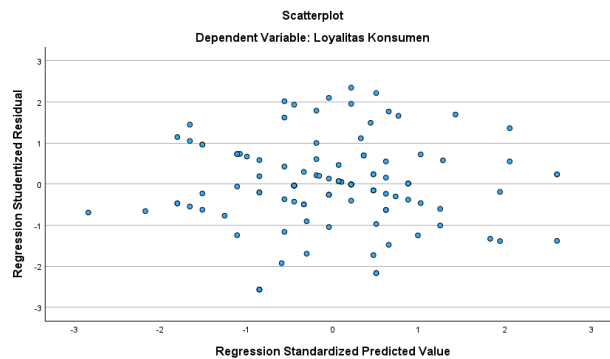


Figure 2. Scatterplot

Figure 2 shows that the dots on the scatterplots chart do not form a clear pattern and the dots are randomly spread evenly above and below the number 0 on the Y-axis (Regression Studentized Residual). It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

3.4 Coefficient of Determination

Table 4. Coefficient Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588a	.439	.426	2.55606

a. Predictors: (Constant), Lifestyle, Hedonic Shopping

b. Dependent Variable: Consumer Loyalty

Based on Table 8. above the magnitude of the determination coefficient that can be known on the R square is 0.439 or 43%. This shows that the percentage of contribution of independent variables, namely Hedonic Shopping Value and Lifestyle to Consumer Loyalty, is 43%, or the variation of the free variable used in the model is able to explain 43% of the variation of bound variables and the remaining 53% is influenced by other variables that are not included in this research model.

3.5 Hypothesis Test Result

3.5.1 F-Test

Table 5. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.509	2	119.755	18.329	.000
	Residual	764.416	117	6.533		
	Total	1003.925	119			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Lifestyle, Hedonic Shopping

From the results of the ANOVA Table 5 Output, the F value is calculated 18.329 Using a confidence level of 95%, $\alpha = 5\%$, the value of df 1 is obtained as the number of variables-1 or 3-1=2. While the value of df 2 is obtained from n-k-1, where n is the number of data and k is the number of independent variables, then the result is 95-2-1=118. So that the F value of table 3.070 was obtained. Based on the results of the F table, the F value is calculated as 18,329 > the F value of the table is 3,070 or by looking at the significance of 0.000, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Hedonic Shopping Value and Lifestyle) together (simultaneously) have an influence on Consumer Loyalty.

3.6.2 T-Test

Table 6. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.722	2.846		2.362	.020
	Hedonic Shopping	.572	.125	.383	4.580	.001
	Lifestyle	.366	.141	.217	2.589	.011

a. Dependent Variable: Consumer Loyalty

Based on the data of Table 6, it can be explained as follows:

1. The value of the t calculation is greater than the value of the t-value of the table, which is $4.580 > 1.657$ ($\alpha = 5\%$, $df = 118$) of the significance value of $0.001 < 0.05$, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of Hedonic Shopping Value (X1) on Consumer Loyalty (Y).
2. The value of the t-count is smaller than the t-value of the table, which is $2.589 > 1.661$ ($\alpha = 5\%$, $df = 118$) the significance value is $0.011 < 0.05$, so it can be concluded that H2 or the second hypothesis is rejected which means that there is no influence of Lifestyle (X2) on Loyalty (Y).

3.6.3 Multiple Linear Analysis Test

Based on Table 7, it can be seen that the regression equation formed is:

$$Y = 6.722 + 0.575 X1 + 0.366 X2 + e$$

Information:

Y = Consumer Loyalty

X1 = Hedonic Shopping

X2 = Lifestyle

From the equation, it can be explained that:

- a. A constant of 6.722 means that if the Hedonic Shopping Value (X1) and Lifestyle (X2) are 0, then the Loyalty value is 6.722. A positive value constant means that Consumer Loyalty will increase.
- b. The regression coefficient of the Consumer Loyalty variable gives a value of 0.125 which means that if the Digital Advertising variable has an increase of 1% assuming other variables remain then Consumer Loyalty in Zara Store will increase by 0.125. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- c. The regression coefficient of the Lifestyle variable gives a value of 0.141 which means that if the Lifestyle variable has an increase of 1% assuming other variables remain then consumer loyalty in Zara Store will increase by 0.141. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.

4. CONCLUSION

Based on the results of the research, it can be concluded from the results of the research, namely: (a) has a significant effect on Consumer Loyalty. The existence of Hedonic Shopping Value with good results, so that there is interest and increased purchases of Zara Store Consumer Loyalty. This can be seen from the results of this study, it is proven that Hedonic Shopping Value has a great influence on Consumer Loyalty; (b) Lifestyle also has an influence on a purchase, because the existence of an affordable Lifestyle that is in accordance with the benefits of the consumer provided can increase Consumer Loyalty at Zara Store. This can be seen in the results of the study that it is proven that Lifestyle has a positive effect on Consumer Loyalty; (c) Hedonic Shopping Value and Lifestyle have an influence on Consumer Loyalty, because good distribution with an appropriate Lifestyle will result in Consumer Loyalty to the product. From the results of the study, it is proven that Hedonic Shopping Value and Lifestyle simultaneously have an influence on Consumer Loyalty.

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