

THE INFLUENCE OF RECREATIONAL SHOPPER IDENTIFY AND SERVICESCAPE ON IMPULSIVE BUYING THROUGH HEDONIC VALUE AS A MEDIATION VARIABLE

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *recreational shopper identify* dan *servicescape* terhadap *impulsive buying* dengan *hedonic value* sebagai mediator. Penelitian ini dilakukan pada salah satu bisnis ritel di Indonesia, yaitu MINISO. Metode penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian ini terdiri dari konsumen yang pernah membeli produk MINISO. Data dikumpulkan melalui survei online dengan menggunakan metode *purposive sampling*. Analisis data dalam penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3.2.6. Penelitian ini menemukan bahwa *recreational shopper identify* dan *servicescape* memiliki pengaruh yang signifikan terhadap *impulsive buying*. Sementara itu, *hedonic value* juga memiliki pengaruh positif terhadap *impulsive buying*. Selain itu, penelitian ini mengindikasikan bahwa *hedonic value* memiliki peran sebagai variabel mediasi pada *recreational shopper identify* terhadap *impulsive buying* dan *servicescape* terhadap *impulsive buying*. Hasil ini mengindikasikan bahwa *recreational shopper identify* dan *servicescape* memiliki dampak yang signifikan terhadap peningkatan *impulsive buying*. Perilaku konsumen yang menganggap berbelanja sebagai rekreasi dimana mereka menikmati pengalaman berbelanja dan didukung oleh desain interior, tata letak, pencahayaan, dan musik yang menarik dan nyaman dapat menstimulasi konsumen untuk melakukan *impulsive buying*. Dengan demikian dapat dikatakan bahwa *impulsive buying* dapat muncul dari faktor internal dan eksternal yaitu *recreational shopper identify* dan *servicescape*.

Kata Kunci: Recreational Shopper Identify, Servicescape, Hedonic Value, Impulsive Buying, Retail, Consumer Behavior.

Abstract

This research aims to examine the influence of recreational shopper identify and servicescape on impulsive buying with the mediation of hedonic value. This study was conducted on one of the retail business in Indonesia, which is MINISO. This research method used a quantitative approach. The population of the research consists of consumers who have bought MINISO products. Data was collected through an online survey using a purposive sampling method. Data analysis in this study was carried out using the Partial Least Square (PLS) 3.2.6 structural equation model. This study found that recreational shopper identify and servicescape have a significant influence on impulsive buying. Meanwhile, hedonic value also has a positive influence on impulsive buying. In addition, this study indicates that hedonic value has a role as a mediating variable on recreational shopper identify to impulsive buying and servicescape to impulsive buying. These results indicate that recreational shopper identify and servicescape have a significant influence on increasing impulsive buying. Consumer behaviour that considers shopping as recreation where they enjoy the shopping experience and are supported by attractive and comfortable interior design, layout, lighting, and

music can stimulate consumers to make impulsive buying. Thus it can be said that impulsive buying can arise from internal and external factors, namely recreational shopper identify and servicescape.

Keywords: Recreational Shopper Identify, Servicescape, Hedonic Value, Impulsive Buying, Retail, Consumer Behavior

1. INTRODUCTION

Economic development affects business growth in Indonesia. Likewise, the increasing needs of the community have led to increased market demand in various fields ranging from primary, secondary and tertiary needs. The retail industry in Indonesia is also increasing along with the varied demands of society. The covid-19 era is proof that retail growth in Indonesia has a positive impact on the economy and employment. According to Levy and Weitz (2001:8), retail is one of the business by selling goods or services to consumers for personal or household consumption. Seeing the consumptive nature of Indonesian society attracts the attention of foreign retailers to take advantage of existing opportunities by developing their products following existing market demand. Not only by developing its products but also its strategies in marketing so that it can attract consumers to make purchases and excel in competing given the development of the retail business and the increase in high retail competition (Usaman Thoyib, 1998)..

One of the fastest growing foreign modern retailers is MINISO. MINISO is one of the retail companies from China that is very popular in Indonesia, especially among teenagers. Simple, Natural, and Quality is the brand motto carried by MINISO. MINISO comes with a variety of products at various prices that can be used in everyday life. The minimalist and cute design and high quality, it is able to attract the attention of many consumers. The products offered are also very varied ranging from home appliances, room accessories, stationery, perfume, bags, wallets, sandals, electronics and many more. Not only has a variety of products, MINISO is also often involved in collaboration with other brands such as MARVEL, Cartoon Network, Sanrio, Elmo and many more so that the design, size, and color of the products offered vary. Having various types of products with various designs and sizes is very important to meet consumer needs and provide satisfaction. That is what makes consumers happy to shop at MINISO because it makes it easier for them to fulfil their needs and desires.

The variety of MINISO products on offer makes customers want to explore the store to see if there is anything they are interested in buying. It is that feeling of treasure hunting that can influence emotions and decisions for customers. When at MINISO consumers have positive emotions that encourage them to buy products that were not originally planned. For most people, shopping is a fun activity to fulfil their needs or just to satisfy themselves which can improve their mood. A person who spends their leisure time shopping, where they enjoy the activity for entertainment and fun is called a recreational shopper identify (Bellenger and Korgaonkar, 1980). Mathwick, Malhotra and Rigdon (2001) states that more recently dimensions being "fun", where

related to the concept of leisure shopping become developed "experiential value" a multidimensional measure of retail. They consider shopping to be an interesting activity that is done casually and is able to increase positive emotions. This emotion is called the hedonic motive which will encourage someone to make purchases as a form of self-reward because of feelings of pleasure and happiness. This behavior is based on feelings, pleasure, fantasy, consumption experience (Rohman 2009: 252).

Store atmosphere greatly influences buyer decisions, so it is important for a store to have an atmosphere that attracts consumers. To make customers feel comfortable while shopping at MINISO, the atmosphere is designed as well as possible. Factors such as wide entrance, spacing between shelves, product and price signs, lighting, background music, and air temperature inside the store are all perceptions made by the entrepreneur to make the store attractive for customers to visit. Good environmental quality can provide positive emotions which motivate someone to make a purchase (Babin & Attaway, 2000, p. 93). Environmental quality in this study covers layout, music, lighting, interior design, and atmosphere (Alfakhri et al., 2018; Lee et al., 2014). The company should pay close attention to the product diversity and store atmosphere that make customers satisfied. When consumers are satisfied with the environment that is displayed, hedonic behavior and impulsive purchases can occur.

Shopping value used to be commonly understood to mean getting high-quality goods at a fair price. The pleasure of shopping (Babin et al., 1994) or more in particular the enjoyment of the shopping experience, is currently how many customers define value (Griffin et al., 2000; Pine and Gilmore, 1999). Finding deals and being able to relax in lovely decoration are two reasons why shopping may be enjoyable. According to this viewpoint, customers' perceived hedonic purchasing value is expected to be influenced by both in-store shopping styles, including browsing and bargain hunting. The higher the hedonic value that consumers have will also directly increase consumers' positive emotions when shopping, allowing the impulsive buying ratio to also increase. Hedonic value has a positive impact on impulsive buying and positive emotion (Dewiet.al, 2015).

Relatively faster decision-making and instantaneous possession are correlated with impulse buying behavior (Rook and Gardner, 1993). The definition of impulsive buying according to Rook in (Nurcholish, 2017), impulsive buying is one of the shopping behaviors that develops without a plan, where it is emotionally attracted, and the decision-making process is carried out spontaneously or while in the store, decisions that are formed without careful consideration of all existing information and alternatives and thinking wisely. In the literature related to impulse buying, there has been a noticeable shift over the years. Research on the

motivation of impulse buying behavior is now moving away from the categorization of products under the impulse product category and the exact location of impulse purchases (Yu and Bastin, 2010). The question of psychological factors in impulse buying behavior has become a subject of research (Verplanken and Herabadi, 2001; Luo, 2005; Dawson and Kim, 2009; Harmancioglu et al.).

In this study, the impulsive buying activity in question is the purchase of products suddenly or in other words, buying without prior planning. Impulse buying behavior occurs due to factors from element that are deliberately provided by retail outlets as a form of strategy to influence customers, such as creating a comfortable and attractive store atmosphere (Febrianty and Yasa, 2020). The most commonly perceived impulsive buying are purchases of clothing, jewelry, and accessories that support appearance (Park and Kim, 2006). The influence of recreational shopper identify and servicescape with hedonic value on consumer behavior towards impulsive buying that occurs in MINISO is interesting to study..

2. METHOD

The method used in this research is quantitative method. This method is very appropriate for this research because it examines certain samples and populations. Data collection using questionnaire distribution with online Google form using a calculation scale of 1-5. The sampling method use is non- probability sampling with purposive sampling. The respondent criteria in this research are: 1) Respondents must be at least 17 years old, 2) Respondents had purchased at MINISO. The population of this study are all members of the Suzuki Forsa Community Indonesia (SFCI) community spread throughout Indonesia. The sample size must be determined, because the population got by researchers has no limits. According to Hair et al. (2014), sample size is determined by the number of indicators. The number of indicators can be multiplied by 5-10x. The researcher picked to employs a multiplication factor of 10 times where there are 20 indicators in this study, so the computation as follows: $\text{Sample} = 20 \times 10 = 200$ respondents, However for better research and significant result, the researcher decided to use a sample of 221 respondents. Understanding how to evaluate the collected data, the next step is data analysis, where researcher preparation and processing data (Sugiyono, 2016: 244). The statistical analysis method used by the author is Structural Model Evaluation(SEM) - Partial Least Square(PLS). The Smart PLS 3.0 application which is a soft modeling research analysis method. SEM is a multivariate statistical method that combines factor analysis and path analysis to evaluate and estimate casual correlations both between indicator and construct or between construct relationship (Santoso:2014).

3. RESULT AND DISCUSSION

3.1. Respondent Profile

The criteria used in a study are referred to as respondent characteristic. In this study, respondents are needed with characteristics where respondents who had purchased MINISO products. This research has been distributed using questionnaire through Google Form so that 221 respondents were obtained with a population of consumers who know about MINISO. The following are the specifics of respondent data:

Tabel 1. Characteristics of Respondents (n=221)

Characteristics	Frequently	
	n	%
Gender		
Male	58	26.2%
Female	163	73.8%
Age		
17 – 25	208	94.1%
26 – 35	10	4.5%
>35	3	1.4%
Domicile		
Solo	58	26.20%
Yogyakarta	50	22.60%
Sragen	33	14.90%
Surakarta	10	4.50%
Sukoharjo	9	4.10%
Jakarta	9	4.10%
Karawang	6	2.70%
Bandung	5	2.30%
Other	41	18.50%
Education		
Junior High School	4	1.80%
Senior High School	127	57.50%
Diploma	36	16.30%
Bachelor	51	23.10%
Magister	3	1.40%
Occupation		
Students	129	58.40%
Private Sector Employee	44	19.90%
PNS	26	11.80%
Entrepreneur	20	9%
Teacher	1	0.50%
Midwife	1	0.50%
Income		
<500.000	30	13.60%
500.000 – 1.500.000	77	34.80%
1.500.000 – 3.000.000	67	30.30%
>3.000.000	47	21.30%
Total	221	100%

Based on the table 1, it can be seen that there are 26.2% which is 58 male respondents obtained. Meanwhile, female respondents collected 73.8% which is 163 people. So, it can be concluded that the female respondents are dominant. Respondents with an age range of 17 - 25 years have dominant number, which are 208 people or around 94.1%, then followed by an age range of 26 - 35 years, which are 10 people or around 4.5%, then the last is respondents with an age range of >35 years, totaling 3 people or around 1.4%. Respondents' residences is shown in Table 4.3. According to the data above, 58 peoples, or 26.2% of the total, reside in Solo, which dominates the respondents' domiciles. Then, domicile from Yogyakarta which are 50 peoples with the percentage 22.6%. Followed by Sragen, which are 33 peoples with a percentage of 14.9%. Next, domicile out of the region there is 14 person from each of domicile with the percentage 6.3%. Then, Surakarta which are 10 peoples with a percentage of 4.5%. Next is Sukoharjo and Jakarta with 9 peoples with a percentage of 4.1%. Then, Karawang there are 6 people with the percentage 2.7%. Followed by Klaten and Bandung is 5 peoples with a percentage of 2.3%. Next, the other respondent followed by Bekasi, Makassar, Ngawi, Riau, Palu, Karanganyar, Boyolali and Semarang are total in 41 respondent with a percentage of 18.50%. by illustrates that 127 respondents, or 57.5% of the total, said that their most recent higher education was a senior high school. Next bachelor, with 51 individuals and a 23.1% rate. Diploma followed, with 36 individuals and a 16.3% rate. Then, junior high school or 4 individuals, represented 1.8% of the total number of respondents. The final group is magister, with 3 individuals and a 1.4% proportion. Any explains that the majority of people who has previously purchased MINISO products are students, which is 58.4% or around 129 peoples. But it turns out that it is not only students who target market of MINISO, but also private sector employee. This is evidenced by existence of respondent data as private sector employee totaling 19.9% or around 44 peoples. Then followed by the PNS, which is 26 peoples or around 11.8%, and following by entrepreneur totaling 9% or around 20 peoples. The last is respondents with status of teacher and midwife, which is 1 person or around 0.5% per each of group. The data about respondents' income is shown in Table 4.6. According to the data above, respondents with incomes between 500.000-1.500.000 are strongly represented, with 77 people representing 34.8% of the total. Next, there are 67 respondents with incomes between 1.500.000-3.500.000, or 30.3% of the total. Next is the respondent with >3.000.000 income, which is 47 people with a 21.3% percentage. The final group consists of 30 respondents with a monthly income of <500.000, representing 13.6% of the total.

3.2. Questionnaire and Measurement

3.2.1. Outer Model

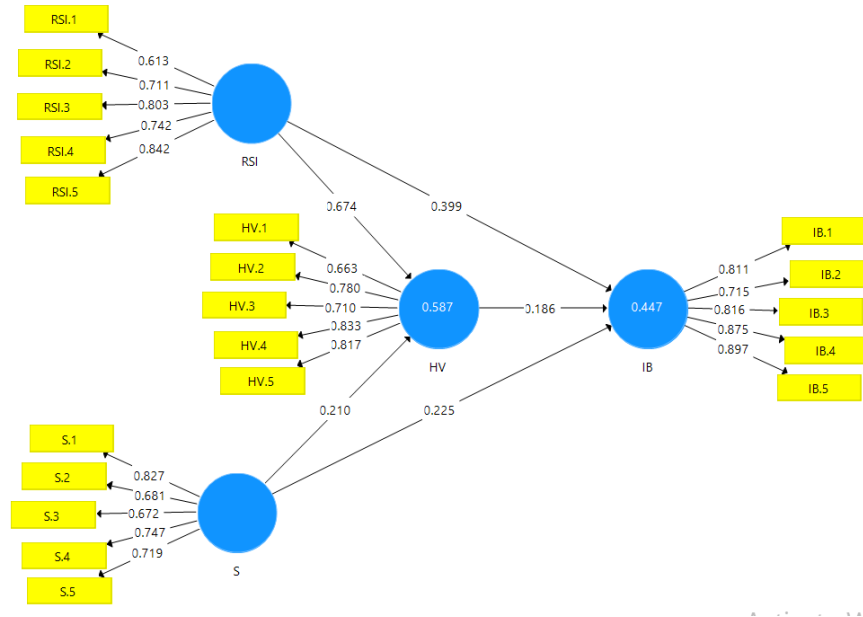


Figure 1. Outer Model

Table 2. Outer Loading

Indicator	Recreational Shopper	
	Identify (X2)	Description
Shopping as a form of self-expression	0.613	Valid
Shopping is a hobby	0.711	Valid
Shopping as leisure	0.803	Valid
Shopping is entertaining	0.742	Valid
Shopping for enjoyment	0.842	Valid
Indicator	Servicescape (X2)	
An attractive atmosphere in store	0.827	Valid
The physical environment has good quality	0.681	Valid
The lighting is appropriate for this setting	0.672	Valid
The background music is pleasant	0.747	Valid
Visually appealing	0.719	Valid
Indicator	Hedonic Value (Z)	
Shopping is satisfaction in itself	0.663	Valid
Shopping can increasing positive feeling	0.78	Valid

Enjoyed shopping trip	0.71	Valid
Shopping as excitement experience	0.833	Valid
Self-reward	0.817	Valid
Indicator	Impulsive Buying (Y)	Description
Purchase without thinking wisely	0.811	Valid
Purchase without a prior plan	0.715	Valid
Unexpected purchase with positive energy	0.816	Valid
The decision making process carried out spontaneously	0.875	Valid
Self-gratification	0.897	Valid

Convergent Validity is also assessed based on the Average Variance Extracted (AVE) of each indicator with an AVE value > 0.7 to be valid. The following is the AVE value for each indicator of the research variable:

Table 3. AVE

Discriminant Validity	AVE	Description
Recreational Shopper Identify	0.557	Valid
Servicescape	0.535	Valid
Hedonic Value	0.583	Valid
Impulsive Buying	0.681	Valid

Source: Primary data, 2024

Based the table, it can be seen that the AVE value in the Recreational Shopper Identify indicators amounting to 0.557 or > 0.5 . AVE value on Servicescape indicators equal to 0.535 or > 0.5 . AVE on Hedonic Value indicator amounting to 0.583 or > 0.5 . Then AVE value on Impulsive Buying indicator equal to 0.681 or > 0.5 . So it can be concluded that AVE value of all indicators valid because > 0.5 .

Table 4. Cronbach's Alpha

Cronbach's Alpha	Values	Description
Recreational Shopper Identify	0.799	Reliable
Servicescape	0.785	Reliable
Hedonic Value	0.821	Reliable
Impulsive Buying	0.881	Reliable

Based on the table above, it shows that Cronbach's Alpha value of Recreational Shopper Identify is 0.799, Servicescape is 0.785, Hedonic Value is 0.821, and Impulsive Buying is 0.881. So, it can be concluded that Cronbach's Alpha value of each variable are more than 0.6, and the data are reliable..

Table 5. Composite Reliable

Composite Reliable	Values
Recreational Shopper Identify	0.861
Servicescape	0.851
Hedonic Value	0.874
Impulsive Buying	0.914

Based on the table above, it shows that Composite Reliability value of Recreational Shopper Identify is 0.861, Servicescape is 0.851, Hedonic Value is 0.874, and Impulsive Buying is 0.914. So, it can be concluded that the variables above are reliable because the Composite Reliability value of each variable are more than 0.7..

Table 6. VIF

	VIF
RSI > HV	1.111
RSI > IB	2.209
S > HV	1.111
S > IB	1.217
HV > IB	2.421

Sources: Primary data, 2024

Based on the data above, the multicollinearity test results show that the inner result of Recreational Shopper Identify, Servicescape, Hedonic Value, and Impulsive Buying are lower than 10. So, it can be conclude that the data does not violate the multicollinearity test.

3.2.2. Inner Model

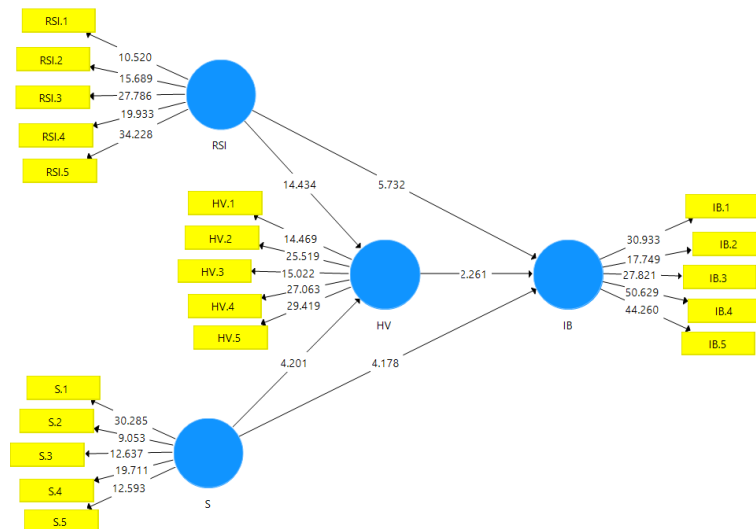


Figure 2. Inner Model

Table 7. R Square

	R square	R Square Adjusted
Hedonic Value	0.587	0.583

Impulsive Buying	0.447	0.439
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According to the table above, it can be seen that the value of R2 on Hedonic Value is 0.587 or 0.583. The R2 value on Impulsive Buying is 0.447 or 0.439.

Table 8. Q Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Hedonic Value	1.105.000	741.906	0.329
Impulsive Buying	1.105.000	782.328	0.292

Based on the table above, it can be concluded that this model has predictive relevance because the Q² value for Hedonic Value is 0.329, which the Q² value > 0. Similarly, the Q² for Impulsive Buying is 0.292 that Q² value > 0.

Table 9. FIT

	Saturated Model	Estimated Model
SRMR	0.081	0.081
Chi-Square	519.900	519.900
NFI	0.773	0.773

From the data above, it can be seen that SRMR is 0.081, which it is < 0.10 so it can be concluded that is interpreted as fit. Next, the NFI value shows 0.773, which it is > 0.1 so the NFI value is also identified as fit. According to Ghazali&Latan (2020:78) Chi-Square considered fit and feasible because it has a range value > 0.05, which is 519.900.

3.2.3. Hypothesis Test

Table 10. Hypothesis Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
	(O)	(M)	(STDEV)	(O/STDEV)	
RSI->HV	0.674	0.674	0.047	14.434	0.000
RSI->IB	0.399	0.409	0.070	5.732	0.000
S->HV	0.210	0.214	0.050	4.210	0.000
S->IB	0.225	0.232	0.054	4.178	0.000
HV->IB	0.186	0.174	0.082	2.261	0.024

3.2.3.1. The influence of Recreational Shopper Identify on Hedonic Value

Based on the bootstrapping test's path coefficient table results, it shows that the original P-value between the recreational shopper identify and hedonic value is 0.000, which means less than 0.05. Then, according to the original sample value (O) is 0.674, that indicating has a positive value. Thus, it can be concluded that the first hypothesis is accepted because the recreational shopper identify has a positive significant influence on hedonic value.

This result is in line with studies Guiry, Magi, and Lutz (2006), in their research found that Recreational Shopper Identify correlates with emotions such as hedonism. Previous research

has also found that recreational shopper identify has a positive and significant effect on hedonic value. Hedonic shopping is associated with the feeling of pleasure evoked by the shopping trip, and the pleasure and enjoyment derived from the trip will then be perceived as entertainment and emotional value (Babin et al., 1994; Hirschman and Halbrook, 1982; Babin and Griffin, 1998). In general, customers will visit MINISO not only to fulfil their needs to purchase goods, but also to have fun spending leisure time just to walk around and find items they find interesting. Where it will increase their emotions such as hedonism, spending money to shop at the store, time spent at the store, frequency of shopping, and fun activities.

3.2.3.2. The influence of Servicescape on Hedonic Value

Based on the bootstrapping test's path coefficient table results, it shows that the original P-value between servicescape and hedonic value is 0.000, which means less than 0.05. Then, according to the original sample value (O) is 0.210, that indicating has a positive value. Thus, it can be concluded that the second hypothesis is accepted because the servicescape has a positive significant influence on hedonic value.

This is in accordance with research by Yuksel (2007), perceived atmosphere has a strong relationship to tourists' emotional state, where tourists with positive emotions towards the service environment tend to experience higher levels of shopping value. Yalinay et al., (2018) studies also found that servicescape has a positive and significant influence on hedonic value. Petty et al. (1983) states the large amount of spending in emotional hedonic shopping situations is caused by the influence of a strong servicescape. High servicescape value allows the hedonic value of customers owned by customers to increase. While enjoying the environmental services provided can increase the positive emotions that customers have, so that it is possible to spend time and money. Therefore it is important for retail businesses to provide quality servicescape elements as a promotion to attract customers to make purchasing decisions.

3.2.3.3. The influence of Recreational Shopper Identify on Impulsive Buying

Based on the bootstrapping test's path coefficient table results, it shows that the original P-value between the recreational shopper identify and impulsive buying is 0.000, which means less than 0.05. Then, according to the original sample value (O) is 0.399, that indicating has a positive value. Thus, it can be concluded that the third hypothesis is accepted because the recreational shopper identify has a positive significant influence on impulsive buying.

This is in accordance with the theory put forward by Guiry, Magi, and Lutz (2006) that states consumers' RSI may influence shopping behavior as they perceive shopping as a means for pleasure, leisure, and self-expression. Someone who has a high Recreational Shopper Identify tends to define themselves when shopping, and they often behave with spontaneity, drive, and

high shopping pleasure. Meanwhile, impulsive consumers include consumers who make spontaneous purchases where they do not pay much attention to their previous plans, are easily tempted so they cannot control themselves, and are more likely to define shopping as a means of expressing themselves (Karande, K., & Merchant, A. 2012). Recreational shopping is usually done for pleasure or hobbies rather than immediate needs. This activity can be a form of relaxation or distraction, and a desire to enjoy the shopping process, such as exploring the store, trying on items, or simply enjoying the atmosphere of the store. This can lead to impulse purchases without consideration.

3.2.3.4. The influence of Servicescape on Impulsive Buying

Based on the bootstrapping test's path coefficient table results, it shows that the original P-value between servicescape and impulsive buying is 0.000, which means less than 0.05. Then, according to the original sample value (O) is 0.225, that indicating has a positive value. Thus, it can be concluded that the fourth hypothesis is accepted because the servicescape has a positive significant influence on impulsive buying.

This supports previous research by Astuti and Jalill (2014) which states that servicescape has a positive effect on impulsive buying. Servicescape through environmental stimuli (layout, atmosphere, physical environment) affects customer satisfaction which in turn affects consumer behavior responses/decisions in shopping (Donovan & Rossiter, 1982; Mehrabian & Russell, 1974). According to Nurcaya and Rastini (2018), the arrangement of the store atmosphere aims to provide a pleasant shopping experience while meeting functional needs, so that it can support transactions and encourage impulse buying behavior. Servicescape refers to the physical environment in which services are delivered, such as interior design, store layout, lighting, background music, and scents. These elements can stimulate the customer's emotions resulting in a sudden purchase decision without prior planning.

3.2.3.5. The influence of Hedonic Value on Impulsive Buying

Based on the bootstrapping test's path coefficient table results, it shows that the original P-value between hedonic value and impulsive buying is 0.024, which means less than 0.05. Then, according to the original sample value (O) is 0.186, that indicating has a positive value. Thus, it can be concluded that the fifth hypothesis is accepted because the hedonic value has a positive significant influence on impulsive buying.

It confirms the previous study Kempa et al., (2020) that states hedonic shopping value has a positive influence significantly toward impulsive buying. Rachmawati (2009) in her research said that there is a relationship between hedonic shopping values which affects a person's impulsive buying behavior in a department store. This can also occur at MINISO, where when

someone has hedonic value, it can lead to purchasing decisions without prior planning. People generally become impulsive when they have hedonic goals and do things spontaneously without thinking about other risks (Barrett and Patterson, 1983). The feeling of excitement of searching for treasure by looking around and finding interesting products in stores while shopping may lead to impulse purchases.

Table 11. Hypothesis Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
RSI -> HV -> IB	0.125	0.118	0.056	2.232	0.026
S -> HV - > IB	0.039	0.037	0.020	1.995	0.047

3.2.3.6. The relationship Hedonic Value mediates the influence of Recreational Shopper

Identify on Impulsive Buying

Based on the bootstrapping test’s specific indirect effect table results, it shows that the original P-value between recreational shopper identify, hedonic value and impulsive buying is 0.047, which means less than 0.05. Thus, it can be concluded that the sixth hypothesis is accepted because the hedonic value mediated by recreational shopper identify toward impulsive buying.

This result is in line with Rohman (2009: 252-253) that states hedonic value of consumption is related to consumption experiences, feelings, fantasies, pleasures, and sensory perceptions, which contribute to a person's emotional experience. A person's experience in their environment determines their emotions. Consumers who shop for leisure allow an increase in hedonic value. Then buyers' desire to seek hedonic value from shopping can lead to shopping impulses. Effective retail strategies include leisure, entertainment and hedonic shopping (Arnold and Reynolds, 2003), which may be related to multi-channel consumer behavior (Konus et al., 2008). Customers who deliberately come to the MINISO store just to enjoy the excitement of shopping can lead to impulsive buying behavior which is driven by hedonic value when shopping.

3.2.3.7. To relationship Hedonic Value mediates the influence of Servicescape on Impulsive Buying

Based on the bootstrapping test’s specific indirect effect table results, it shows that the original P-value between servicescape, hedonic value and impulsive buying is 0.026, which means less than 0.05. Thus, it can be concluded that the seventh hypothesis is accepted because the hedonic value mediated by servicescape toward impulsive buying.

According to Guiry, Magi, and Lutz (2006) consumers who have this kind of shopping experience tend to be easily influenced positively by the perceived servicescape so that they will spend more money. This supports Lie's research (2015) showing a significant positive

relationship between hedonic shopping value and servicescape on impulsive buying. Unplanned purchases will occur when there is a push of internal factors (hedonic value) and supported by external factors (store atmosphere stimulus). Another research by Baker, Parasuraman, Grewal, and Voss (2002) stated that the condition of the service environment significantly affects the perceived value of shopping, which leads to better consumer behavior.

4. CONCLUSION

4.1. Conclusion

The current study shows the influence of Recreational Shopper Identify and Servicescape through Hedonic Value as a mediating variable on Impulsive Buying. The results of the study say that Impulsive Buying means the action of consumers in buying a product spontaneously or without prior planning, which is triggered by positive emotions that are felt. This result shows that the higher the value of recreational shopper identify that consumers have, the more consumers will tend to enjoy their shopping activities. They will not worry about spending their free time and money just to walk around and hunt for interesting products. A successful servicescape is an element that is able to attract customers to come to the store, such as eye-catching store design, layouts that make it easier for customers to reach, lighting that helps accentuate products and soothing music is one strategy that can also be utilized by retail businesses to get more profit. In the context of purchasing decisions for consumers, these two variables are important to stimulate the hedonic value that a person has. Hedonic values will have an impact on consumers to take impulsive actions by making sudden decisions that are not planned in advance. The study indicates that hedonic value has a partial mediating on recreational shopper identify and servicescape toward impulsive buying. This can be said because in this study result showed that recreational shopper identify and servicescape have a direct effect on impulsive buying.

4.2. Implication

Based on the research results, in increasing sales a company can recognize consumer behavior when doing shopping activities. One of the things that can be done is to take advantage of consumers' impulsive buying actions. Of course, managers must understand and develop strategies to generate or increase impulsive buying stimulus. There are many strategies that companies can do to stimulate impulse buying and increase sales by attracting customers which in turn will increase company profitability and brand awareness making it possible for loyal customers to recommend products to others. In this study, it has been stated that recreational shopper identify and servicescape can influence impulsive buying both directly and supported by the encouragement of hedonic value.

Companies can identify groups of consumers who tend to have a strong recreational shopper identify and develop marketing strategies by providing a more emotionally satisfying shopping experience, offering varied products, providing special promotions, and others to attract them to spend leisure time and spend money. In the above research, recreational shopper identify has a high value in influencing impulsive buying where respondents aged 17-25 are the majority. This shows that MINISO can focus their target market on teenagers and recognize what they like and look for when shopping. In addition, the company is also able to widen their target market by bringing up a recreational buying identify to consumers through consumer culture such as fashion trends to shape one's buying identify. Exposure to glamorous shopping images or consumptive lifestyles can influence a person to adopt an identify as a recreational shopper.

The elements in the servicescape can categorized by companies which will enhance the hedonic experience for consumers. Ensuring that the interior design of the store is attractive and inviting to consumers includes choosing appropriate colors, interesting arrangement of goods, and an intuitive layout. Lighting is warm and natural, creates a cozy atmosphere and helps in showcasing products in an appealing manner. Appropriate music selection and pleasant scents can also enhance the customer's mood, leading to a more positive shopping experience. Placement of products at affordable prices or with special offers in accessible areas can increase impulse purchases. Providing seating or break room facilities for customers provide comfort for those who want to take a break, it also includes a comfortable temperature. By effectively utilizing servicescape elements, companies can create an environment that stimulates and invites consumers to create positive emotions which influence impulse purchases.

Hedonic value refers to the satisfaction or pleasure obtained from the experience or product when shopping, which is not only related to functionality but also the emotional aspects or aesthetic value felt by customers. Some of the intended aspects as described in this research are through recreational shopper identify and servicescape. Attractive marketing strategies that pay attention to internal and external factors such as emotional gratification by providing pleasure and emotional satisfaction in the shopping experience and improving the quality of the servicescape to create an attractive environment to visit can be utilized by companies in creating stimulus consumer hedonic values so as to trigger impulse purchases from customers who are tempted by the experience and emotional satisfaction offered..

4.3. Limitation

Despite this study has made important contributions to the literature and practice in the specified field, this study still has several shortcomings that may be utilized for future studies.

1. This research only looked at one popular retail company among teens. Therefore, it is

impossible to generalize the findings of this study to other industries and retail business sectors.

2. This study focused on Recreational Shopper Identify, Servicescape, and Hedonic Value on Impulsive Buying. Thus, it is anticipated that future studies would examine additional variables that may enhance impulsive purchasing.
3. Each respondent's data is gathered for this study using an online survey delivered through a Google Form. Because of this, it is less accurate to identify responders to the claims submitted in the questionnaire using the data that was collected.

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