

# THE INFLUENCE OF INSTORE STIMULI AND HEDONIC MOTIVATION ON CONSUMER IMPULSE BUYING IN MATAHARI MEDAN FAIR

Anisah Fadhillah<sup>1\*</sup>, Nindya Yunita<sup>2</sup>

<sup>1,2</sup> Department of Management, Faculty of Economics and Business, Medan Area University, Medan, 20112, Indonesia

## ABSTRACT

The rapid development of the Department Store Retail business, especially Matahari, is a logical consequence of economic growth and the movement of world globalization, which is a form of distribution service business that is widely discussed and growing rapidly in Indonesia and other developing countries. In an effort to implement marketing strategies supported by advances in information technology to maintain consumer loyalty, Matahari consistently studies consumer behavior. One very important consumer behavior is Impulse Buying Behavior. The total population of Matahari department store plaza Medan fair quoted from internal data of Matahari plaza Medan fair in the third quarter (July-September) of 2023 is around 120,000 people. The author uses a purposive sampling technique, which is a sampling technique used to determine the sample. The aim of this research is to analyze the influence of In-store Stimuli variables on consumer Impulse Buying. The author tests the hypothesis of the influence of the InStore Stimuli and Hedonic Motivation variables on impulsive shopping behavior to prove whether there really is a direct significant influence of these three variables. It is hoped that the findings can be utilized by retail businesses in Indonesia. The findings of this research reveal that there is indeed a direct significant influence of stimulus efforts and the nature of Hedonic motivation by management on consumer impulsive buying.

## ARTICLE INFO

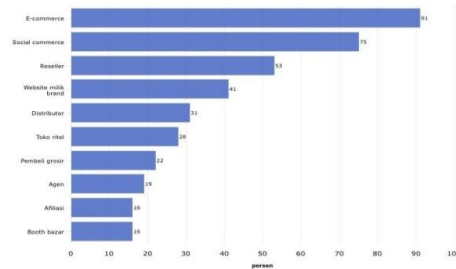
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\*Corresponding Author at Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Jl. Sriwijaya No. 3 Kota Pekalongan, 51111, Indonesia  
E-mail address: [fadhilahanisah8@gmail.com](mailto:fadhilahanisah8@gmail.com) (author#1), [nindyayunita@staff.uma.ac.id](mailto:nindyayunita@staff.uma.ac.id) (author#2)

## 1. Introduction

Online shopping has become a popular trend in this digital era, because allows consumers to fulfill all their needs just by a few clicks. This situation applies not only to online shopping, but also applies to physical or retail stores that sell products directly. According to Warnerin (2020) stated that with the flow of globalization and revolution 4.0, business is growing rapidly and the producer market is becoming wider. No with the exception of retail businesses which also follow this development. Retail is all activities involving the direct sale of goods or services to end consumers for personal and non-business use, as well as any company business whose main sales volume comes from retailing (Kotler2016).

**Figure 1.**Graphic of marketing channels used by consumers throughout 2022



**Source:** Databox 2023

In the picture, it can be seen that consumers prefer to shop for products via e-commerce which has a rate of 91%, then followed by shop via social e-commerce such as Instagram, TikTok, etc. which have the percentage is 75%, while those using offline channels such as Distributors, retail stores, wholesalers, agents and bazaars have much lower percentages. But with that, offline stores still maintain their existence in the onslaught of online shopping, including offline retail. In Indonesia There are various types of retail, such as hypermarkets, supermarkets, etc department store (kompaspedia.kompas.id). Development of retail business in Indonesia started in the 1960s, especially in fashion retail. Based on data from (DataIndonesia.id) which was released in 2022, The number of retail stores in Indonesia will be 3.98 million units in 2022. Based on Euromonitor data shows that number decreased by 0.9% compared to the year previously it was 4.02 million units because many retailers had to closed its store operations due to the impact of PPKm in 2018 previously. One of these retail outlets is Matahari, Matahari has closed 13 outlets in Indonesia.

According to Amir in (Setyasih, 2017) PT Matahari DepartmentStore Tbk (Matahari) is a fashion retail company that provides clothing, accessories, beauty equipment, for consumers who appreciate fashion and added value. Currently Matahari operates 155 outlets spread across 81 cities throughout Indonesia, with a space of almost one million square meters. On the island of Sumatra, especially in the capital city of Medan, North Sumatra Province, there are 4 Matahari outlets spread across several locations, which are located in a mall in the city of Medan. In each of these malls, Matahari outlets share special characteristics that are implemented by the Matahari Department Store itself. On the island of Sumatra, especially in the capital city of Medan, North Sumatra Province, there are 4 Matahari outlets spread across several locations, which are located in a mall in the city of Medan. In each of these malls, Matahari outlets share special characteristics that are implemented by the Matahari Department Store itself.

**Table 1.** Table of Poll Results for the selection of Matahari Department Store Branches at Malls in the city of Medan

Malls in the city of Medan	Amount
Plaza Medan Fair	19
Medan Mall	10
Thamrin Plaza	3
Manhattan Times Square	3
<b>Amount</b>	<b>35</b>

**Source:** Poll results (2024)

From the table of poll results for the selection of Matahari branches spread across several malls in the city of Medan which was conducted on 35 Matahari consumers, it can be seen that

Matahari at the Plaza Medan Fair branch had the highest number of visits and familiarity with the Matahari branch at Plaza Medan Fair, 19 people. Matahari Plaza Medan Fair has experienced a significant increase in product sales for three consecutive years. This is in direct contrast to retail data which experienced a decline in 2021-2022, especially as Matahari has also closed several of its outlets in Indonesia. This could be a phenomenon, where Matahari Department Store, especially at the Medan Fair Plaza branch, has had a significant increase in sales value in selling its products. Meanwhile, in the top rated visitor and online data, Matahari at the Plaza Medan Fair branch is in 3rd position with a number of visiting ratings of 4.40, where in first position is Matahari at the Medan Mall branch with a total rating of 4.50, which is then followed by Thamrin Plaza branch with the same number of ratings and in last position at the Manhattan Times Square branch with a rating value of 4.20. From these results it can be seen that there are differences in the results shown both from direct polling data and online rated data. Therefore, researchers want to research at one of Matahari's branches located at Medan Fair Plaza Mall.

## 2. Literature Review

### 1. Impulse Buying

Impulse buying is a spontaneous or unplanned purchase of a product due to a very strong urge and need to buy the product immediately (Irdiana et al., 2021). According to Rook in (Nurcholish, 2017), impulse buying is shopping behavior that occurs unplanned, emotionally attracted, where the decision-making process is carried out quickly without thinking wisely and considering all existing information and alternatives.

### 2. InStore Stimuli

According to Gema Habibie, (2019) states that in-store stimuli are elements deliberately designed by store management to influence customers' shopping pleasure through various initiatives, including layout design, in-store displays, and creating a friendly environment. The term "in store stimuli" refers to the atmosphere and perception of the environment or also known as "perceived atmosphere" that customers experience both inside and outside the store. These elements can create a memorable shopping experience for customers and can also influence their mood and behavior, encouraging them to stay longer and engage in impulse buying. Stores use their layout, displays and surrounding environment to produce high levels of stimulation, known as in-store stimuli.

### 3. Hedonic Motivation

A consumer who has the desire to shop with the aim of fulfilling their psychological needs, such as subjective feelings, satisfaction, emotions can be said to be hedonic motivation (Widagdo & Roz, 2021).

## 3. Method, Data, and Analysis

The variables used in this research include independent and dependent variables. The independent variables consist of InStore Stimuli, Hedonic Motivation, and the dependent variable is Impulse Buying. The population in this study were Matahari Department Store Plaza Medan Fair consumers. In this research, the population is all consumers who have shopped or purchased at Matahari department store Plaza Medan Fair aged 17-40 years. The total population of Matahari department store plaza Medan fair quoted from internal data of Matahari plaza Medan fair in the third quarter (July-September) of 2023 is around 120,000 people. The technique used is purposive sampling technique, which is a sampling technique used to determine samples with certain considerations according to the criteria. The criteria used are visitors who have made purchases at Matahari

Department Store Plaza Medan Fair at least twice, consumers or visitors aged 17-40 years and consumers who have a monthly income.

After calculating the number of samples according to the specified criteria, 400 samples were obtained. Quantitative data is used in research methods. Primary data is used in this research. The data collection methods used were observation, literature review, and distributing questionnaires, using a Likert scale. The analysis tool used is SPSS ver 23.

## 4. Result and Discussion

### 4.1 General Description

In this research, the object is Matahari Department Store Plaza Medan Fair. PT. Matahari Putra Prima Tbk is a retail company in Indonesia which is the owner of the Matahari Department Store network which has been operating since 1958. Matahari is the pioneer of the modern Department Store concept in Indonesia. In 1980 Matahari opened its first shop outside Jakarta, namely Sinar Matahari Bogor. Every year Matahari opens at least 4 stores. And now there are more than 100 Matahari stores in Indonesia.

The number of samples in the study used the Slovin formula, so the number of samples in this study was 398,667 which was rounded up to 400 visitor respondents who had shopped at Matahari Department Store Plaza Medan Fair.

**Table 2.** Multikolinaritas Test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.360	.681		10.803	.000		
<i>In store stimuli</i>	.374	.024	.457	15.502	.000	.998	1.002
<i>Hedonic shopping Motivation</i>	1.034	.044	.691	23.456	.000	.998	1.002

a. Dependent Variable: *Impulse Buying*

**Source :** Data processed from SPSS (2024)

The calculation results show that the Tolerance value of the In Store Stimuli (X1) and Hedonic Shopping Motivation (X2) variables is 0.998 and the VIF value is 1.002. Thus, it can be seen that the Tolerance value for each independent variable is  $\geq 0.1$  with a VIF value  $< 10$ , so based on the test criteria, if the Tolerance value is  $\geq 0.1$  with a VIF value  $< 10$  it can be concluded that multicollinearity does not occur.

**Table 3.** Parsial Test

**Coefficients<sup>a</sup>**

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<i>Hedonic shopping Motivation</i>	1.034	.044	.691	23.456	.000

a. Dependent Variable: *Impulse Buying*

Source : Data processed from SPSS (2024)

By using 2 independent variables, a significance level of 5% and a sample of 400 people, we then obtain a t table worth  $(\alpha/2; n-k) = (0.025; 397) = 1,966$ .

**Table 4.** simultaneous test

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	607.810	2	303.905	378.229	.000 <sup>b</sup>
Residual	318.987	397	.803		
Total	926.798	399			

a. Dependent Variable: *Impulse Buying*

b. Predictors: (Constant), *Hedonic Shopping Motivation*, *In Store Stimuli*

Source : Data processed from SPSS (2024)

Known fact that the significance value is  $0.000 < 0.05$  and the Fcount value of 378.229 exceeds the Ftable of 3.02. This proves that the independent variables in the form of In Store Stimuli and Hedonic Shopping Motivation influence the dependent variable Impulse Buying simultaneously.

**Table 5.** Coefficient of Determination Results

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	.656	.654	.89638

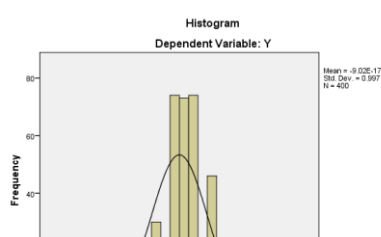
a. Predictors: (Constant), *Hedonic Shopping Motivation*, *In Store Stimuli*

b. Dependent Variable: *Impulse Buying*

Source : Data processed from SPSS (2024)

The Adjusted R Square value obtained was 0.654, meaning that 65.4% of the variation in Impulse Buying factors could be explained by the In Store Stimuli and Hedonic Shopping Motivation variables, while the remaining 34.6% could be explained by other factors not included in this research.

**Figure 1.** Histogram Normality Test Results



**Source :** Data processed from SPSS (2024)

In the histogram approach, good data is used on data that has a bell-shaped pattern, that is, the distribution of the data does not deviate to the left or right in the image. It can be seen that the variables are normally distributed. This can be seen in the histogram graph forming a balanced curve and does not deviate to the right. left and right.

#### **4.2 The Influence of In Store Stimuli on Impulse Buying**

The research results show that the In Store Stimuli variable has a positive and significant influence. Through a significance value of 0.000, it means that it does not exceed the value of 0.05 and also tcount which can exceed the ttable of 15.502 exceeds 1.966. So it is concluded that the Impulse Buying variable is influenced by the In Store Stimuli variable. From the results of respondents' answers to the variable descriptive analysis method through a questionnaire distributed to 400 respondents, it can be seen that the average respondent's answers regarding the In Store Stimuli variable show a positive value. The survey results and data analysis show that the higher the level of stimulus provided by the store, the higher the level of impulse buying will be.

This finding is in line with research conducted by Sandra (2019) and Apriliani, Rina (2017) showing that in-store stimuli have a positive and significant effect on impulse buying.

#### **4.3 The Influence of Hedonic Motivation on Impulse Buying**

The research results show that the Hedonic Motivation variable has a positive and significant influence. Through a significance value of 0.000, it means that it does not exceed the value of 0.05 and also tcount which can exceed the ttable of 23.456 exceeds 1.966. So it is concluded that the Impulse Buying variable is influenced by the Hedonic Motivation variable. Based on the distribution of answers distributed via questionnaire to 400 respondents, it is known that respondents gave positive answers to the statements given, consumers feel they are able to try out all their values just to shop for their pleasure, because the Matahari store is able to provide all kinds of needs for someone. Apart from that, when shopping and getting a discount causes satisfaction and pleasure for consumers.

This finding is in line with previous research conducted by Dewi Andini Putri (2023) which showed that hedonic motivation had a positive and significant effect on impulse buying.

#### **4.4 The Influence of In Store Stimuli and Hedonic Motivation on Impulse Buying**

From the simultaneous results or F test, it can be seen that the significance level is 0.000. The significance level is  $0.000 < 0.05$  and also the Fcount of 378.229 exceeds the Ftable value of 3.02. So it shows that the independent variables together (simultaneously) have a significant influence on the dependent variable, namely on the Consumer Impulse Buying of Matahari Department Store Plaza Medan Fair. Then the Adjusted R Square of 0.654 means that 65.4% of the variation in Impulse Buying factors can be explained by the In Store Stimuli and Hedonic Motivation variables while the remaining 34.6% can be explained by other factors not included in this research. One other factor that influences

Impulse Buying according to (Daulay, R., Handayani, S., & Ningsih, I. P., 2021) is the Influence of Product Quality, Price, Store Atmosphere and Sales Promotion on the Impulse Buying of Department Store Consumers in Medan City.

## 5. Conclusion and Suggestion

### 5.1 Conclusion

The results of this research aim to determine and analyze the extent of the influence of In Store Stimuli and Hedonic Shopping Motivation on Impulse Buying studies on consumers of Matahari Department Store Plaza Medan Fair. This research is concluded as follows:

1. Simultaneously, In Store Stimuli and Hedonic Shopping Motivation have a positive and significant effect on Impulse Buying among Matahari Department Store Plaza Medan Fair consumers.
2. Partially, In Store Stimuli has a positive and significant effect on Impulse Buying and also the Hedonic Shopping Motivation variable has a positive and significant effect on Impulse Buying among Matahari Department Store Plaza Medan Fair consumers.
3. Based on the calculation of the determinant coefficient (R<sup>2</sup>), it shows that the Adjusted R Square is 0.654, meaning that 65.4% of the variation in Impulse Buying factors can be explained by the In Store Stimuli and Hedonic Shopping Motivation variables, while the remaining 34.6% can be explained by other factors. not included in this research.

### 5.2 Suggestion

Based on the discussion and conclusions, the author can provide suggestions, namely:

1. In the In Store Stimuli variable, this research shows that the Matahari Plaza Medan Fair store must further increase the store's stimulus to get impulse purchases. This is because the stimuli provided by the store do not fully support the level of impulse in shopping.
2. There is also Hedonic Shopping Motivation which is a variable in Impulse Buying. In this case, Matahari must also pay attention to each product being sold, whether the product is a trend at the time or not. So that consumers who have a high level of hedonism regarding fashion will also pay attention to the product they choose.
3. For future researchers, similar research can be carried out in more depth and combined with other variables so that the results obtained will be more effective. Then you can research using different research objects and different populations and are able to research other variables outside the variables that have been researched to uncover more problems and newer discoveries.

## Referance

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