

## SHOPPING MOTIVATION IN CONSUMER LOYALTY PROCESS

RATIH PUSPITA KUSUMANINGRUM  
AULIA DANIBRATA\*

Trisakti School of Management, Jl. Kyai Tapa No.20, Jakarta, Indonesia  
[Puspitar84@gmail.com](mailto:Puspitar84@gmail.com), [Auliadanibrata@yahoo.com](mailto:Auliadanibrata@yahoo.com)\*

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**Abstract:** *This study aims to examine the influence of hedonic, utilitarian, and ethical motives in process of forming consumer loyalty. The design that used in this research were descriptive research and causality research, in which variables were measure with 5-point likert scale. The technique that used in this research is non-probability sampling with purposive sampling technique and used 221 respondents who fit the criteria. This research is processes by using Structural Equation Modeling – Partial Least Square. The results of this calculation show that hedonic shopping motivation, utilitarian shopping motivation, and ethical shopping motivation through perceived quality as mediating variable have an influence on repurchase intention. It can be implied that if Matahari Department Store wants to increase the sales, it should increase customer experience over products and ethical products.*

**Keywords:** Hedonic Shopping Motivation, Utilitarian Shopping Motivation, Ethical Shopping Motivation, Perceived Quality, Repurchase Intention

### INTRODUCTION

Shopping has become a necessity that cannot separate from the human lifestyle. The purpose of shopping is not only to fulfill the need for clothing but also to make oneself happier. One of the most popular categories of shopping is fashion. In Indonesia, the fashion industry is multiplying. The large number of clothing retail outlets spread across Indonesia supports this. Fashion trends that constantly change from time to time make a business in the fashion sector very profitable. As a result, many new brands in this industry have emerged.

The largest retail chain in Indonesia is PT Matahari Department Store Tbk ("Matahari" or "Company"), which operates 139 shops throughout 77 cities as well as online at Matahari.com. For more than 60 years, Matahari

has offered high-end, stylish, and reasonably priced footwear, cosmetics goods, and apparel to Indonesia's growing middle class.

According to information from Matahari's financial reports that were retrieved from Matahari.com, the company's net profit has decreased during the last five years. According to records, Matahari lost 873.2 billion rupiahs in 2020 as opposed to making 1,366.9 billion rupiahs in profit the year before. From a profit of IDR 1,366.9 billion in 2019 to a loss of IDR 873.2 billion in 2020, the Company's Net Profit fell by IDR 2,240.1 billion, or 163.9%. Even though it rose once more in 2021, it was not as high as it had been the year before. Of course, a variety of variables could contribute to the sales decline. This study is limited to the influence of hedonic,

utilitarian, and ethical shopping motivations on repurchase intention through perceived quality.

Previous literatures have discussed the effect of hedonic, utilitarian and ethical shopping motivation on repurchase intention through perceived quality ([Kussudyarsana and Indraswari 2022](#); [Tena-Monferrer et al. 2022](#)) The difference between this study and previous research is that this research focuses more on repurchase intention at one of the largest retail outlets from Indonesia which is in the bankruptcy line, screaming the need of identifying the factors which can increase repurchase intention of the Company's products.

### Theory of Reasoned Action

This study uses the Theory of Reasoned Action (TRA) proposed by [Fishbein and Ajzen \(1975\)](#) to understand individual attitudes influencing their purchase intentions. TRA states that human behavior is related to the behavioral intention of each individual to perform specific actions ([Tena-Monferrer et al. 2022](#)). The application of TRA conducted by [Garg and Joshi \(2018\)](#) states that behavioral intention is a significant predictor of individual behavior, such as purchase intention. This indicates that TRA can theoretically support the study of customer behavioral intentions in loyalty formation.

### Repurchase Intention

Repurchase intention is the individual's assessment of whether to repeat the same purchasing behavior with the same company ([Tena-Monferrer et al. 2022](#)). Based on their past experiences and assessments of that specific business, which is recognized to satisfy their needs, customers select the same service provider and decide to purchase the same service or product. Consumers use their earlier experiences as the basis for their decision to select the same service provider and purchase the same service. Repurchase intention includes an individual's assessment of the same business

that satisfies their needs and an assessment of the current service environment. ([Ariffin et al. 2016](#)). [Wirtz and Lovelock \(2016, 136\)](#) defined repurchase intention more impacted by consumers' overall perceptions of the firm's service quality at the time of their next purchase decision and less by specific satisfaction judgments made during and after a transaction.

### Effect of Hedonic Shopping Motivation on Perceived Quality

Aspects of human behavior related to the multisensory, imaginative, and emotional components of the act of shopping are included in the hedonic dimension ([Tena-Monferrer et al. 2022](#)). The idea of hedonic consumption, which encompasses the multi-sensory and emotional components of the consumer's experiences with products, was introduced by [Hirschman and Holbrook \(1982\)](#). The playfulness and enjoyment-driven hedonistic purchasing motivations. Hedonic shopping reflects the experiential values of shopping, such as fantasy, arousal, sensory stimulation, delight, pleasure, curiosity, and escapism ([Kang et al. 2010](#); [Hashmi et al. 2020](#)).

According to previous researches ([Anand et al. 2019](#); [Tena-Monferrer et al. 2022](#)), consumer quality perception is positively impacted by hedonic shopping motivation. Individuals are intrinsically motivated to participate in an activity when they are excited. Thus, regardless of the outcome, the experience of pleasure itself provides value. Higher perceptual characteristics are correlated with a greater tendency for sensory delight and experimentation ([Acevedo et al. 2014](#)). Based on this line, it can be hypothesized that there is influence between hedonic shopping motivation and perceived quality.

H<sub>1</sub>: Hedonic shopping motivation positively influences perceived quality.

### **Effect of Utilitarian Shopping Motivation on Perceived Quality**

The most reasonable component of the variable, the utilitarian dimension, which includes cognitive and functional elements. It is concentrated on meeting a functional or economic need ([Tena-Monferrer et al. 2022](#)). Customers will only purchase things if they can use them as intended. The buyer will assess whether the product has the features they require. Consumers who are motivated by utilitarian motives—also known as rational motives—buy products because of their useful qualities and objective traits ([Setiadi, 2003, 96](#)). This implies that people simply consider their needs and goals when selecting the items they need to buy. Even though shopping may not be enjoyable, utilitarian consumer behavior can be characterized as a sensible strategy including an efficient purchase ([Babin, Darden, and Griffin 1994](#)). According to this assertion, consumers who have utilitarian attitudes will make cost-effective purchases even if they do not enjoy themselves while doing so.

According to previous researches ([Tena-Monferrer et al. 2022](#); [Indrawati et al. 2022](#)), utilitarian shopping motivations have a direct, beneficial impact on perceived quality. As people would favorably value perceived quality by completing the "shopping trip" purpose, utilitarian motivation represents the cognitive dimension.

H<sub>2</sub>: Utilitarian shopping motivation positively influences perceived quality.

### **Effect of Ethical Shopping Motivation on Perceived Quality**

Ethical shopping refers as a way for someone to feel good about themselves by supporting others or contributing to the local environment. A strong local economy is also maintained by patronizing local companies ([Tena-Monferrer et al. 2022](#)). By doing our shopping locally, we can strengthen the economy of the community and encourage local

businesses to expand. [Dowd and Burke \(2013\)](#) suggest that the intentional and purposeful decision to make specific consumption decisions owing to personal moral ideas and values is the concept of ethical consumerism's fundamental idea. Customers that are ethical make intentional judgments about their purchases based on their preference to use local stores or items for ethical grounds. By making certain purchases, a person may feel good about their choices since they are benefiting the economy and the environment. Consumers who are driven by ethics will be more receptive to seeing higher quality due to their personal sense of doing what is right ([Nassivera and Sillani, 2015](#)).

According to [Tena-Monferrer et al. \(2022\)](#), ethical shopping motivation directly and positively affects perceived quality. Ethically driven customers are more likely to perceive higher quality due to their own sense of doing the right thing. According to [Sierra et al. \(2017\)](#), Customer perceived ethicality has a positive effect on perceived quality.

H<sub>3</sub>: Ethical shopping motivation positively influences perceived quality.

### **Effect of Perceived Quality on Repurchase Intention**

The consumer's subjective assessment of the difference between what they experience and what they anticipated is represented by perceived quality ([Tena-Monferrer et al. 2022](#)). According to this viewpoint, people's tendency for purchasing behavior, or their drive to shop, is affected by perceived quality. [Schiffman and Wisenblit \(2015, 137\)](#) Retail businesses have their own images that affect how consumers view the quality of the things they carry and where they choose to purchase. In addition to the quality of the goods, consumers focus their shopping decisions on where they go. Customers choose between product quality and a retail store's reputation while making purchases. According to [Sivaram et al. \(2019\)](#), perceived quality is a customer's assessment of

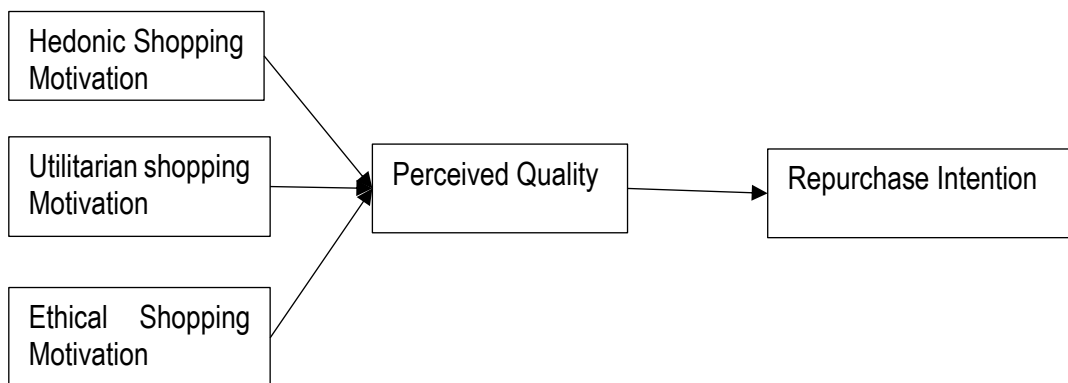
the overall value or excellence of a good or service.

When consumers perceive higher product quality, it will lead to stronger repurchase intention (Ariffin et al. 2016).

Consumers will make a purchase when their assessment of the goods is higher (Shwastika and Keni 2021).

H4: Perceived quality directly and positively influences repurchase intention.

**Research Model**



**Figure 1. Research Model**

**RESEARCH METHOD**

The design that used in this research were descriptive research and causality research, in which variables were measure with 5 points likert scale. The technique that used in this research is non-probability sampling with purposive sampling technique and used 221 respondents. This research is processes by using Structural Equation Modeling – Partial Least Square. Hedonic shopping motivation is a shopping motivation driven by pleasure in taking actions in the form of making purchases of things associated with multisensory, fantasy, and emotive aspects of consumption (Indrawati et al. 2022; Tena-Monferrer et al. 2022). Utilitarian shopping motivation is a person's motivation to make a purchase by focusing on functional or

economic needs when shopping (Indrawati et al. 2022; Kussudyarsana and Indraswari 2022).

Ethical shopping motivation is when a person may feel good about themselves or their contribution to the community by engaging in ethical purchasing (Tena-Monferrer et al. 2022). An individual may feel good about their actions by shopping in a certain way because they are helping the economy and the environment. Perceived quality is how consumers' view and expectations about products or services with consumer perceptions (Kussudyarsana and Indraswari 2022). Repurchase Intention is a consumer's decision to repeat the same shopping action at the same retailer based on their prior experience (Ginting et.al. 2023).

**Table 1. Variable Indicator and Scale Measurement**

No	Variable	Indicator	Measurement
1	Hedonic Motivation (X1)	Shopping 1. Enjoy shopping at MTH Department store 2. Enjoy shopping with friends or family at MTH Department store 3. Keeping up with the latest fashions and fashion trends	Likert
2	Utilitarian Motivation (X2)	Shopping 1. Shop according to plan 2. Satisfied buying what you want 3. Get an opportunities in terms of value for money	Likert
3	Ethical Shopping Motivation (X3)	1. Contributing to the local economy 2. Appreciate local products 3. Feel like you're doing the right thing by shopping for local products	Likert
4	Perceived Quality (Y)	1. The service provided as a whole is correct 2. The level of quality provided is acceptable when compared to other shops 3. The service provided is in line with expectations 4. Satisfied with the quality provided	Likert
5	Repurchase Intention (Z)	1. Intending to go back to shopping at MTH Department store 2. Prefer to shop at MTH Department store than other stores 3. Would recommend shopping at MTH Department store to others	Likert

Source: Sandra [Tena-Monferrer et al. \(2021\)](#)

**Table 2. Sample Description**

Information	Data
The minimum amount of data that can be sampled	200
The number of samples obtained	265
The number of samples that do not fill all questions	44
Total data that can be sampled	221

Source: Data processing results

**Table 3. Composite Reliability**

	<b>Hedonic Shopping Motivation</b>	<b>Utilitarian Shopping Motivation</b>	<b>Ethical Shopping Motivation</b>	<b>Perceived Quality</b>	<b>Repurchase Intention</b>
<b>Composite Reliability</b>	0,772	0,816	0.865	0,884	0,890

Source: Data processing results

**RESULTS AND DISCUSSION**

Based on table 1 above, the number of respondents used in this study was 221 respondents. This study distributed questionnaires to 265 MTH Department Store customers in the Jakarta area. However, after the research questionnaire was evaluated and adjusted to the required criteria, 44 respondents do not fill all questionnaire’s questions. Thus, the sample can use as many as 221 respondents. Based on the results of the answers from the questionnaire distributed to MTH Department Store customers in Jakarta since November 5, 2022, there is a description of the number of samples in this study as follows.

Based on table 2 above, which is the result of processing the reliability of the data on the 221 respondents in this questionnaire, we

can know the value of the composite reliability of the variables used. It can be said to be reliable because it has a value of  $\geq 0.70$ . The Hedonic Shopping Motivation variable has a composite reliability value of 0.772. The composite reliability value on the Utilitarian Shopping Motivation variable is 0.816. Furthermore, the Ethical Shopping Motivation variable has a composite reliability value of 0.865. The composite reliability value on the perceived quality variable is 0.884. And the variable with the highest composite reliability value is owned by the Repurchase Intention variable with a value of 0.890. Therefore, any data obtained can be used for this research because the results are reliable.

**Table 4. Square Root of Average Variance Extracted Value**

	<b>Hedonic Shopping Motivation</b>	<b>Utilitarian Shopping Motivation</b>	<b>Ethical Shopping Motivation</b>	<b>Perceived Quality</b>	<b>Repurchase Intention</b>
<b>Hedonic Shopping Motivation</b>	(0,729)	0,384	0,389	0,427	0,448
<b>Utilitarian Shopping Motivation</b>	0,384	(0,775)	0,465	0,404	0,451
<b>Ethical Shopping Motivation</b>	0,389	0,465	(0,826)	0,540	0,476
<b>Perceived Quality</b>	0,427	0,404	0,540	(0,810)	0,759
<b>Repurchase Intention</b>	0,448	0,451	0,476	0,759	(0,855)

Source: Data processing results

In table 3, which is the result of the discriminant validity test for 221 respondents in this study, we can see that the AVE value of the latent variable concerned has a greater value than the value of the latent variable relative to

other latent variables. So this is in accordance with the criteria of discriminant validity, and it can be said that each variable in this study has valid indicator data to use.

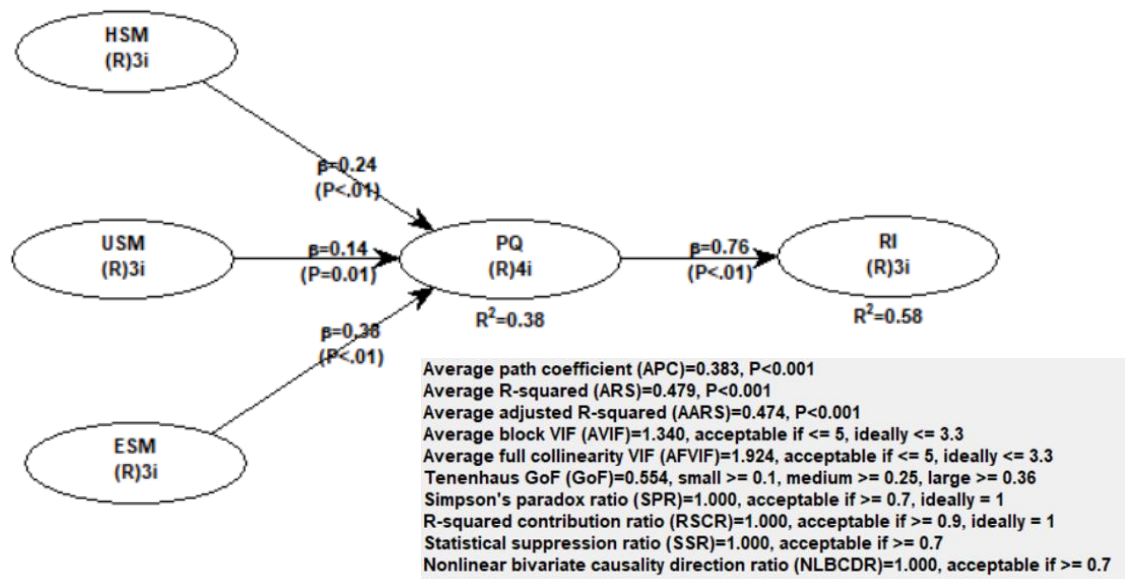


Figure 2. Path Analysis

In the table, it can be seen that the p-value of the average path coefficient (APC) is less than 0.001, which means that the model used meets the fit criteria (i.e. less than 0.05). Furthermore, we can see from the p value on the average r-squared (ARS). The p value on ARS is 0.001. This value is less than 0.05, which means that this model can be said to be fit. In

addition, the last is by looking at the value of the average variance inflation factor or AVIF. The AVIF value in the table is 1.340 and is less than 3 so that this model can be said to be ideally fit. By looking at the p values of APC, ARS, and AVIF, this model can be said to be fit according to the existing criteria.

Table 5. Path Coefficients and P Value

Path	Path coefficient	P value	Ideal (p value)	Explanation
X1 → Y	0,243	< 0,001	< 0,05	Significant
X2 → Y	0,144	0,015	< 0,05	Significant
X3 → Y	0,385	< 0,001	< 0,05	Significant
Y → Z	0,636	< 0,001	< 0,05	Significant
X1 → Z	0,114	0,042	< 0,05	Significant
X2 → Z	0,151	0,011	< 0,05	Significant
X3 → Z	0,019	0,391	< 0,05	Not Significant

Source: Data processing results

The path coefficient and p-values of the model can be seen through the path diagram of the structural model below:

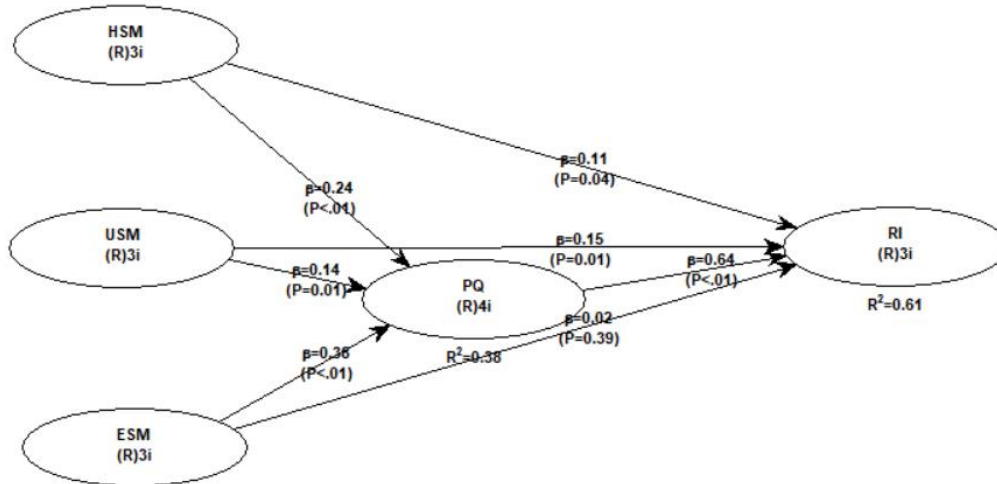


Figure 3. PLS Model Results

Table 6. T Critical Ratio Value

For one-tailed test	1,645
For two-tailed test	1,960

Source: Data processing results

Table 7. T Ratios for Path Coefficients

	HSM	USM	ESM	PQ
PQ	3,775	2,197	6,136	
RI				12,972

Source: Data Processing Results

Table 8. P Values for Indirect Effects

Independent Variable	Mediation Variable	Dependent Variable	P-Value	Results	
Hedonic Motivation	Shopping	Perceived Quality	Repurchase Intention	< 0,001	Partial Mediation
Utilitarian Motivation	Shopping	Perceived Quality	Repurchase Intention	0,010	Partial Mediation
Ethical Motivation	Shopping	Perceived Quality	Repurchase Intention	< 0,001	Full Mediation

Source: Data processing results



The T Ratio value for the hedonic shopping motivation to perceived quality is 3.775 > 1.960 T Critical Ratio and the p value is 0.001 < 0.05. From these figures, it can be said that H<sub>1</sub> cannot be rejected. Therefore, it can be concluded that there is a significant influence of the hedonic shopping motivation variable on the perceived quality variable.

The T Ratio value for the utilitarian shopping motivation to perceived quality is 2.197 > 1.960 T Critical Ratio and the p value is 0.015 < 0.05. From these figures, it can be said that H<sub>2</sub> cannot be rejected. Therefore, it can be concluded that there is an influence of the utilitarian shopping motivation variable on perceived quality.

The T Ratio value for the ethical shopping motivation to perceived quality is 6.136 > 1.960 T Critical Ratio and the p value is 0.001 < 0.05. From these figures, it can be said that H<sub>3</sub> cannot be rejected. Therefore, it can be concluded that there is an influence of the ethical shopping motivation variable on perceived quality.

The T Ratio value for the perceived quality to repurchase intention is 12.972 > 1.960 T Critical Ratio and the p value is 0.001 < 0.05. From these figures, it can be said that H<sub>4</sub> cannot be rejected. Therefore, it can be concluded that there is an influence of the perceived quality variable on repurchase intention for customers.

#### **The influence of mediation variable**

The results of the mediation test where perceived quality mediates between hedonic shopping motivation and repurchase intention shows a p-value of <0.001. This shows that the

p-value < level of significance (Alpha ( $\alpha$  = 5%)). Based on these results it can be concluded that there is a partial mediating effect of perceived quality between hedonic shopping motivation and repurchase intention.

The results of the mediation test where perceived quality mediates between utilitarian shopping motivation and repurchase intention shows a p-value of 0.010. This shows that the p-value < level of significance (Alpha ( $\alpha$  = 5%)). Based on the results it can be concluded that there is a partial mediating effect of perceived quality between utilitarian shopping motivation and repurchase intention.

The results of the mediation test where perceived quality mediates between ethical shopping motivation and repurchase intention shows a p-value of <0.001. This shows that the p-value < level of significance (Alpha ( $\alpha$  = 5%)). Based on these results it can be concluded that there is a full mediating effect of perceived quality between ethical shopping motivation and repurchase intention.

#### **CONCLUSION**

The conclusion from this hypothesis is that there is an influence of hedonic shopping motivation on perceived quality. There is an influence of utilitarian shopping motivation on perceived quality. There is an influence of ethical shopping motivation on perceived quality. There is an influence of perceived quality on repurchase intention. It can be implied that if Matahari Department Store wants to increase the sales, it should increase customer experience over products and ethical products.

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