The Impact of Songket Product Purchase Based on Hedonic Shopping Value and Shopping Lifestyle on MSME Songket Deli, Bandar Khalipah, Deli Serdang, North Sumatra

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Abstract

This study intends to examine the impact of shopping at MSME Songket Deli, Bandar Khalipah, Deli Serdang, North Sumatra, based on hedonic shopping value and shopping lifestyle. Techniques for gathering data include observation, study documentation, and questionnaires. Multiple linear regression using the statistical product software solution (SPSS) application is the research analysis method. The 80 customers of the Songket Deli SMEs make up the research population. This study's sampling method, known as quota sampling, draws a sample from the total population. The study's findings demonstrate that the hedonic shopping value has an impact on consumers' decisions to buy Songket products with a tcount (9.584) value, which is a positive and significant finding (1.991). Shopping Lifestyle have a positive and significant impact on the decision to buy Songket goods with a tcount (3.437) value (1.991). With a value of Fcount (172.857), hedonic shopping value and shopping lifestyle have a positive and significant impact on product purchases (3.114). The coefficient of determination is 90.4%, leaving 18.2% unaccounted for.

Keywords*: Hedonic Shopping Value, Shopping Lifestyle, Product Purchase*

1. Introduction

Some Indonesians today assert that buying relieves their boredom. Many people use shopping as a coping mechanism for stress or loss. In fact, some people may find that the best method to make them happy is to go shopping. Among the benefits of shopping for mental health include: (1) regaining self-control; (2) alleviating anxiety; (3) raising dopamine levels; and (4) improving mood, (https://www.jd.id/news/insight/)

The act of buying by consumers can lift their spirits and make them feel good. Consumers like their shopping experiences, which also provide thieves and those involved in the fulfillment process a sense of addiction. Hedonic satisfaction, which encompasses enjoyable experiences, entertainment, fantasy, and social or emotional fulfillment, is linked to hedonic incentive for shopping, claim Cahyono et al. (2016). According to Krido (2012), the desire to feel good and enjoy pleasure is the primary driver of the hedonic motive for consumption of a good or service. Only when there is time to shop and money with a high purchasing power can hedonistic shopping be satisfied. According to Chusniasari and Prijati (2015), a person's lifestyle, including how they spend their time and money, is described by their buying habits. One can spend time shopping over time, and when money becomes available, the product's purchase power will rise. This undoubtedly has to do with product customers, particularly if someone is interested in buying stylish items. According to Darma and Japarianto (2014), a person's activities in terms of spending time and money are referred to as their shopping lifestyle. Customers will eventually have more time to buy and more money, which will increase their purchasing power.

According to Rifatin and Sudarwanto (2021), the business environment in Indonesia is becoming more competitive as the contemporary era progresses. Additionally, a vast range of goods and services are available in today's modern market, giving consumers numerous options for what they can buy. The economy of Indonesia is expanding, and the country's consumer society is encouraging the establishment of a variety of businesses, particularly in the fashion industry. This encourages people (consumers) who want to look more fashionable and contemporary to develop their lifestyles and purchasing habits.

Micro, Small, and Medium-Sized Enterprises (MSMEs) are a type of local small business that are founded on an individual's initiative. An MSME working in textiles or unique crafts to promote culture, specifically the Malay songket deli, is the Malay Deli Songket Business. a company that specializes on traditional textiles and has a sociopreneur base. Traditionally, women who are regarded and paid fairly for their job weave songket. It also protects the Malay deli culture through this enterprise, which has started to fade over time.

One of the most fundamental factors influencing behavior to adopt beliefs, perceptions, preferences, and behaviors from other organizations is culture (Nurmawati, 2018). To entice customers to sample and purchase a product, it must offer benefits over competing goods in terms of quality, style, form, size, packaging, service, warranty, and taste.

A processing industry, the textile sector turns fiber into yarn or cloth (Asmara, 2013). Fabrics, garments, yarns, and fibers make up textile products. Songket Deli is a product that uses traditional materials while attempting to stay modern. By keeping the features of Songket Melayu Deli in the midst of the traditional items they manufacture, Songket Deli attempts to follow the preferences and wants of consumers and can satisfy the emotional needs that consumers experience and get from their purchase.

20 Songket Deli customers' product purchases at Songket Deli SMEs were examined by researchers in a pre-survey. Based on how the questionnaire was distributed, the information in Table 1:

Table 1. Results of the Pre-survey of Songket Deli Products Purchases

No.	Statement	Agree	%	Disagree	%
1.	I get my groceries at MSME Songket Deli since it has a wide selection of hues and patterns.	11	55	9	45
2.	I shop at MSME Songket Deli because it is well known and trusted by consumers.	7	35	13	65
3.	I shop at MSME Songket Deli because it provides a lot of product availability for sale	6	30	14	70
4.	I will make purchases at MSME Songket Deli continuously or repeatedly.	8	40	12	60
5.	I buy at MSME Songket Deli because there are numerous products that are in accordance with the wishes	5	25	15	75

15 participants (or 75% of those who responded to the explanation in Table 1) said they disagreed with the claim that "I buy at MSME Songket Deli because there are numerous products that are in accordance with the wishes." This demonstrates that buyers can only select patterns and colors that are offered in retail settings. A pre-survey is conducted, the results of which are shown in Table 2, to determine whether product purchases at Songket Deli SMEs have an impact on hedonic shopping value.

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Table 2. Results of the Pre-survey of Hedonic Shopping Value

No.	Statement	Agree	%	Disagree	%
1.	I shop at Songket Deli because I want to add to my shopping experience	6	30	14	70
2.	I shop at MSME Songket Deli when there is merely a promo	4	25	16	80
3.	I get the impression that Songket Deli always has the newest motif, making it different from other stores.	9	45	11	55
4.	When I shop at SMEs, Songket Deli makes me interact with other people while shopping.	5	25	15	75
5.	I feel that shopping at Songket Deli can relieve boredom with daily activities.	7	35	13	65

When it comes to the statement "I shop at MSME Songket Deli when there is merely a promo," 16 respondents (or 80%) in Table 2 disagree. Customers presume that they can shop at MSME Songket Deli at any time. Customers of MSME Songket Deli items believe that discount promotions are infrequently offered, not only when a discount is being held or when they are waiting for a discount, but also when they want to shop at MSME Songket Deli.

Promotion is a form of communication between sellers and buyers that results from accurate information and aims to alter the attitudes and behaviors of consumers who were previously unfamiliar with the product so that they eventually become consumers who always remember the product and are ready to accept, purchase, and be loyal to it. Products made available by the company in question. Promotion is a type of marketing communication, which is a marketing activity that aims to inform, persuade, and remind the target market of the business and its products so that they will be inclined to accept, purchase, and be loyal to the items offered by the business in question.

The distribution of pre-survey questionnaires regarding shopping lifestyle at MSME Songket Deli can be contained in Table 3.

Table 3. Shopping Lifestyle Survey Results

No.	Statement	Agree	%	Disagree	%
1.	I purchased MSME Songket Deli goods because I saw them in commercials	2	10%	18	90%
2.	Because the newest model is always available, I am interested in purchasing MSME items from Songket Deli.	9	45%	11	55%
3.	Because MSME Songket Deli is a well-known brand, I frequent it.	6	30%	14	70%
4.	I buy my groceries at MSME Songket Deli because the quality is the best.	8	40%	12	60%

Table 3 shows that 90% of the respondents (18 individuals) disagree with the claim that "I purchased MSME Songket Deli goods because I saw them in commercials." The perception of customers is that they have never seen a media advertisement for Songket items. Jaiz (2014) defines advertising as all statements about a product that are broadcast through the media and seen by some or all members of the public. Advertising, according to Fatihudin and Firmansyah (2019), aims to communicate with the general audience. Advertising has the potential to both boost sales and create a lasting impression. Effective marketing communications and good advertising must elicit the desired response from consumers.

2. Literature review

2.1. Hedonic Shopping Value

Hedonic pleasure, which includes pleasurable experiences, entertainment, fantasy, and social or emotional satisfaction, is connected to hedonic motivation, according to Cahyono et al. (2016). The indicators of hedonic shopping value, according to Pasaribu and Dewi (2015), are: 1) Adventure/explore shopping, which refers to consumer-led shopping adventures or explorations to discover something novel and interesting, as well as the practice of enjoyment experienced during the shopping process; and 2) Value shopping, which is a pleasure that consumers enjoy. 3) Idea shopping is the phenomenon that results from customers going shopping to learn about the latest trends and fashions, as opposed to the symptoms that are caused when they are searching for deals, discounts, and other promotions. 4) Socializing while shopping, having fun while shopping with friends and family, and interacting with others are all examples of social shopping. 5) Relaxation shopping is a shopping activity to relieve tension and turn consumers' negative moods around.

2.2. Shopping Lifestyle

According to Chusniasari and Prijati (2015), a person's buying habits and lifestyle are described in terms of how they spend their time and money. Shopping lifestyle indicators, according to Rismaya (2018), include the following: 1) Fashion advertisement responses, which include responding to fashion advertisements and looking for products in the ads; 2) The latest models, which include purchasing the newest model clothing when you see it in stores; 3) Famous brands, which are well-known to consumers; and 4) Brand beliefs about quality, which include the conviction that the product you have purchased is of the highest quality.

2.3. Product Purchase

Peter and Olson (2013) claim that the purchasing decision is an integration process that combines knowledge to assess multiple alternative behaviors and select one. According to Tjiptono (2012), researchers employ the following metrics to measure product purchases: 1) Product choice, 2) Brand choice, 3) Dealer choice, 4) Purchase time, and 5) Number of purchases.

3. Methodology

This study was carried out in the Songket Deli, which can be found at Kutilang Street No. 2 Bandar Khalipah Village, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. In this study, quantitative research was used. There were 80 participants in this study who were customers of the Songket Deli SMEs. The research sample was drawn based on the total population of 80 participants in the study of sampling utilizing saturated samples. Observation, documentation studies, and questionnaires were the methods employed for data gathering. Multiple linear regression using the statistical software package SPSS is the analytical technique used in this study.

4. Results and Discussion

Prior to being utilized as a tool for collecting data, the questionnaire employed in this study underwent validity and reliability testing. The Product Moment Correlation formula was used to examine the questionnaire's validity, and the Cronbach Alpha formula was utilized to test the questionnaire's dependability. If a value measurement criteria of 0.5 is used in this research questionnaire, it is stated to be valid (Ghozali, 2018). 30 customers of UMKM Raki Weaving Tanjung Morawa were examined as part of the validity and reliability test for this study. Table 4 contains the findings from the evaluation of the study's validity:

Table 4. Hedonic Shopping Value Validation Test Results

No	Indicator	Pearson Correlation	Value Measurement	Information
1	Visit for shopping	0,783	0,5	Valid
2	Promotion	0,802	0,5	Valid
3	New product	0,749	0,5	Valid
4	Socialize	0,734	0,5	Valid
5	Fun in shopping	0,789	0,5	Valid

Source: Research Results, 2022

The validity test findings for all variable indicators have a value larger than 0.5, according to Table 4. Therefore, all Hedonic Shopping Value indicators are reliable and practical as study instruments.

Table 5. Shopping Lifestyle Validation Test Results

No	Indicator	Pearson Correlation	Value Measurement	Information
1	Fashion ad response	0,799	0,5	Valid
2	Latest models	0,761	0,5	Valid
3	Famous brand	0,698	0,5	Valid
4	Brand beliefs about quality	0,777	0,5	Valid

Source: Research Results, 2022

Table 5 demonstrates that all variable indicators tested for validity had values greater than 0.5. As a result, all indicators of the shopping lifestyle are reliable and practical as study instruments.

Table 6. Product Purchase Validation Test Results

No	Indicator	Pearson Correlation	Value Measurement	Information
1	Product selection	0,760	0,5	Valid
2	Brand choice	0,777	0,5	Valid
3	Dealer choice	0,730	0,5	Valid
4	Purchase time	0,775	0,5	Valid
5	Purchase amount	0,748	0,5	Valid

Source: Research Results, 2022

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The validity test findings for all variable indicators have a value larger than 0.5, according to Table 6. As a result, all Product Purchase Indicators are reliable and practical as study instruments.

Table 7. Reliability Test Results

No	Variable	Cronbach Alpha	Measurement Value	Information
1	Hedonic Shopping Value	0,830	0,7	Reliable
2	Shopping Lifestyle	0,827	0,7	Reliable
3	Product Purchase	0,814	0,7	Reliable

Source: Research Results, 2022

The reliability test results in Table 7 demonstrate that the Hedonic Shopping Value, Shopping Lifestyle, and Product Purchases all have Cronbach Alpha > 0.7, indicating the dependability of all the indicators employed in this study.

The regression model residuals are tested for normality using the PP Plot graph, as shown in Figure 1:
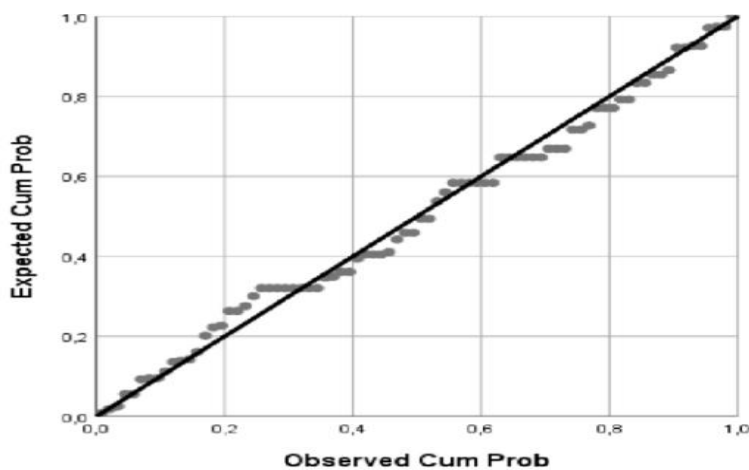

Figure 1. P-Plot Normal Graph
Source: Research Results, 2022

The P-Plot in Figure 1 displays the dots that follow the data along the diagonal. This demonstrates that the study's residuals are typical. However, the One-Sample Kolmogorov-Smirnov Test is used to further guarantee that the data along the diagonal line is normally distributed.

Tabel 8. Hasil Uji One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,16951052
Most Extreme Differences	Absolute	,068
	Positive	,067
	Negative	-,068
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Results, 2022

Table 8 shows that the Asymp value. Sig. (2-tailed) is 0.200 and above the significant value (0.05) or 5%, so it can be stated that the research results are normally distributed.

A multicollinearity test looks for signs of multicollinearity in the data and determines whether they are there or not. To do this, examine the tolerance value and the Variance Inflation Factor (VIF).

Table 9. Multicollinearity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	,926	1,091			
	Hedonic Shopping Value	,715	,075	,701	,442	2,262
	Shopping Lifestyle	,268	,078	,251	,442	2,262
a. Dependent Variable: Product Purchase						

Source: Research Results, 2022

Table 9 provides evidence that, at 0.442 > 0.1, the tolerance value for hedonic shopping value and shopping lifestyle is higher than 0.1. The value of the VIF characteristic of innovation and entrepreneurship, which is 2.262 is less than 5. As a result, it is claimed that the study's data are multicollinearity-free.

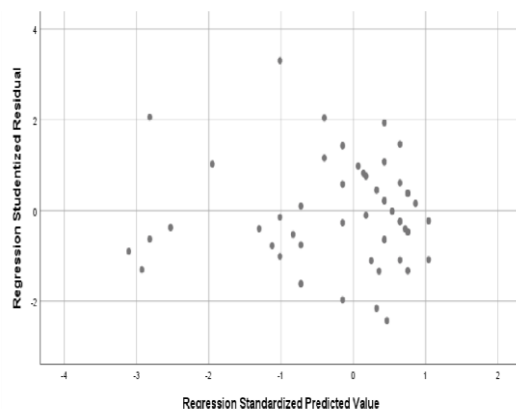The scatterplot produced by the heteroscedasticity test is depicted in Figure 2:

Figure 2. Scatterplot Graph
Source: Research Results, 2022

The results of the heteroscedasticity test indicate that there is no heteroscedasticity because the points do not form a particular pattern or that there is no discernible pattern, and because the points are evenly distributed above and below the value 0 (zero) on the Y axis. As a result, this model can support the regression model's assumption of heteroscedasticity.

The Glejser test is used to detect whether or not heteroscedasticity exists in the pattern of disturbance variables. Heteroscedasticity is absent if the statistical value tcount ttable.

Table 10. Glejser Test Results

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,977	,663		2,980	,004
	Hedonic Shopping Value	-,086	,045	-,317	-1,905	,061
	Shopping Lifestyle	,035	,047	,122	,731	,467
a. Dependent Variable: abs_RES						

Source: Research Results, 2022

According to Table 10, the hedonic shopping value variable's tcount value is 0.061, whereas the shopping lifestyle variable's tcount value is 0.467. The results of the multiple regression equation are produced in Table 11 based on the test results using SPSS:

Table 11. Multiple Linear Regression Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,926	1,091		,849	,399
	Hedonic Shopping Value	,715	,075	,701	9,584	,000
	Shopping Lifestyle	,268	,078	,251	3,437	,001
a. Dependent Variable: Product Purchase						

Source: Research Results, 2022

The multiple linear regression equation for this investigation is given in Table 11 as Y = 0.926 + 0.715X1 + 0.268X2 + e, with:
1. Constant (a) = 0.926, indicating that product purchases will be valued at 0.926 if the hedonic shopping value and shopping behavior are taken into account as constants.
2. A one-unit rise in the hedonic shopping value will result in a 0.715-unit increase in product purchases, according to the coefficient b1 (X1) = 0.715.
3. According to the coefficient b2 (X2) = 0.268, product purchases will rise by 0.268 if consumers' buying habits increase by one unit.

The t-test was used to investigate the relationship between hedonic shopping value and shopping behavior and songket product purchases at MSME Songket Deli. The T table findings are calculated using the following formula: T (/2 ; n-k-1) with a significance level of 5% (0.05), i.e. T (0.05/2; 80-2-1) = T (0.025; 80), and it was discovered from the T table that it was 1.991. Table 12 lists the outcomes of this study's partial test:

Table 12. Partial Significance Test Results (T Test)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,926	1,091		,849	,399
	Hedonic Shopping Value	,715	,075	,701	9,584	,000
	Shopping Lifestyle	,268	,078	,251	3,437	,001
a. Dependent Variable: Product Purchase						

Source: Research Results, 2022

Table 12 demonstrates that the hedonic shopping value has a positive and significant impact on product purchases, with a significant value (0.000) less than 0.05 and tcount (9.584) more than ttable (1.991). A positive and significant impact on business success is had by a consumer's shopping lifestyle, with a significant value (0.001) less than 0.05 and a tcount (3.437) lower than a table (1.991).

Table 13. Simultaneous Significance Test Results (Test F)

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	485,135	2	242,567	172,857	,000ᵇ
	Residual	108,053	77	1,403		
	Total	593,188	79			
a. Dependent Variable: Product Purchase						
b. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Value						

Source: Research Results, 2022

According to Table 13, Fcount has a value of 172.857 and a significance level of 0.000. The Ftable is 3.114 at the 95% confidence level (= 0.05). Fcount (172.857) > Ftable (3.114) as a result, and the significance level is 0.000 0.05 in both calculations. The purchase of songket products at MSME Songket Deli is thus positively and significantly influenced by the hedonic purchasing value and lifestyle, as demonstrated by this.

To assess how much the independent factors (hedonic shopping value and shopping behavior) contributed to the dependent variable, the determinant coefficient test was utilized (product purchases). The range of the coefficient of determination criteria is 0 to 1 (0 R2 1). Table 14 lists the findings of the coefficient of determination test:

Table 14. Coefficient of Determination Test Results (R^2)

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,904ᵃ	,818	,813	1,18460
a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Value				
b. Dependent Variable: Product Purchase				

Source: Research Results, 2022

The association between hedonic shopping value and shopping lifestyle on the purchase of songket products at MSME songket deli has a R value of 0.904, which is equal to 90.4%, indicating a close relationship. With a R Square value of 0.818, it is possible to explain 81.8% of the songket product purchases at MSME Songket Deli by hedonic shopping value and buying behavior, while the remaining 18.2% may be accounted for by characteristics not included in this study.

Hedonic shopping value and shopping lifestyle have a considerable impact on purchases, as demonstrated by Zayusman and Septrizola (2019). This is because lifestyle shopping is tied to one's time and money, whereas hedonistic shopping can encourage and facilitate the customer's ability to fulfill his expectations through hedonistic shopping without considering the benefits of the things he buys. Due to the availability of leisure and the high purchasing power, customers will have plenty of money to spend when shopping. The shopping lifestyle, according to Septiarini (2015), may have a positive and significant impact on impulsive purchasing. The value of hedonic shopping can also have a positive and considerable impact on impulsive purchasing. Hedonic shopping value considers an event's immediate advantages. Therefore, when motivated by hedonic desires like pleasure, social imagination, or emotional factors like mood, buyers may make impulse purchases.

5. Conclusion

The researchers come to the following conclusions based on the findings of the analysis and discussion that were conducted in this study: Hedonic shopping value has a positive and significant impact on the purchase of songket items at SMEs Songket Deli. Shopping lifestyle significantly and positive influence the choice of songket products at MSME Songket Deli. The buying of songket products at MSME Songket Deli, Bandar Khalipah, Deli Serdang, North Sumatra is positively and significantly influenced by hedonistic shopping value and shopping lifestyle.

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