

ENHANCING PURCHASE DECISIONS IN RETAIL INDUSTRY: VISUAL MERCHANDISE AND HEDONIC SHOPPING MOTIVATION'S ROLE

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ABSTRACT

In an increasingly competitive retail world, understanding the factors that influence consumer purchasing decisions is key to business success. Visual merchandising and hedonic shopping motivation are two important factors that are often overlooked but have a significant impact on consumer behavior. Visual merchandising refers to the use of visual elements such as product layout, lighting, and displays to attract consumer attention and create an engaging shopping experience. Meanwhile, hedonic shopping motivation reflects the consumer's drive to shop for pleasure and positive emotional experiences, not just to fulfill functional needs.

This study aims to investigate the influence of visual merchandising and hedonic shopping motivation on purchase decisions, with impulse buying serving as an intervening (mediating) variable. The research adopts a quantitative approach, with a sample size of 190 respondents. The sampling method used in this study is purposive sampling. Data collection was conducted through the distribution of questionnaires both directly (offline) and indirectly (online) using a semantic differential scale. Data analysis was carried out using the SEM-PLS method, with data processing performed using SMART PLS 3.0 software.

The results of the study indicate that three out of five proposed hypotheses can be accepted. The findings reveal that visual merchandising does not influence impulse buying and purchase decisions, hedonic shopping motivation has a positive and significant effect on impulse buying and purchase decisions, and impulse buying has a positive and significant effect on purchase decisions.

Keywords: Visual Merchandise, Hedonic Shopping Motivation, Impulse Buying, Purchase Decision

INTRODUCTION

Retail is a business form that adds value to the products or services sold to consumers (Wijaya & Kardinal, 2023). A retail business focuses on selling products and services directly to end consumers, who use these products for personal purposes rather than for other business purposes (Pranggabaya & Andjarwati, 2022).

One of the modern retail industries that is growing and popular among the Indonesian public is MR DIY. The following is the development of the number of MR DIY stores in Indonesia from 2018 to 2023:

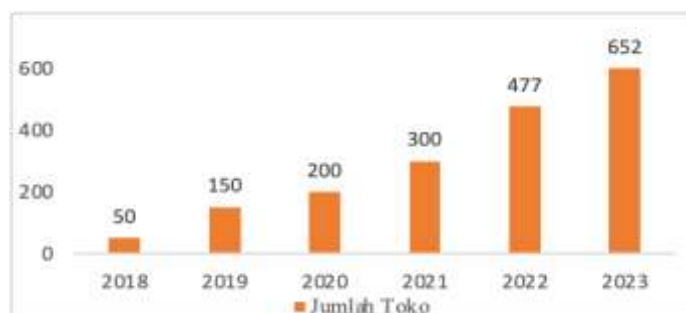


Figure 1. The development of the number of MR DIY stores in Indonesia
Source: Primary data (2023)

Initially, consumers' shopping activities were motivated by rational motives. As time progressed, these shopping activities were also influenced by emotional motives. An example of shopping motivated by emotional motives is shopping influenced by visual

merchandising. Erminati (2017) states that consumers are more attracted to products that are presented neatly and attractively, thus triggering purchase interest without having to think twice (Pancaningrum, 2017).

There is also another motivation called hedonic shopping motivation, which drives consumers to shop because it provides its own pleasure, so they do not consider the benefits of the purchased product. According to Desianty & Indra (2018), hedonic shopping motivation is someone's motive to shop based on sensory pleasure, aesthetic considerations, and emotional responses. On the other hand, hedonic shopping motives are related to an individual's emotional needs to gain an exciting and enjoyable shopping experience (Wahyuni & Rachmawati, 2018). Nowadays, it is not uncommon for consumers to make unplanned purchases (impulse buying). In fact, impulse buying tends to dominate purchases (Imbayani & Novarini, 2018). When consumers actually decide to purchase a product, it is called a purchase decision (Nureza & Ramadhan, 2023).

Based on the explanations above, visual merchandising and hedonic shopping motivation are interconnected in the purchase of a product or service by consumers, including unplanned purchases (impulse buying) that lead to consumers' decision to make a purchase (purchase decision). However, there are still differing results from previous research studies.

Jovita (2017) stated that there is no influence between visual merchandising and impulse buying. This is because the dominant buyers in retail businesses, including at Zara Surabaya, are young people. For younger consumers, visual merchandising is not a primary factor they consider when shopping (Sudarsono, 2017). This contradicts the results of Agnes & Tri (2021), which show that visual merchandising has a positive and significant influence on impulse buying of fashion products at Universitas Muhammadiyah Purwokerto. This means that product appearance is one of the most important and influential factors in attracting consumers to make a purchase. This shows that visual merchandising can drive impulse buying (Hidiani & Rahayu, 2021).

Camelia & Jojok (2023) stated in their research hedonic shopping motivation significantly influences impulse buying among Sociolla users in Surabaya. When someone has a hedonic shopping value, the benefits of the product are not a priority; rather, it is oriented towards personal pleasure and satisfaction. As a result, the higher the hedonic shopping motivation, the more it drives impulsive buying (Styowati & Dwiridotjahjono, 2023). This contradicts the research results by Bargas & Anik (2022) which show different results, namely that hedonic shopping motivation does not affect impulse buying (Pranggabayu & Andjarwati, 2022).

The research gap above, along with the phenomenon gap in consumer behavior where consumers do not have a plan when shopping, triggers impulse buying, which is an unplanned purchase, and this is a purchase decision process where consumers actually decide to purchase a product. Based on the aforementioned explanations, the objectives of this study are: 1) To analyze the influence of visual merchandising on impulse buying among visitors of MR DIY Kartasura, 2) To analyze the influence of hedonic shopping motivation on impulse buying among visitors of MR DIY Kartasura, 3) To analyze the influence of impulse buying on purchase decisions among visitors of MR DIY Kartasura, 4) To analyze the influence of visual merchandising on purchase decisions among visitors of MR DIY Kartasura, and 5) To analyze the influence of hedonic shopping motivation on purchase decisions among visitors of MR DIY Kartasura.

LITERATURE REVIEW

Visual Merchandise

Visual merchandising is related to how products and/or brands are visually communicated to consumers and whether the message is appropriate, in this context influencing positive psychological or behavioral outcomes in consumers that ultimately

drive purchases (Gudonavičienė & Alijošienė, 2015). Visual merchandising is defined as the arrangement of merchandise in an appealing manner, considering accessories, colors, and other supporting elements that are well-organized (Wijaya & Kardinal, 2023).

Hedonic Shopping Motivation

Hedonic shopping motivation is the drive for someone to shop based on emotional responses, sensory pleasure, fantasies, and aesthetic considerations. Meanwhile, hedonic purchasing motives are related to an individual's emotional needs for a compelling and enjoyable shopping experience (Wahyuni & Rachmawati, 2018).

Hedonic shopping motivation is characterized by pleasure, satisfaction, emotional value, and entertainment in the shopping process. Consumers driven by this motivation focus more on the enjoyment derived from shopping rather than on fulfilling their needs. Therefore, consumers tend to make shopping decisions based on desired items rather than needed ones (Fadhilah et al., 2023).

Impulse Buying

Impulse buying is a purchasing decision made in-store without prior awareness of the need to buy the product. This often occurs when consumers are already in the store and are triggered by external stimuli, such as seeing a specific product that sparks their desire to buy it immediately (Sopiyan & Kusumadewi, 2020). Impulsive buying happens when a consumer sees an item that suddenly catches their attention and decides to buy it right away (Sari & Karsono, 2023).

Impulse buying occurs when consumers suddenly feel a strong and persistent urge to buy something quickly. This urge often comes from spontaneous desires and can create emotional conflicts, making impulsive buying more likely due to changes in consumer desires (Pancaningrum, 2017). Many studies have shown that in this modern era, consumers' desire to buy the latest products in stores is one of the stimuli for impulse buying (Sari, 2023).

Purchase Decision

A purchase decision is the activity carried out just before buying an item. According to Rivan & Andi (2022), a purchase decision is the condition when consumers must decide to buy a product among other products. The purchase decision process consists of several stages that consumers go through before deciding to buy a product (Hariyanto & Wijaya, 2022). Kirnia et al. (2023) state that a purchase decision is the consumer's desire to acquire a product. Consumers will choose the product they want to buy based on their perception of how well the product meets their needs (Scorita et al., 2023).

HYPOTHESIS

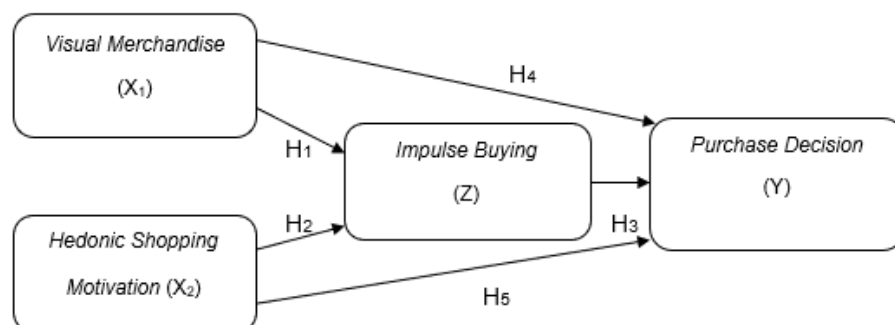


Figure 2. Conceptual Framework
Source: Primary Data (2023)

Influence of Visual Merchandise on Impulse Buying

Visual merchandising is a technique to present merchandise in an eye-catching manner aimed at potential customers. The main goal of retail outlets is to make their stores attractive to consumers, help them find desired items, motivate planned purchases, trigger impulse buying, and provide an enjoyable shopping experience (Sumampouw et al., 2021).

Research by Nuri et al. (2020) indicates that visual merchandising has a significant positive impact on impulse buying Firdayanti et al. (2020). Based on this previous research, the following hypothesis emerges:

H1: Visual Merchandise (X1) influences Impulse Buying (Z)

Influence of Hedonic Shopping Motivation on Impulse Buying

Hedonic shopping motivation is the drive for someone to shop based on emotional responses, aesthetic considerations, fantasies, and sensory pleasure (Wahyuni & Rachmawati, 2018).

Research by Myisha & Satria (2020) shows that hedonic shopping motivation significantly influences impulse buying among Zalora customers in Medan Tuzzahra & Tirtayasa (2020). Based on this previous research, the following hypothesis emerges:

H2: Hedonic Shopping Motivation (X2) influences Impulse Buying (Z)

Influence of Impulse Buying on Purchase Decision

Impulse buying refers to various unplanned shopping behaviors, known as impulsive purchases, which occur when consumers have a strong desire to buy something quickly. Consumers engaging in impulse buying usually do not consider the consequences of their purchases (Anggarwati et al., 2023).

Research by Meisa et al. (2023) states that impulse buying has a positive and significant impact on purchase decisions Gita et al., (2023). Based on this previous research, the following hypothesis emerges:

H3: Impulse Buying (Z) influences Purchase Decision (Y)

Influence of Visual Merchandise on Purchase Decision

Visual merchandising is a technique to present merchandise in an eye-catching manner aimed at potential customers. The main goal of retail outlets is to make their stores attractive to consumers, help them find desired items, motivate planned purchases, trigger impulse buying, and provide an enjoyable shopping experience (Sumampouw et al., 2021).

Research by Wilda & Wenti (2022) shows that visual merchandising has a positive influence on purchase decisions in the Netflix video streaming application Mardani & Krisnawati (2022). Based on this previous research, the following hypothesis emerges:

H4: Visual Merchandise (X1) influences Purchase Decision (Y)

Influence of Hedonic Shopping Motivation on Purchase Decision

Hedonic shopping motivation is the drive for someone to shop based on emotional responses, aesthetic considerations, fantasies, and sensory pleasure (Wahyuni & Rachmawati, 2018).

Research by Muinah et al. (2023) states that hedonic shopping motivation has a positive and significant influence on purchase decisions for fashion products on Shopee Fadhilah et al. (2023). Based on this previous research, the following hypothesis emerges:

H5: Hedonic Shopping Motivation (X2) influences Purchase Decision (Y)

METHODS

This study employs a quantitative approach with the population being visitors of MR DIY, and the sample drawn specifically from visitors of MR DIY Kartasura. The sample size for this research is 190 respondents, aged between 18 and 40 years, who have made purchases at MR DIY Kartasura and reside in Solo Raya (Boyolali, Karanganyar, Klaten, Sragen, Sukoharjo, and Wonogiri). The sampling method used is purposive sampling. Data collection was conducted through the distribution of questionnaires both directly

(offline) and indirectly (online) using a semantic differential scale. Data analysis was performed using the SEM-PLS method with data processed using SMART PLS 3.0. The independent variables in this study are Visual Merchandise (X1) and Hedonic Shopping Motivation (X2). The dependent variable is Purchase Decision (Y). The intervening or mediating variable used in this research is Impulse Buying (Z).

RESULTS

Table 1. Descriptive Analysis of Respondents

No		Number of Respondents	Percentage
Method of Questionnaire Completion			
1	Online (Google Form)	170	89,47%
2	Offline (Written Questionnaire)	20	10,53%
	Total	190	100%
Gender			
1	Male	68	35,79%
2	Female	122	64,21%
	Total	190	100%
Age			
1	18 – 25 years old	162	85,26%
2	26 – 35 years old	16	8,42%
3	36 – 40 years old	12	6,32%
	Total	190	100%
Highest Education Attainment			
1	High School (SMA or equivalent)	124	65,26%
2	Diploma (D3 or equivalent)	7	3,68%
3	Bachelor's Degree (S1 or equivalent)	58	30,53%
4	Postgraduate (Master's or Doctorate)	1	0,53%
	Total	190	100%
Monthly Income			
1	< 2.000.000	126	66,32%
2	2.000.001 – 5.000.000	50	26,32%
3	5.000.001 – 10.000.000	9	4,74%
4	> 10.000.001	5	2,63%
	Total	190	100%
Frequency of Purchase			
1	Once purchase	65	34,21%
2	Twice purchase	49	25,79%
3	More than 2 purchase	76	40%
	Total	190	100%
Residence			
1	Boyolali	18	9,47%
2	Karanganyar	29	15,26%
3	Klaten	23	12,11%
4	Sragen	28	14,74%
5	Sukoharjo	47	24,74%
6	Wonogiri	45	23,68%
	Total	190	100%

Source: Processed Data (2024)

Based on the data obtained and presented in Table 1, online questionnaire completion method dominates with 89.47%. The majority of respondents are female, comprising 64.21% of the total. In terms of age, most are between 18 and 25 years old, making up 85.26% of the respondents. Regarding highest education level, most have completed high school or its equivalent, totaling 65.26% of the respondents. Most respondents have a monthly income of less than Rp 2,000,000, which represents 66.32% of the total. Based on

purchase frequency, the majority have made purchases more than twice, accounting for 40% of the total respondents. In terms of residence, the majority of respondents are from Sukoharjo, comprising 24.74% of the total.

Table 2. Descriptive Analysis of Variables

	Mean	Median	Min	Max	Standard Deviation
VM1	8.511	9.000	3.000	10.000	1.410
VM2	8.642	9.000	2.000	10.000	1.443
VM3	8.626	9.000	4.000	10.000	1.315
VM4	8.674	9.000	4.000	10.000	1.313
HSM1	8.532	9.000	3.000	10.000	1.383
HSM2	8.663	9.000	3.000	10.000	1.211
HSM3	8.116	8.000	3.000	10.000	1.589
HSM4	6.547	7.000	1.000	10.000	2.690
HSM5	7.784	8.000	1.000	10.000	1.841
IB1	7.553	8.000	1.000	10.000	2.374
IB2	6.258	7.000	1.000	10.000	2.890
IB3	6.332	7.000	1.000	10.000	2.804
IB4	6.695	7.000	1.000	10.000	2.705
PD1	7.453	8.000	1.000	10.000	1.951
PD2	7.953	8.000	3.000	10.000	1.702
PD3	8.089	8.000	2.000	10.000	1.758

Source: Processed Data (2024)

Based on Table 2, a low standard deviation indicates that the data values are close to the mean. This means that the data distribution is even and not subject to deviations.

Outer Model

Validity Testing

Convergence validity

Table 3. Comparison of loading factors

Variable	Indicators	Loading Factor (Test I)	Loading Factor (Test II)	Rule of Thumb	Notes
Visual Merchandise (X1)	VM1	0.850	0.850	0.700	Valid
	VM2	0.831	0.831	0.700	Valid
	VM3	0.862	0.862	0.700	Valid
	VM4	0.756	0.756	0.700	Valid
Hedonic Shopping Motivation (X2)	HSM1	0.711	0.711	0.700	Valid
	HSM2	0.779	0.779	0.700	Valid
	HSM3	0.845	0.845	0.700	Valid
	HSM4	0.649	-	-	-
	HSM5	0.731	0.731	0.700	Valid
Impulse Buying (Z)	IB1	0.830	0.830	0.700	Valid
	IB2	0.904	0.904	0.700	Valid
	IB3	0.858	0.858	0.700	Valid
	IB4	0.871	0.871	0.700	Valid
Purchase Decision (Y)	PD1	0.917	0.917	0.700	Valid
	PD2	0.944	0.944	0.700	Valid
	PD3	0.891	0.891	0.700	Valid

Source: Processed Data (2024)

Based on Table 3 in section Test I, the outer loading was tested twice due to the presence of indicators that did not meet the criteria. Based on the threshold value of outer loading, which is 0.7, it shows that one indicator in the hedonic shopping motivation variable, specifically statement code HSM4, did not meet the standard requirement with

an outer loading value of 0.649. The initial test results indicate that convergence validity (outer loading) was not fulfilled. To proceed with the analysis, model refinement is necessary by removing the block of indicators that did not achieve the expected outer loading values, particularly the block including indicator HSM4. The goal is to ensure that all indicators in the model meet validity requirements before proceeding to the next analysis stage. After removing the invalid indicator block, further testing resulted in a model where all indicators meet the loading factor criterion set at > 0.7 .

Discriminant validity

Table 4. Cross loading

	Visual Merchandise (X1)	Hedonic Shopping Motivation (X2)	Impulse (Z)	Buying	Purchase Decision (Y)
VM1	0.850	0.614	0.292		0.441
VM2	0.831	0.662	0.320		0.459
VM3	0.862	0.597	0.338		0.480
VM4	0.756	0.610	0.261		0.506
HSM1	0.717	0.791	0.260		0.487
HSM2	0.715	0.849	0.391		0.548
HSM3	0.613	0.838	0.480		0.629
HSM5	0.407	0.719	0.585		0.514
IB1	0.378	0.522	0.838		0.519
IB2	0.227	0.427	0.900		0.517
IB3	0.260	0.349	0.852		0.460
IB4	0.378	0.580	0.872		0.641
PD1	0.497	0.649	0.616		0.917
PD2	0.529	0.680	0.616		0.945
PD3	0.557	0.558	0.488		0.891

Source: Processed Data (2024)

Based on the table above, it can be concluded that the correlation between each construct and its indicators is greater than the correlation with other constructs. This indicates that all latent variables or constructs have good discriminant validity.

Table 5. Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Notes
Visual Merchandise (X1)	0.682	Valid
Hedonic Shopping Motivation (X2)	0.642	Valid
Impulse Buying (Z)	0.749	Valid
Purchase Decision (Y)	0.842	Valid

Source: Processed Data (2024)

Based on the data in Table 5 above, it can be concluded that all constructs have AVE values above 0.5. This indicates that all constructs meet the criteria with AVE values above the minimum threshold set.

After obtaining the AVE values for each construct, the next step is to compare these values with the correlations between constructs in the model.

Based on the two data on table 6, it can be concluded that the analysis results in Table 5 and Table 6 indicate that the AVE (Average Variance Extracted) values for each construct are greater than their correlation values. This indicates that the constructs in this research model have good discriminant validity.

Table 6. Discriminant Validity

	VM (X1)	HSM (X2)	IB (Z)	PD (Y)
VM (X1)	0.826	0.753	0.368	0.573
HSM (X2)		0.801		
IB (Z)		0.557	0.866	
PD (Y)		0.688	0.628	0.918

Source: Processed Data (2024)**Reliability Testing****Composite Reliability**

Composite reliability is an indicator of reliability for constructs within a measurement model. Values exceeding 0.7 are considered reliable for composite reliability. The testing results shown in the following Table 7 indicate that all constructs have adequate reliability with composite reliability values above 0.7, thus meeting the established minimum threshold.

Table 7. Composite Reliability

Variable	Composite Reliability	Notes
Visual Merchandise (X1)	0.895	Reliable
Hedonic Shopping Motivation (X2)	0.877	Reliable
Impulse Buying (Z)	0.923	Reliable
Purchase Decision (Y)	0.941	Reliable

Source: Processed Data (2024)**Cronbach's Alpha**

If the Cronbach's alpha value is above 0.7, the construct is considered to have good reliability. Based on the data in the following Table 8, all Cronbach's alpha values for each construct exceed 0.7, indicating that each construct has adequate reliability.

Table 8. Cronbach's Alpha

Variable	Cronbach's Alpha	Notes
Visual Merchandise (X1)	0.843	Reliable
Hedonic Shopping Motivation (X2)	0.814	Reliable
Impulse Buying (Z)	0.890	Reliable
Purchase Decision (Y)	0.906	Reliable

Source: Processed Data (2024)**Inner Model****R Square****Table 9. R Square and Adjusted R Square**

	R Square	R Square Adjusted	Notes
Impulse Buying (Z)	0.316	0.309	Weak
Purchase Decision (Y)	0.573	0.566	Moderate

Source: Processed Data (2024)

Based on the results of the Adjusted R Square (adjusted for standard error on R Square) in Table 9 above, it can be concluded that 30.9% of impulse buying is influenced by visual merchandise and hedonic shopping motivation, while 69.1% is influenced by other factors. Additionally, 56.6% of purchase decision is influenced by impulse buying, while 43.3% is influenced by other factors.

Hypothesis Testing

In Table 10, displays the results of hypothesis testing and in Figure 3, which illustrates the research model.

Table 10. Hypothesis Testing

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Notes</i>
Direct Effect					
<i>Visual Merchandise (X1) -> Impulse Buying (Z)</i>	-0.118	-0.122	1.139	0.255	Rejected
<i>Hedonic Shopping Motivation (X2) -> Impulse Buying (Z)</i>	0.646	0.655	7.424	0.000	Accepted
<i>Impulse Buying (Z) -> Purchase Decision (Y)</i>	0.368	0.367	5.562	0.000	Accepted
<i>Visual Merchandise (X1) -> Purchase Decision (Y)</i>	0.169	0.175	1.719	0.086	Rejected
<i>Hedonic Shopping Motivation (X2) -> Purchase Decision (Y)</i>	0.356	0.353	3.414	0.001	Accepted
Indirect Specific Effect					
<i>Visual Merchandise (X1) -> Impulse Buying (Z) -> Purchase Decision (Y)</i>	-0.043	-0.038	1.145	0.253	Rejected
<i>Hedonic Shopping Motivation (X2) -> Impulse Buying (Z) -> Purchase Decision (Y)</i>	0.237	0.232	4.444	0.000	Accepted

Source: Processed Data (2024)

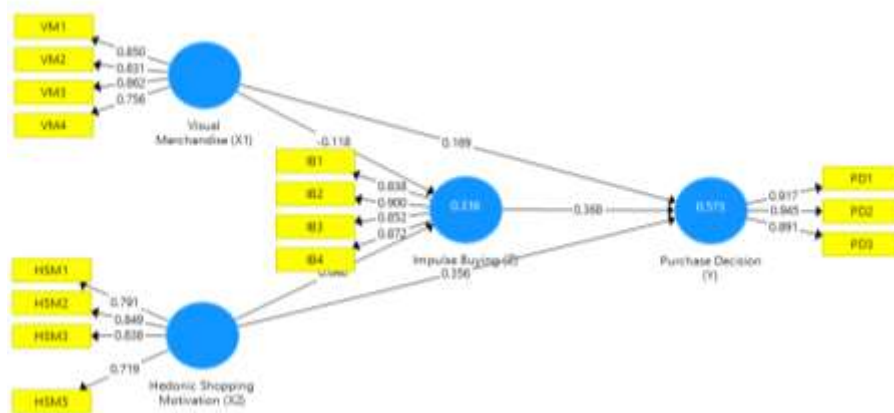


Figure 3. Final Research Model

Source: Primary Data (2024)

Impact of Visual Merchandise on Impulse Buying

The analysis results indicate that visual merchandise does not influence impulse buying. This conclusion is drawn from the original sample with a value of -0.118, a T statistics value of 1.139 < 1.96, and a P value of 0.255 > 0.05. Consumers do not always consider the visual appearance of products for unplanned purchases (impulse buying). Consumers will buy products based on their needs and personal preferences (identity). Therefore, the product display (visual merchandise) cannot stimulate consumers to make unplanned purchases, leading to the rejection of the first hypothesis.

This study's findings are consistent with Jovita (2017) and I Kadek & I Gst (2019) research, which state that visual merchandise does not influence impulse buying. Jovita's (2017) research explains that visual merchandise does not affect impulse buying because

younger consumers dominate retail purchases, such as at Zara Surabaya. For younger consumers, visual merchandise is not a primary factor in impulse buying. They prioritize their identity. A product that communicates the desired image will be more attractive to them than a product that looks appealing but does not align with their desired self-image (Sudarsono, 2017). This aligns with I Kadek & I Gst (2019) findings, stating that visual merchandise does not influence impulse buying among Ramayana Denpasar customers, implying that improving visual merchandise at Ramayana Denpasar does not increase impulse buying among its customers (Kertiana & Artini, 2019).

Impact of Hedonic Shopping Motivation on Impulse Buying

The analysis results indicate that hedonic shopping motivation has a positive and significant impact on impulse buying. This conclusion is based on the original sample, which shows a positive value of 0.646, a T statistics value of $7.424 > 1.96$, and a P value of $0.000 < 0.05$. This finding is supported by the descriptive analysis of respondents regarding the hedonic shopping motivation variable statement with item code HSM2 "I enjoy shopping at MR DIY with family or friends" with a mean value of 8.663. Consumers feel satisfied when shopping experiences with loved ones are enjoyable, leading to hedonic shopping motivation behaviors that result in unplanned purchases (impulse buying). Additionally, for statement HSM1 "I enjoy the shopping experience at MR DIY," a mean value of 8.532 was obtained. This demonstrates that enjoyable shopping experiences lead to satisfied consumers, fostering hedonic shopping motivations that lead to impulse buying. Shopping activities that bring pleasure fulfill consumers' psychological needs for satisfaction, happiness, and entertainment. Thus, the higher the level of hedonic shopping motivation, the higher the level of consumer impulse buying, resulting in the acceptance of the second hypothesis.

This study's findings align with Camelia dan Jojok (2023) and Agnes dan Tri Septin (2021) research, which state that hedonic shopping motivation has a positive and significant impact on impulse buying. Camelia dan Jojok (2023) state that hedonic shopping motivation partially significantly influences impulse buying. Their research proves that consumers feel compelled to purchase products even without prior plans, driven by personal desires and pleasures. When someone places a high value on hedonic purchases, the utility of the product does not become a priority; rather, it focuses on pleasure and self-satisfaction. Consequently, higher hedonic shopping motivation encourages more impulsive buying (Styowati & Dwiridotjahjono, 2023). These findings align with hedonistic theories, suggesting that all human actions, conscious or subconscious, internal or external influences, ultimately seek pleasure and avoid suffering (Hidiani & Rahayu, 2021).

Impact of Impulse Buying on Purchase Decision

The analysis results indicate that impulse buying has a positive and significant impact on purchase decision. This conclusion is based on the original sample, showing a positive value of 0.368, a T statistics value of $5.562 > 1.96$, and a P value of $0.000 < 0.05$. This finding is supported by the descriptive analysis of respondents regarding the impulse buying variable statement with item code IB1 "I make unplanned purchases at MR DIY" with a mean value of 7.553. Spontaneous desires or impulses lead to quick purchase decisions without considering the consequences. The stimulus of impulse buying prompts consumers to make purchase decisions swiftly without prolonged consideration. Additionally, for statement IB4 "I cannot resist buying attractive products at MR DIY," a mean value of 6.695 was obtained. This indicates a strong urge for sudden purchases (impulse buying), which drives purchase decisions. It can be concluded that the higher the level of impulse buying, the higher the level of purchase decision, leading to the acceptance of the third hypothesis.

This study's findings align with Faridha (2016); I Kadek et al. (2021); Yuniar and Muhammad (2022) research, which states that impulse buying has a positive and significant impact on purchase decision. Faridha (2016) suggests that impulse buying significantly influences purchase decisions at Hypermarkets, with impulse buying having

the dominant effect on purchase decisions due to its highest partial coefficient of determination (Anggraeni, 2016). This aligns with I Kadek et al. (2021) research, which asserts that impulse buying has a positive and significant effect on purchase decision, indicating that higher consumer impulse buying enhances purchase decisions for Oppo smartphone products in Denpasar city (Rupayana et al., 2021). Yuniar dan Muhammad (2022) research also indicates a positive and significant impact between impulse buying and purchase decision. Higher impulse buying increases consumer interest in making purchase decisions (Rini & Anasrulloh, 2022).

Impact of Visual Merchandise on Purchase Decision

The analysis results indicate that visual merchandise does not influence purchase decisions. This conclusion is drawn from the original sample with a value of 0.169, a T-statistics value of $1.719 < 1.96$, and a P-value of $0.086 > 0.05$. Based on the author's analysis, it is stated that visual merchandise does not affect purchase decisions. Consumers do not always consider the product display (visual merchandise) when making purchasing decisions. Consumers will buy products based on their perceptions of how well the product meets their needs, rather than solely based on the product's appearance.

This research aligns with Melisa & Edwin (2016) which states that visual merchandise statistically does not significantly influence purchase decisions for LT Pro cosmetic products (Gunawan & Japariato, 2016). This is because visual merchandise is not the primary consideration for consumers when making purchasing decisions. Thus, product appearance (visual merchandise) cannot stimulate consumers to make purchase decisions.

Impact of Hedonic Shopping Motivation on Purchase Decision

The analysis results show that hedonic shopping motivation has a significant positive effect on purchase decisions. This finding is supported by the original sample with a positive value of 0.356, a T-statistics value of $3.414 > 1.96$, and a P-value of $0.001 < 0.05$. This result is further supported by the descriptive analysis of respondents' statements regarding the hedonic shopping motivation variable, particularly item HSM2 "I enjoy shopping at MR DIY with family or friends," which has a mean value of 8.663. Consumers feel satisfied when shopping experiences with loved ones are enjoyable, thus leading to hedonic shopping motivation that influences purchase decisions. Additionally, for statement HSM1 "I enjoy shopping experience at MR DIY," a mean value of 8.532 was obtained. This result proves that a pleasant shopping experience makes consumers comfortable and generates hedonic shopping motivation that affects purchase decisions. Enjoyable shopping activities prompt consumers to make decisions on which products to purchase based on their perceptions of those products. Therefore, it can be concluded that the higher the level of hedonic shopping motivation, the higher the level of purchase decision, thus accepting the fifth hypothesis.

This research is consistent with studies by Putri dan Adryan (2024) and Muinah et al. (2023), which state that hedonic shopping motivation has a significant positive effect on purchase decisions. Putri and Adryan's study (2024) indicates that hedonic shopping motivation significantly affects purchase decisions among Tiktok Shop users (Nawarati & Rachman, 2024). This aligns with Muinah et al.'s (2023) research, which finds that hedonic shopping motivation significantly influences purchase decisions for fashion products on Shopee. These studies demonstrate that higher levels of hedonic shopping motivation lead to higher purchase decision rates for fashion products on Shopee. This is due to the influence of consumer behavior driven by hedonic motivations in shopping, which affects purchasing decisions. Consumers with high motivation for pleasure in shopping tend to have a greater influence on purchasing decisions compared to those without such motivation. These findings are consistent with hedonistic theory, which posits that all human actions, whether conscious or unconscious, and stemming from external or internal influences, fundamentally aim to seek pleasure and avoid pain (Hidiani & Rahayu, 2021).

The Influence of Visual Merchandise on Purchase Decision through Impulse Buying as an Intervening Variable

The analysis results indicate that visual merchandise does not have an influence on purchase decision through impulse buying as an intervening variable. This can be observed from the original sample with a value of -0.043, a T statistics value of $1.145 < 1.96$, and a P value of $0.253 > 0.05$.

The research findings suggest that visual merchandise does not influence purchase decisions through impulse buying among consumers of MR DIY Kartasura residing in Solo Raya. In this context, impulse buying does not mediate between visual merchandise and purchase decisions. Visual presentation does not affect impulsive behavior, which in turn mediates purchase decisions at MR DIY Kartasura. This is because consumers do not always consider product displays for unplanned purchases. Consumers buy products based on their needs, thus not making impulsive purchase decisions.

The Influence of Hedonic Shopping Motivation on Purchase Decision through Impulse Buying as an Intervening Variable

The analysis results indicate that hedonic shopping motivation has a significant positive effect on purchase decisions through impulse buying as an intervening variable. This is evident from the positive original sample value of 0.237, a T statistics value of $4.444 > 1.96$, and a P value of $0.000 < 0.05$.

The research shows hedonic shopping motivation has a significant positive effect on purchase decisions through impulse buying among consumers of MR DIY Kartasura residing in Solo Raya. This means that as hedonic shopping motivation increases, mediated by impulsive behavior, there is also an increase in consumer purchase decisions. This is because consumers prioritize the pleasure gained from shopping and make unplanned purchases to buy desired items, thus leading to purchase decisions made by consumers.

CONCLUSION

Based on the data analysis and discussion, the research results indicate that three out of the five proposed hypotheses are accepted. The findings explain that visual merchandise does not influence impulse buying and purchase decisions, hedonic shopping motivation has a significant positive effect on impulse buying and purchase decisions, and impulse buying has a significant positive effect on purchase decisions. Moreover, the research on indirect effects shows that visual merchandise does not influence purchase decisions through impulse buying, while hedonic shopping motivation has a positive and significant influence on purchase decisions through impulse buying. Therefore, for companies operating in the retail sector, especially MR DIY Kartasura, it is important to consider consumer behaviors such as hedonic shopping motivation and impulse buying in marketing their products. This is because hedonic shopping motivation and impulse buying are proven to influence consumer purchase decisions. For academics and future research, it is recommended to expand the scope of research, considering that this study focused only on two independent variables, namely visual merchandise and hedonic shopping motivation.

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