Analysis of Hedonic Shopping Motives to H&M Paris Van Java Bandung Consumers

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Abstract: This study aims to study and find out the hedonic shopping motives to the consumers of H&M Paris Van Java. The object examined in this research is hedonic shopping motives. The research method used is comparative descriptive research with survey design. The sampling technique is non-probability sampling using incidental sampling with 63 people who were made as the respondents. The primary data collection is by questionnaires, observations, and interviews to obtain an overview of hedonic shopping motives and the secondary data obtained is by literature study. The data analysis technique used is explanatory factor analysis using SPSS. The result of this research shows that there are hedonic shopping motives which are dominant to the consumers of H&M Paris Van Java, namely gratification shopping. The suggestions that the writers propose are hedonic shopping motives to the consumers of H&M Paris Van Java can be used as a benchmark for H&M in terms of market opportunities to increase sales by additional attractive offers beside the comfort-shopping.

1 INTRODUCTION

Increasing the needs and desires of a community encourage the availability of various product choices. As one of the primary needs, the need for clothing is increasing but it is not only the clothing but also the latest fashion which shows a trend and lifestyle. This is proven by the development of the fashion industry.

The increasing people's interest in fashion, as well as their purchasing power of also, supports the development of retail business in Indonesia, especially in the fashion sector. Based on the GRDI index, Indonesia is ranked fifth out of thirty developing countries in the world with a score of 55.6 and retail sales of USD324 billion (www.beritasatu.com).

As a potential market, the retail fashion industry in Indonesia is increasing both for local and international brands. One of the Swedish brands developing in Indonesia is H&M. Its "stylish and affordable fashion at the best price" concept means that H&M products have good quality. It is one of the leading multinational brands. So, consumers must have the motivation to shop. oOpen research to thirty-one consumers of H&M Paris Van Java in

Bandung City shows that there are negative and positive phenomena related to hedonic shopping motives. Respondents from this pre-research are consumers of H&M Paris Van Java. The researcher found a phenomenon in each sub-variable of hedonic shopping motives.

Based on the result of the pre-research, there are allegations that the consumers of H&M Paris Van Java Bandung are included in the type of hedonic shopping motives despite the negative phenomena, namely gratification shopping, and idea shopping.

The initial findings are as follows:
1. Layout. Lighting makes consumers feel comfortable when shopping at H&M but;
2. not all consumers feel their mood is getting better.
3. Consumers feel happy when shopping at H&M Paris Van Java with family or friends.
4. Consumers do not look for the latest trend in H&M.
5. For consumers, a discount is the main attraction at H&M Paris Van Java.
6. H&M Paris Van Java products are suitable to be treated as gifts to friends or family.

2 LITERATURE

2.1 Consumer Behavior

Consumer behavior is an activity and process related to searching, using, and purchasing products and services. The behavior underlies or influences consumers to make a decision in the use of a product or service. Consumer behavior according to Engel et al. (1994: 3) is "actions that are directly involved in acquiring and consuming products and services, including processes that precede and follow from those actions". Meanwhile, according to Schiffman and Kanuk (2008: 6), "consumer behavior is the way individuals make a decision to utilize their available resources (time, money, business) to buy goods related to their consumption".

2.2 Consumer Motivation

2.2.1 Definition of Consumer Motivation

There is always an urge to taking action from various human activities. Thus, this encouragement can be called motivation. Every consumer has an action taken to achieve his desire to obtain and consume a product in the form of goods or services. According to Setiadi (2008: 26), "motivation can be interpreted as a willingness to issue a high level of effort toward the goals to be achieved, conditioned by the ability of efforts to meet an individual's need". While the definition of motivation according to Schiffman Kanuk (2008: 72), "motivation can be described as a driving force of individuals which force them to act".

According to the American Encyclopedia in Setiadi (2008: 94), "motivation is a tendency (a trait which is the subject of conflict) at someone who raises support and action. Motivation includes the factor of biological and emotional needs that can only be expected from observers of human behavior".

Schiffman Kanuk (2008: 78-79) divides motivation into rational and emotional motivation.
1.   Rational motivation

The term rationality is a traditional term which assumes that consumers behave rationally if theycarefully consider all alternatives and choose alternatives that give them the greatest usage.
2.   Emotional motivation

On emotional motivation, consumers do not attach importance to the use of the product. However, it makes sense to assume that consumers always try to choose alternatives that in their view help to maximize decisions.

2.2.2 Shopping Motivation

Shopping motivation can be divided into two (Sheth, 1983; Kim, 2006 in Arifianti 2010: 77), namely:
 1.   Utilitarian shopping motivation which is based on functional needs or providing practical benefits; and
 2.   Hedonic shopping motives which are associated to Maslow's motivation theory and the hedonic shopping motives' highest rank, namely the social factor. Hedonic motivation emphasizes self-esteem from others compared to the needs of others. Consumers feel that the desire to actualize can defeat the desires of others.

Utilitarian and hedonist are behaviors that arise when a consumer is faced with a decision to buy a product or service (Hirshman & Holbrook, 1982; Herabadi et al., 2009).

Utilitarian Shopping Motivation.
According to Chaudhauri and Holbrook (2001), utilitarian motivation is the ability to perform functions in the daily life of a consumer. Holbrook and Hirschman (1982) mention that utilitarian values show the use of products or services efficiently, task-specific and economically. Babin et al. (1994) and Batra and Ahtola (1990) in Arifianti (2010: 77) specifically say that utilitarian consumer behavior is described as functional or task-related perspectives. Additionally, Babin et al. (1994) in (Arifianti 2010: 77) elaborates that utilitarian shopping behavior is characterized by task-related motivation, product-oriented, rational, and extrinsic. Being utilitarian itself is encouraged because it feels benefits received when using a product or service rather than getting a pleasant taste of its products (Lim & Ang, 2008).

Utilitarian motives are usually judged with more conscious intentions (Babin et al., 1994). Utilitarian purchasing motives include desires, like a search for convenience, diverse search, looking for qualified products or services, and reasonable price level (Sarkar, 2011: 58).

Engel et al. (2000) say that utilitarian motivation is: "when someone will shop and someone feels that they get the benefits of a product they want. This motivation is based on objective thinking. Thus, utilitarian shopping motivation is a motivation where consumers do shopping activities because they really need or want to get the benefits of the product itself. There are two things that must be

considered in utilitarian motivation, namely quality of goods and quality of service".

Babin et al. (1994) mention that consumer consumption activities can produce both utilitarian and hedonic values. Meanwhile, the utilitarian value is described as a matter that comes from several types of consciousness to pursue intended consequences. The concept of utilitarian value can be regarded as a task-oriented and rational thing and it can also be said as work. Consumer evaluation from the point of view of utilitarian value is usually based on the function of a product or service that it consumes. In other words, consumer evaluation based on utilitarian values includes the fulfillment of instrumental consumer expectations that can be obtained from consumer consumption of a product or service. It also includes the existence of rational motivation that looks at the time consumption takes place and the need for ownership.

Based on this utilitarian value's perspective, consumers are seen as more concerned with purchasing products or services that can streamline their cost and their time to achieve goals with minimum disruption. According to Babin et al. (1994), consumers who are concerned with the utilitarian aspect will even feel happy if they have completed their shopping activity because they feel their task has been completed.

Hedonic Shopping Motives.

It is a general understanding that hedonic or hedonism is a thought held by individuals about pleasure which solely fulfills the satisfaction of that individual. The definition of a hedonic shopping motive according to Arnold and Reynold (2003) is a behavior of customer which views an activity as enjoyable and exciting experiences.

Setiadi (2013:96) defines hedonic shopping as psychological needs, such as satisfaction, prestige, emotion, and other subjective feelings. These needs often appear to meet social and aesthetic demand which is also called emotional motives.

Boedeker (in Trang, Tho, and Barret, 2006) adds that hedonic shopping motivation is a pleasant shopping experience rather than gathering information or purchasing products. Whereas in the study of Engel and Minard (2000) in Kusuma et al. (2013:242), hedonic shopping motivation is a person's motive to shop based on emotional responses, sensory pleasures, dreams, and aesthetic considerations.

Gültekin and Özer (2012:181) in their research elaborate that

"Hedonism emphasizes the basic philosophy of taking pleasure in life and avoiding sadness and sorrow (Murray, 1964). Consumer experience arises following the hedonic shopping experience. From that perspective, hedonic shopping comprises issues, such as cheer, jealousy, fear, passion, and joy. Those emotions are the phenomenon which relates to the motives (Hirschman and Holbrook, 1982)".

Bhatnagar and Ghosh (2004) mention that hedonic motivation is a purchase motivation based on the individual's emotional needs which are primarily intended for pleasure and comfort. In addition, Solomon (2007) explains that hedonic motivation refers to intensive experimental and emotional for consumers to be engaged in shopping activity. Consumers with their motivation based on hedonic needs can be involved in a shopping-related activity that involves multisensory, fantasy, and emotional experiences (Solomon, 2007). Holbrook and Hirschman (1982) add that hedonic motivation can be associated with fun and playfulness rather than completing tasks.

In Sarkar (2011: 59), it is stated that:

"Hedonic consumption involves emotional arousal taking place while purchasing or consuming (Holbrook & Hirschman, 1982 b). In hedonic consumption, different types of emotional feelings, which are both physiological and psychological, play major roles. Hopkinson & Pujari (1999) have explained how hedonic consumption takes place in a high-involvement situation, where an individual is deeply involved in experiencing a consumption event. This research points out that the level of hedonism varies across products or brands depends on the changing levels of involvement. In high-involvement consumption situations, the level of hedonism is expected to be higher".

According to Toa et al. (2007: 775):

"Hedonic motivation refers to those consumption behaviors in search for happiness, fantasy, awakening, sensuality, and enjoyment. The benefit of hedonic motivation is experiential and emotional. The reason that hedonic consumers love to shop is that they enjoy the shopping process. It is not about obtaining the physical objectives or completing the mission".

In the study of Babin et al. (1994):

"Increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism all may indicate a hedonically valuable shopping experience (Bloch and Richins 1983b; Hirschman 1983). Furthermore, vicarious consumption can provide hedonic value by allowing a consumer to

enjoy a product's benefits without purchasing it (Macinnis and Price 1987)".

Meanwhile, Arnold and Reynold (2003:80) classify hedonic motivation into six types, namely:

1. Adventure Shopping

   Adventure shopping leads to shopping activities aimed at stimulation, adventure, and the feeling of being in another world. Adventure shopping provides sensation and excitement and enters the world that is different from interesting sights, smells, and sounds.

2. Social Shopping

   Social shopping is a purchase motivation that refers to the enjoyment of the atmosphere of togetherness, shopping with friends and family, and socializing and uniting while shopping. Shopping people say they really enjoy socializing with other visitors when shopping and shopping can provide an opportunity to blend with other shopping people.

3. Gratification Shopping

   Gratification shopping is a form of shopping activity in which someone's involvement in shopping is done with the aim of relieving stress as an alternative to eliminate negative moods. The shopping activity is used to improve mentality.

4. Idea Shopping

   Idea shopping is a form of shopping activity used to find out the latest trend, fashion, and innovation.

5. Role Shopping

   Role shopping is a shopping activity in which someone does it for someone else. Someone will be happy to include purchase and hope that the person who is given the gift will feel happy.

6. Value Shopping

   Value shopping shows that all buyers enjoy purchasing discount items and looking for offers and discounts. Overall, buying items for lower prices leads to an increase in customer satisfaction and happiness.

Utami (2006) in Ira (2008) in Kusuma et al. (2013:242) mentions six hedonic shopping motivations:

1. Adventure shopping motivation occurs when consumers shop for stimulation, adventure, and the feeling of being in their own world.

2. Gratification shopping motivation occurs when consumers shop to relieve stress, to alleviate negative moods, and to forget about present problems.

3. Role shopping motivation happens when consumers enjoy shopping for others rather than for their own selves.

4. Value shopping for consumers who offer shopping discounts, sales, or bargains.

5. Social shopping motivation occurs when consumers feel enjoyment and gain information from potential products by shopping with their family and friends and view shopping as a social activity with consumers or workers at the mall.

6. Idea shopping is a motivation that happens when consumers shop to keep up with the latest trend and see new products and innovations.

Irawan in Arifianti (2010:75) as the Chairman of Frontier Consulting Group shares the character of Indonesian consumers who support consumers to buy a product due to the hedonic nature of the consumers themselves, namely:

1. Consumers who tend to focus on the context rather than the content because consumers do not digest the amount of sufficient information before deciding to choose and buy a product.

2. Consumers who like foreign products.

3. Consumers who do not have a plan.

4. Consumers who like the praise they get from their surrounding environment will show their status.

3 RESEARCH METHOD

3.1 Research Object

The object of this research is hedonic shopping motives as a single variable which includes sub-variables of adventure shopping, social shopping, shopping gratification, idea shopping, role shopping, and value shopping for consumers who shop at H&M Paris Van Java Bandung.

3.2 Research Method

The type of method used by the writers in this research is quantitative method of descriptive analysis with an explanatory approach.

3.2.1 Exploration Factor Analysis (EFA)

Exploration Factor Analysis (EFA) is the process of identifying meaning, construction, or dimension evaluated by the observed covariance (Panter, 1997). Gorsuch (1983) in Crowley & Fan (1997) says that EFA is useful for the purpose of generating

structures, theoretical models, and testing hypotheses.

The basic theory of factor analysis:

$$VT = V_{co} + V_{sp} + V_e \qquad (1)$$

V_{co}: common variance, i.e. the variance possessed by ≥ 2 estimated variables of communality: $h_2 = ai + bi + ci$

V_{sp}: specific variance which is the variance with only 1 measurement (unique)

EFA can be interpreted as a method for identifying items or variables based on their similarity as indicated by high correlation values so then they will form a factor. Exploration factor analysis is a method of factor analysis to identify the relationship between manifested variables or latent variables in constructing a construct. Researchers can use SPSS software to analyze EFA by inputting data from indicator variables. A measure which indicates that an indicator is put into a particular indicator in the EFA is the value of the loading factor. When the factor value is loading a larger indicator against one particular factor, then the indicator can be grouped into these factors.

Factor analysis in this research uses the Kaiser-Meiyer-Olkin (KMO) method whose value more than 0.5 and the Measure of Sampling Adequacy (MSA) measurement method. The variable selection process in this research is:

a. Kaiser-Meiyer-Olkin (KMO) and Barlette's Test.

The KMO test is conducted to determine what factors are valid or not in this research. Based on Gozali's research (2009:307), KMO figures and Barlette's test must be above 0.5. The provision is based on these criteria:

1) If the probability of $\sum < 0.05$ then the research variable cannot be analyzed further.
2) If the probability of $\sum > 0.05$ then the research variable can be analyzed further.

b. Anti Image Matrics.

Gozali (2011:304) elaborates that to see which variables are feasible to be made a factor analysis and to find out the factors used as the factors of analysis has a strong correlation or not with a value greater than or equal to 0.5. If the value is greater or equal to 0.5 then all the factors forming the variable are valid and there are no reduced factors. In the Anti-image Correlation section, the first to be issued is a variable that has the smallest MSA value and less than 0.5. The number of MSA ranges from 0 and 1 with the following criteria:

1) MSA = 1, the item can be predicted without error by another item.
2) MSA > 0.5, the item can still be predicted and analyzed further
3) MSA < 0.5, the item cannot be predicted and cannot be analyzed further.

c. Eigenvalue.

The eigenvalue is used to analyze the feasibility of a new factor. The eligible requirement to be a new factor is eigenvalue greater than or equal to 1, whereas if there is a factor that has an eigenvalue less than 1 then the factor will be issued or not be used.

d. Cumulative Variance.

The cumulative value of the variance shows the level of representation of new factors formed on the initial or original factor. If the new factors formed are able to represent the initial or original factor, then the cumulative value of variance is > 60%.

e. Loading Value.

The loading value aims to determine whether a variant fits into a new factor or not. This loading value can be seen from eigenvalue. If the eigenvalue is more than 1, then the variance is worth entering into a new factor.

In this research, the first step in factor analysis is to assess eighteen statements that will form hedonic shopping factors.

The data are processed using the SPSS 25.0 software tool. Eighteen items that have been considered valid and reliable, then enter into factor analysis to be tested whether the value is greater than the value of KMO and Barlett's Test above 0.5 which is the initial stage in the factor analysis.

4 RESULT AND DISCUSSION

4.1 Exploratory Factor Analysis Test Results

The factor analysis is used to reduce eighteen manifest variables (statement items) into latent variables (factors) that can provide an overview of the dominant factors in hedonic shopping. From the result of processing statistical test through Statistical Package for the Social Sciences (SPSS) Version 25.0, several indicators are obtained stating that data processing with the factor analysis is indeed suitable for this research. There are four stages in the EFA analysis.

Kaiser-Meiyer-Olkin (KMO) and Barlette's Test All Items.

The Kaiser-Meiyer-Olkin value for Measure of Sampling Adequacy obtained is 0.738 in which this value states the amount of data needed for the factor analysis. The KMO value for Measure of Sampling Equity is above 0.5. It is the minimum limit of KMO for the use of factor analysis.

Table 1: KMO and Bartlett's Test All Items.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.738
Bartlett's Test of Sphericity	Approx. Chi-Square	617.797
	Df	153
	Sig.	.000

The Bartlett Test of Sphericity value obtained is 617.797 with the significance of 0.000. This value gives an indication that the correlation matrix formed is not an identity matrix. Because the correlation matrix is not an identity matrix, the factor analysis can be used to process the data.

Anti Image Matrics for All Items.

Testing the value of MSA (Measure of Sampling Adequacy) can be seen in the Anti Image Matrics with the provision that if the MSA is > 0.5 then the item can still be predicted and analyzed further. The following are the results of MSA measurements:

Table 2: Value MSA All Items.

No. Item	MSA
1	0,748
2	0,803
3	0,514
4	0,628
5	0,662
6	0,749
7	0,836
8	0,839
9	0,804
10	0,797
11	0,769
12	0,847
13	0,466
14	0,643
15	0,824
16	0,636
17	0,790
18	0,574

Based on the results of processing the data above, it can be seen that there is one factor that does not meet the 0.5 limits so that these factors will be removed from the matrix and the test will be repeated.

Test Kaiser-Meiyer-Olkin (KMO) and Barlette's Test Worthy Items.

The following are the results of testing the KMO and Barlett Test and MSA (Measure of Sampling Adequacy) after retesting.

Based on the results of the retesting, it is seen that the KMO and Barlett's Test number is 0.765 with the significance far below 0.5 (0.000 < 0.05), then the existing variables can still be analyzed further. Furthermore, the following are the results of the re-test of the MSA (Measures of Sampling Adequacy); Anti Image Matrics Worthy Items.

Table 3: MSA Value Test Results.

No. Item	MSA
1	0,772
2	0,805
3	0,507
4	0,619
5	0,651
6	0,763
7	0,826
8	0,836
9	0,865
10	0,797
11	0,774
12	0,840
14	0,859
15	0,863
16	0,628
17	0,783
18	0,550

After items that do not meet the criteria > 0.5 are not included in this research, the results above show all MSAs above 0.5 and can be analyzed further.

Cumulative Variance and Eigenvalue.

The analysis of communality, this analysis is basically the amount of variance (can be in percentages) of an initial variable that can be explained by existing factors. The communality value requirement is greater than 0.5 (Santoso, 2011: 82). The following is the results of the communality analysis of the remaining seventeen items and further testing.

Table 4: Results of Communalities Analysis.

	Initial	Extraction
P1	1.000	.566
P2	1.000	.792
P3	1.000	.541
P4	1.000	.690
P5	1.000	.808
P6	1.000	.625
P7	1.000	.711
P8	1.000	.799
P9	1.000	.793
P10	1.000	.843
P11	1.000	.802
P12	1.000	.812
P14	1.000	.439
P15	1.000	.629
P16	1.000	.822
P17	1.000	.774
P18	1.000	.763

From the communality table above, it can be seen that those seventeen items have communal values above 0.5 so that all of these variables can be tested using further factor analysis. Furthermore, based on the table above, it can be seen that the value for item 1 is 0.566 which means 56.6% of the variation in item 1 can be explained by the factors formed. Likewise the explanation for the value of the next variables, with the provision that the greater value of communality a manifest variable (item), the closer the relationship with the variables formed (Santoso, 2011: 82).

The next process of factor analysis is testing Total Variance Explained. According to Santoso (2011: 85), the table of Total Variance Explained describes the number of factors formed. To determine the factors formed, it must be seen that the eigenvalue value must be above 1. If it is already under 1 then none factor is formed. Eigenvalue shows the relative importance of each factor in calculating the variance of the total variable presented. The number of eigenvalue number is always sorted from the largest to the smallest value. The following is the result of the total variance test explained from this research.

As previously explained, to determine the factors formed, it must be seen that the eigenvalue must be above 1. If it is already under one 1 then none factor is formed. From the table above, it is known that there are five factors formed because from factor number 1 to 5, the eigenvalues are still above 1; that is 1.183. Whereas for other factors, the eigenvalue number is below 1, which is 0.978.

Table 5: Total Variance Explained Test Results.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.259	36.817	36.817	6.259	36.817	36.817	3.846	22.621	22.621
2	2.089	12.286	49.103	2.089	12.286	49.103	2.496	14.680	37.301
3	1.427	8.392	57.495	1.427	8.392	57.495	2.113	12.430	49.732
4	1.250	7.351	64.846	1.250	7.351	64.846	1.927	11.333	61.065
5	1.183	6.959	71.804	1.183	6.959	71.804	1.826	10.740	71.804
6	.978	5.755	77.559						
7	.727	4.279	81.838						
8	.650	3.821	85.659						
9	.511	3.004	88.663						
10	.416	2.447	91.109						
11	.337	1.982	93.091						
12	.290	1.706	94.797						
13	.237	1.397	96.194						
14	.196	1.153	97.347						
15	.177	1.042	98.389						
16	.149	.875	99.264						
17	.125	.736	100.000						

Extraction Method: Principal Component Analysis

So, the factoring process stops at five factors. Up to this process, it can be seen that seventeen items included in the factor analysis formed five factors. This shows that there are groupings of items into certain factors because there are similarities in the characteristics of certain variables.

The number of factors in the analysis of this factor is determined based on the value of the cumulative proportion. If the value of the cumulative proportion ranges from 60%—70%, then the component can be selected as a component or main factor. Based on these provisions, there are five main components which have a cumulative proportion ranging from 60%—70%. So, those five main components are the summary of the best information from the number of items analyzed. In the table above it explains the formation of five factors after the simplification of some of the original items.

The first factor is able to explain 36.817% of the diversity of the total items of research. In the second factor, it explains 12.286% of the total diversity while the third factor can explain 8.32%. The fourth one explains 7.351% of total diversity and the fifth factor can explain 6.959%. So the five cumulative factors formed can account for 71.804% of the total diversity of the research items.

Loading Value.
The next step is to determine the dominant items at each of these components. This can be seen from the Component Matrix table which shows the distribution of the research items in the five factors formed. The Component Matrix consists of the initial items for the factors formed. An item can be determined to enter which factor by looking at the magnitude of the weighting factor for each item against the five matrices of the factors formed.

Table 6: Component Matrixa Test Result.

	Component				
	1	2	3	4	5
P1	.682	-.062	-.223	.202	-.073
P2	.569	.258	-.341	-.528	.082
P3	.374	.439	-.347	-.258	.143
P4	.464	.540	.123	.400	.090
P5	.462	.495	.068	.516	.280
P6	.612	.282	-.170	.222	.303
P7	.711	-.284	-.069	.197	-.286
P8	.730	-.438	-.160	.126	-.181
P9	.768	-.404	.002	.068	-.185
P10	.720	.128	.326	-.279	-.351
P11	.674	.363	.303	-.287	-.205
P12	.643	.422	.414	-.121	-.182
P14	.542	-.195	-.257	.175	-.106
P15	.709	-.122	-.335	-.010	-.002
P16	.481	-.296	.354	-.213	.577
P17	.583	-.334	-.127	-.248	.494
P18	.379	-.442	.609	.125	.192

Table 7: Rotated Component Matrixa Test Result.

	Component				
	1	2	3	4	5
P1	**.656**	.129	.290	.065	.172
P2	.223	.313	.013	.134	**.791**
P3	.056	.155	.247	-.026	**.672**
P4	.097	.288	**.770**	-.049	.054
P5	.107	.113	**.882**	.058	.050
P6	.311	.070	**.614**	.189	.332
P7	**.793**	.252	.102	.071	-.049
P8	**.861**	.136	.005	.199	.018
P9	**.800**	.282	.007	.270	-.027
P10	.357	.827	.036	.121	.120
P11	.173	**.811**	.201	.108	.252
P12	.121	**.810**	.346	.094	.107
P14	**.638**	.022	.134	.043	.111
P15	**.664**	.101	.146	.157	.364
P16	.111	.151	.077	**.882**	.056
P17	.386	-.042	.012	**.697**	.372
P18	.232	.249	.055	**.648**	-.473

At first, the extraction is still difficult to determine the dominant item included in the factor because the correlation value is almost the same as the several items. To overcome this problem, a rotation that is able to explain the distribution of variables that are clearer and more real is done. The following table shows the rotation result to clarify the position of the variable on the factor.

In this research, the rotation used is the varimax method. The mechanism of rotation of varimax is to make item correlation only dominant to one factor. The method is to make the item correlation close to absolute value 1 and 0 on each factor. It makes it easier in interpreting the dominant items. It can be seen that after rotation, it is easier to determine to factor one up to the fifth factor. The highest value of the loading factor (red letter) shows the items incorporated in one factor. From the result of the table above, it can be described as the spread of the existing factors as follows:

FACTOR 1: Consisting of six factors including P1 derived from Adventure Shopping sub-variable; P7, P8, and P9 derived from Shopping Gratification sub-variable; P14 and P15 derived from Role Shopping sub-variables. This factor is incorporated in the GRATIFICATION SHOPPING FACTOR.

FACTOR 2: Consisting of two factors including P11 and P12 derived from the Idea Shopping sub-variable. This factor is incorporated in the SHOPPING IDEA FACTOR.

FACTOR 3: Consisting of three factors including P4, P5 and P6 derived from the Social Shopping sub-variable. This factor is incorporated in the SOCIAL SHOPPING FACTOR.

FACTOR 4: Consisting of three factors including P16, P17 and P18 derived from the Value Shopping sub-variable. This factor is incorporated into the VALUE SHOPPING FACTOR.

FACTOR 5: Consisting of two factors including P2 and P3 derived from the Adventure Shopping sub-variable. This factor is incorporated in the ADVENTURE SHOPPING FACTOR.

Based on the result, it can be explained that the factors that influence hedonic shopping are shopping gratification, idea shopping, social shopping, value shopping, and adventure shopping. Of all eighteen items, there is one factor that must be reduced because the value produced after several stages of factor analysis does not meet the requirement until the last stage. It results in seventeen items of factors are truly dominant and affect hedonic shopping.

4.1.1 Dominant Factor Analysis

Based on the proportion of variance that can be explained by each factor, factor 1 is the first rank that most influences Hedonic Shopping.

FACTOR 1: Gratification Shopping is able to explain 36.817% regarding Hedonic Shopping.

FACTOR 2: Idea Shopping is able to explain 12.286% regarding Hedonic Shopping.

FACTOR 3: Social Shopping is able to explain as much as 8.32% regarding Hedonic Shopping.

FACTOR 4: Value Shopping is able to explain 7.351% regarding Hedonic Shopping.

FACTOR 5: Adventure Shopping is able to explain 6.959% regarding Hedonic Shopping.

In accordance with the proportion of variance in each factor, the following can show the ranking of the dominant factors.

Table 8: Dominant Factor.

Faktor	Sub Variabel	% of Variance
1	*Gratification Shopping*	36,817%
2	*Idea Shopping*	12,286%
3	*Social Shopping*	8,392%
4	*Value Shopping*	7,351%
5	*Adventure Shopping*	6,959%
Total		71,804%

Overall, these five factors can explain more than 50% of the factors that influence Hedonic Shopping; which is 71.804%. Based on the ranking of the factors that influence Hedonic Shopping above, it obtains a general description in which the five factors must be the top priority to find out the factors that influence Hedonic Shopping so that they must be fulfilled. Thus, the most dominant factor affecting hedonic shopping comes from the Shopping Gratification sub-variable.

The sub-variable with the highest score is Gratification Shopping. This shows that consumers of H&M Paris Van Java tend to shop to eliminate stress because seeing and buying fashion products at H&M Paris Van Java can improve the mood of consumers. In a line with the research of Ozen and Engizek (2013), many consumers claim that they shop to reduce stress or to stop thinking about the problem at hand, even escaping for a moment from the reality. It is proven by the results of the Gratification Shopping of the dominant H&M Paris Van Java consumers in the high category.

Next is the sub-variable Idea Shopping. By shopping for fashion products at H&M Paris Van Java, consumers can find out about the fashion trend because the available products at H&M Paris Van Java Bandung are up-to-date and always change according to the theme or season at H&M itself.

Furthermore, from the Social Shopping sub-variables, consumers feel happy if, at the time they are shopping, they are accompanied by friends or family due to the frequent social interaction.

Followed by the Value Shopping sub-variable, it shows that consumers feel that if H&M Paris Van Java Bandung gives enough discounts to make them happy, consumers can get fashion products at cheap prices with good quality so they get another value from the product. In a line with the research by Chandon et al. (2000) in Ozen and Enginek (2013), consumers who buy discounted items will feel happy and consider themselves to be a smart buyer. It is evident that H&M often holds discounts for consumers and they feel happy and proud if they get discounted items purchased at H&M Paris Van Java

The last sub-variable is Adventure Shopping. In accordance with the research conducted by Ozen and Engizek (2013), which is about adventure/exploring shopping, it is an adventure or exploration of shopping done by consumers to find something new and interesting and the practice of enjoyment felt during the shopping process (Westbrook and Black 1985). The H&M Paris Van Java has created a comfortable atmosphere in which the consumers can enjoy the shopping process with the existing layout, lighting, and so on. Some consumers explain that H&M Paris Van Java is too crowded so that it is one reason why adventure shopping is not the dominant sub-variable for consumers when they shop at H&M Paris Van Java Bandung.

4.2 Hypothesis Testing

The decisions taken are as follows:

H_0: There are no dominant hedonic shopping motives to the consumers of H&M Paris Van Java Bandung.

H_1: There are hedonic shopping motives that are dominant to the consumers of H&M Paris Van Java Bandung.

The basis of decision making is:

a. If chi-square counts ≤ chi-square table then H_0 is rejected.

b. If chi-square counts < chi-square table then H_0 is accepted.
    Or

a. If p-value ≤ 0.05 then H_0 is rejected.

b. If p value > 0.05 then H_0 is accepted.

Based on the result of Bartlett's Test, it appears that the chi-square value is equal to 561,224 with df = 136 and α = 0.05. Thus chi-square counts (561,224) > chi-squared tab (164,216) or p-value (0,000) < 0.05 so H0 is rejected and H_1 is accepted. This can mean that there are dominant results from hedonic shopping motives, namely Gratification Shopping.

These results indicate that among the six sub-variables of hedonic shopping motives, Gratification Shopping is the dominant sub-variable of 36.81% for consumers who shop at H&M Paris Van Java. In a line with the research results conducted by Park, Kim, and Forney (2005), it is explained that emotional elements, namely gratification shopping, and positive emotions will indirectly affect fashion-oriented purchases. In addition, it is also in a line with the research by Arbold and Reynold (2003) explaining that there are positive results from hedonic shopping motives in the retail industry.

The result of the interview also shows when viewing fashion products at H&M tend to improve mood. Besides, because H&M is located at Paris Van Java mall, the atmosphere is not boring because, besides shopping, consumers can at the same time walk around the mall. It becomes one of the reasons for consumers to change their mood when shopping at H&M Paris Van Java Bandung

5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of research and discussion on the analysis of hedonic shopping motives to consumers of H&M Paris Van Java, the writers draw the following conclusions:

1) For Hedonic Shopping variables, it is known that respondents' ratings are in the high category based on the respondents' assessment toward six hedonic shopping motives, namely Adventure Shopping, Social Shopping, Gratification Shopping, Idea Shopping, Role Shopping, and Value Shopping with the percentage obtained 77.5%. The results of overall factor analysis can explain more than 50% of the factors that influence Hedonic Shopping; which is equal to 71.804%.

2) Among the six hedonic shopping motives sub-variables, there is a hedonic shopping motive which has the highest or most dominant response from the respondents who are the consumers of H&M Paris Van Java Bandung. The most dominant hedonic shopping motive is gratification shopping with the result of 36, 81% compared to the others. These results illustrate that the consumers of H&M Paris Van Java Bandung do shopping activity with the aim of relieving stress and as an alternative to eliminate negative mood in themselves.

5.2 Recommendations

Based on the above conclusions, the writers would like to give a number of suggestions to H&M Paris Van Java Bandung regarding hedonic shopping motives analysis to consumers of H&M Paris Van Java outlet as follows:

1) Hedonic shopping motives for consumers of H&M Paris Van Java can be used as a benchmark for H&M in terms of market opportunity because if someone already has the hedonic shopping motivation for the preferred item, it can increase sales. It would be better if there are other attractive offers that can support the achievement of sales volume targeted by the H&M Paris Van Java.

Even though H&M Paris Van Java has Bloch, P., Ridgway, N., & Dawson, S. 1994. The shopping mall as consumer habitat. Journal of Retailing, 70 (1), 23-42

2) a strategic place to shop because it is located near the basement so that it becomes the entrance for visitors to the Paris Van Java Mall, it is better for H&M Paris Van Java to pay more attention to the convenience of the consumers who shop because many visitors are just passing through the H&M Paris Van Java as access to the entrance or exit of the mall.

3) H&M Paris Van Java should regularly give discounts to the consumers as they have done. The discounts that H&M provide are unique because they provide thematic discount names for the products sold according to "the season" or certain seasons that have been set. In addition, because of the discount, it can attract other consumers to shop at H&M Paris Van Java Bandung.

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