

The impact of hedonic shopping value, shopping lifestyle, and positive emotions on consumer purchasing decisions at Traveloka

Hazizah ¹, I Putu Sudhyana Mecha ^{2*}, Eka Afrida Ermawati ³

^{1,2,3} Tourism Business Management, Politeknik Negeri Banyuwangi, Indonesia

*Corresponding Author: sudhyanamecha@poliwangi.ac.id

Abstract: Traveloka is an internet-based tourist information or travel application that allows users to search for and purchase a variety of products and services by online platform, including transportation, lodging, lifestyle, and financial services. Despite the fact that Traveloka is well-known among the general public, there is still lack of knowledge that tourism industry has not used it as promotional and sales media for its products and services. This research was conducted at Banyuwangi in order to determine the impact of partial and simultaneous hedonic shopping value, shopping lifestyle, and positive emotions on consumer purchasing decisions at Traveloka. The SPSS Version 22 application was used to conduct the research, which included multiple linear regression analysis procedures, multiple correlation coefficients, coefficients of determination, T-test, and F-test. Sample size of this study were 100 respondents based on purposive sampling. It showed that hedonic shopping value, shopping lifestyle, and positive emotions all have both partial and simultaneous significant impact on customer purchasing decisions at Traveloka, so conventional tourism industry who decides to join the Traveloka are expected to be able to offer and sell tourism products or services that are able to provide and adapt into consumer shopping lifestyles, for example by providing promotion, discounts, and cashback for tour packages or services. Therefore, the results of this research can be applied as recommendation for tourism industry, especially for travel agents who has been joined Traveloka as a member so that they can be more competitive in this digitalization era.

Keywords: hedonic shopping value, shopping lifestyle, positive emotions, purchasing decisions, Traveloka

History Article: Submitted 20 July 2021 | Revised 03 August 2021 | Accepted 16 August 2021

How to Cite: Hazizah, Mecha, I. P. S., & Ermawati, E. A. (2021). The impact of hedonic shopping value, shopping lifestyle, and positive emotions on consumer purchasing decisions at Traveloka. *Journal of Applied Sciences in Travel and Hospitality*, 4(2), 50-59.

Introduction

In 2019-2020, 73.7 percent of Indonesia's population, or about 196.71 million of the total population of 266.91 million people have been connected to the Internet as media of information and communication (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). This means that from 2018 to 2019, the number of internet users in Indonesia increased by 8.9%, or roughly 25.57 million individuals. When evaluated by region, the island of Java has the most Internet users, accounting for 56.4 percent of all Internet users (about 110.94 million). After Central Java and West Java, East Java has the third-largest number of internet users on the island of Java. East Java has a population of 26.35 million people, Central Java has population of 26.53 million people, and West Java has a population of 35.10 million people. Not only for communication, but also for purchasing things, including booking hotels and inns, with the hotel and lodging sector accounting for 43.2 percent of all online purchases.

Many people and businesses have begun to utilize the internet as a commercial tool to conduct promotional activities and sell their goods and services. In terms of supplying tourist-related information, the tourism industry is one of the industries that can benefit from information and communication technology. Consumers can now easily obtain information and determine destinations, accommodations, and other tourism services to arrange travel plans through the touch of finger, as they did in the past when they searched for and obtained information related to tourism product and services from print media and went directly to

conventional travel agencies (Pu-tra et al., 2020). Consumers are now able to choose from variety of online travel agent, one of which is the Traveloka application, which is already well-known. Yoeti (2006) defined an online travel agent as a tourism industry that prepares, schedules, and organizes tourist vacations for consumers in a network.

Traveloka is one of the leading technology companies around Southeast Asia that allows users to find, book, and make purchasing decisions on variety of products such as transportation, accommodation, lifestyle, and financial services. The purchasing decisions are the point in the consumer decisions process where the customer actually purchases the product (Kotler & Keller, 2019). Banyuwangi is also one of the regencies in East Java Province where variety of tourism-related businesses that already used Traveloka to promote and sell their products and services. The widespread use of the Traveloka application has been caused another new way of life for customers, as they are more inclined to spend time searching for tourism related information and online transaction. As a result, the availability of online platform as part of today's information and communication technology can assist consumers with hedonic shopping values.

Hedonic shopping value is an instrument that directly shows the benefits of shopping experience, such as fun and new products (Pasaribu & Dewi, 2015), demonstrating that hedonic shopping value has considerable impact on customer purchasing decisions (Utami, 2016). Adventure shopping, social shopping, idea shopping, value shopping, pleasure shopping, and the role of shopping are examples of hedonic shopping value indicators (Arnold and Reynolds, 2003). Indonesia, which is predominantly by youngsters, continued to contribute with our country economic development, which has been around 5%. This suggests that Traveloka can help customers who have purchasing lifestyle that includes long working hours and little free time. Consumer shopping patterns are influenced by times, consumer income, and social standing (Prastia, 2013).

However, it can be said that buying habits have substantial impact on spontaneous purchases (Rahmawati, 2018). The shopping lifestyle includes three indicators: activities, interests, and opinions (Darma & Japarianto, 2014). When buying lifestyle is fulfilled, then consumers would feel the positive sensations and joy collected into their minds. So, they can choose whatever products or services mindfully. Consumers with positive emotions have more intentions to buy tourism products and services because they have feelings that are not limited by the surrounding environment, have a desire to respect themselves, and have higher energy levels (Rook & Gardner, 1993). This also demonstrates that pleasant mood has a major impact on a consumers purchasing decisions (Puspita & Budiarti, 2016). Pleasure, arousal, and dominance are some signs of positive emotions (Mehrabian & Russell, 1974).

This phenomena implies an increase in rivalry among tourism sector companies in Banyuwangi who have used the Traveloka to draw consumers attention so they can decide to make a purchase in this digitalization era. However, it also implies the rise of competitiveness, particularly between the tourism industry conventional promotional operations in Banyuwangi and internet sales, moreover in this era of digitalization, the tourist sector must be able to satisfy and support the needs of current consumers by providing rapid, accurate, and accurate information, so did Traveloka. It is too crucial for conventional tourism industry in Banyuwangi, particularly for understanding anything about Traveloka, be it a product, service, or any other that can influence purchasing decisions based on hedonic shopping value, shopping lifestyle, and positive emotions. In 4.0 Industrial Revolution era like nowadays, the role of information technology is very important and deserves attention, especially when it comes to how the value of products and services is translated to consumers (Mecha et al., 2019), it can be concluded that purchasing decisions at Traveloka are influenced by consumer trust as a basis for making online purchases.

Thus, if conventional tourism industry realize this situation, then conventional tourism industry can be more competitive in era of digitalization. Based on the explanation above, it can be determined into four hypothesis, [1] hedonic shopping value has partially significant impact on consumer purchasing decisions at Traveloka, [2] shopping lifestyle has partially significant impact on consumer purchasing decisions at Traveloka, [3] positive emotions has partially significant impact on consumer purchasing decisions at Traveloka, and [4] hedonic shopping

value, shopping lifestyle, and positive emotions have simultaneously significant impact on consumer purchasing decisions at Traveloka.

Methodology

This research conducted using quantitative approach, aiming to determine the impact of independent variables on the dependent variable, as well as testing hypotheses and explaining phenomena in the term of relationships between variables, through the use of research instruments such as questionnaires that generate numerical data or numbers (Sugiyono, 2018). In this study, there are two research variables: the independent variables, such as hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3), and the dependent variable, namely purchasing decisions (Y), along with data collection using online questionnaires in order to get responses from respondents regarding the impact of independent variables to the dependent variable. Data population in this study are all users of Traveloka, especially Indonesians and then Likert was used as scale of measure in the questionnaire.

There are various advantages of 5-point Likert as scale of measure, such as that it is commonly used, makes it easier for respondents to answer questionnaires, provides more options and increases point distinction, and allows respondents to select specific category. The participants in this study are Indonesians, all users of the Traveloka. Given that sample size needed for the research should be between 30 and 500 (Sugiyono, 2018). Because it is reasonable to represent the population (total 10.7 millions), the sample in this study was 100 respondents from Traveloka application users at Indonesia in general and in particular at Banyuwangi who had ever purchased travel items or services at Traveloka. The Slovin formula was used to determine the sample size of 100 respondents. This study also carried out using non probability sampling technique known as purposive sampling, which is non random sampling strategy that involves particular features of the object to be sampled in advance of the sampling in order to meet the stated objectives (Sugiyono, 2018).

SPSS (Statistical Packages for the Social Sciences) version 22 was used in this research. The validity of the questionnaire was tested using Pearson Product Moment, while the reliability was tested using Cronbach's Alpha. This research instrument was proven valid and reliable, according to the results of the test. The normality test is calculated using one sample Kolmogorov-Smirnov, the multicollinearity test is calculated using the Tolerance Value and VIF, and the heteroscedasticity test is calculated using the Glejser Test. The data were normally distributed, free of multicollinearity, and free of heteroscedasticity, according to the results of the classical assumption test. In this study, multiple linear regression analysis approaches, multiple correlation coefficients, coefficient of determination, T-test, and F-test were carried out in order to evaluate the hypothesis, the results of which can be used to test the hypothesis proposed in this study, which is whether the independent variables hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3) have significant or no impact on the dependent variable purchasing decisions (Y) both partially or simultaneously.

Results and Discussions

Results

The goal of this study was to see if the variables had meaningful impact on the dependent variable both partially or simultaneously. The independent variable is a variable that influences or causes the dependent variable's change or emergence (Sugiyono, 2018).

The dependent variable is the variable that is influenced by the independent variable or will be affected as a result of it (Sugiyono, 2018). The independent variable can be seen in Table 1. The purchasing decisions is the dependent variable in this study; the details can be found in the Table 2.

Table 1. Independent Variables

Variable	Operational Definition	Indicator	Measurement
(X1) Hedonic Shopping Value	The existence of many appealing offers might impact a person's hedonic shopping value, encouraging and making it simpler for consumers to meet their wants by shopping hedonic without paying attention to the benefits of the goods purchased to fulfill their enjoyment (Alba & Williams, 2013).	1. Adventure shopping 2. Social shopping 3. Idea shopping 4. Value shopping 5. Gratification shopping 6. Role shopping (Arnold & Reynolds, 2003).	Likert scale.
(X2) Shopping Lifestyle	A person's shopping lifestyle reflects how they spend their time and money. Consumers will have a lot of time to shop with a lot of spending power because of the availability of time (Darma & Japarianto, 2014).	1. Activities 2. Interests 3. Opinions (Darma & Japarianto, 2014).	Likert scale.
(X3) Positive Emotions	Positive emotions can exist before person's mood appears, and a person's affective nature, as well as reactions to a supporting environment, such as interest in a product or an appealing sales pitch, will influence consumer purchasing decisions (Rahmawati, 2018).	1. Pleasure 2. Arousal 3. Dominance (Mehrabian & Russel, 1974).	Likert scale.

Table 2. Dependent Variable

Variable	Operational Definition	Indicator	Measurement
(Y) Purchasing Decisions	Consumers will go through an information evaluation stage before creating preferences for products and services, and then they will have an intention to make a purchase (Kotler & Keller, 2019).	1. On a product, stability is important 2. Product purchasing habits 3. Making repeat purchases 4. Recommending others (Kotler & Keller, 2019).	Likert scale.

Results of the research focused on hypothesis testing, first of all is multiple linear regression analysis that carried out to determine how much positive impact of the independent variable to the dependent variable (Sugiyono, 2018). The Table 3 below shows the results of multiple linear regression analysis using the SPSS Version 22 application with a sample of 100 respondents:

Table 3. Multiple Linear Regression Analysis

Coefficients ^a			
	Model	Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	8.850	2.899
	Hedonic Shopping Value (X1)	.028	.067
	Shopping Lifestyle (X2)	.285	.104
	Positive Emotions (X3)	.398	.084

a. Dependent Variable: Purchasing Decisions (Y)

The regression equation's results are as follows, based on multiple linear regression analysis using the SPSS version 22 application:

$$Y = 8.850 + 0.028X_1 + 0.285X_2 + 0.398X_3 + 2.899$$

The regression equation above partially depicts the relationship between the independent variable and the dependent variable, it can be deduced from the equation that:

- a. Constant Value: 8.850
Constant value 8.850 is a positive value which indicated the positive impact of hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3) as independent variables on purchasing decisions (Y) as dependent variable. If hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3) increased by one point, then purchasing decisions (Y) will increase by 8.850 and if the independent variables (X1, X2, X3) are worth to 0 (zero) then the dependent variable (Y) is 8.850.
- b. Regression Coefficient Variable → Hedonic Shopping Value (X1): 0.028
Regression coefficient of hedonic shopping value (X1) is 0.028, indicated that if hedonic shopping value (X1) increased by one point, then purchasing decisions variable (Y) will increase by 0.028 or 2.8% noted if only other independent variables are constant.
- c. Regression Coefficient Variable → Shopping Lifestyle (X2): 0.285
Regression coefficient of the shopping lifestyle (X2) is 0.285, indicated that if shopping life-style (X2) increased by one point, then purchasing decisions (Y) will increase by 0.285 or 28.5% noted if only other independent variables are constant.
- d. Regression Coefficient Variable → Positive Emotions (X3): 0.398
Regression coefficient of positive emotions (X3) is 0.398 indicated that if positive emotions (X3) increased by one point, then purchasing decisions (Y) will increase by 0.398 or 39.8% noted if only other independent variables are constant.
- e. Error Coefficient Value: 2.899
Error coefficient value 2.899 with margin error 5%.

Secondly, hypothesis testing is about multiple correlation coefficient. Multiple correlation is value that indicated the direction and relationship between two or more independent variables together to the dependent variable (Sugiyono, 2018). The following table shows the findings of the multiple correlation coefficient calculation in this study using the SPSS version 22 application with a sample of 100 respondents:

Table 4. Multiple Correlation Coefficient and Coefficient of Determination

Model Summary									
Model	Model Summary				Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.707 _a	.500	.485	2.421	.500	32.044	3	96	.000

a. Predictors: (Constant), Positive Emotions (X3), Shopping Lifestyle (X2), Hedonic Shopping Value (X1)

Table 5. Interpretation of Multiple Correlation Coefficient

Coefficient Interval	Relationship Level
0.00-0.199	Very Low
0.20-0.399	Low
0.40-0.599	Medium
0.60-0.799	Strong
0.80-1.000	Very Strong

Noted that the correlation coefficient is denoted with R, based on Table 4. Multiple Correlation Coefficient 0.707 was generated and its in the range of values 0.60-0.799 as explained in Table 5. It can be seen that there is a strong relationship between the independent variables such as hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3) together with the dependent variable namely purchasing decisions (Y). Thirdly, hypothesis testing is about coefficient of determination. The coefficient of determination is carried out in order to find out how impactful the independent variable to the dependent variable (Sugiyono, 2018). The calculation of the coefficient of determination also using the SPSS with sample size of

100 respondents. Multiple Correlation Coefficient and Coefficient of Determination are conducted based on results of R Square, so the coefficient of determination is 0.500 or 50%. This showed that 50% consumer purchasing decisions at Traveloka were influenced by hedonic shopping value (X1), shopping lifestyle (X2), and positive emotions (X3), while 0.500 or the remaining 50% is influenced by other variables not examined in this research.

Fourthly, hypothesis testing is the T-test. T-test in this study is carried out in order to partially test the impact of the independent variable to the dependent variable, namely the purchasing decisions (Y). If T-count > T-table or level of significance < 0.05 ($\alpha = 5\%$), then the independent variable partially has significant impact on the dependent variable. On the other hand, if the calculated T-count < T-table or level of significance > 0.05 ($\alpha = 5\%$), then partially the independent variable has no significant impact on the dependent variable. T-test calculation using SPSS Version 22 application with sample size of 100 respondents can be seen in Table 6.

Table 6. T-Test

Coefficients ^a		
Model	T	Sig.
1 (Constant)		
Hedonic Shopping Value (X1)	5.686	.000
Shopping Lifestyle (X2)	7.232	.000
Positive Emotions (X3)	8.980	.000

a. Dependent Variable: Purchasing Decisions (Y)

The value T-table derived from table T with $\frac{\alpha}{2}$, where $\alpha = 0,05$, so that $\frac{0,05}{2} = 0,025$ and $df = n - k - 1 = 100 - 4 - 1 = 95$. Symbol n is the number of respondents in the research, which is 100 respondents and the symbol k is the number of independent and dependent variables, consist of 4 variables, so the T-table value is 1.98525 which is adjusted to 1.985. Based on results from Table 6 it can be concluded into several statements as follows:

a. Hedonic Shopping Value (X1)

It is known from hypothesis testing that value of T-count hedonic shopping value on purchasing decisions is 5.686 and T-table is 1.985. If T-count > T-table or level of significance < 0.05 ($\alpha = 5\%$), then the independent variable partially has significant impact with level of significance < 0.05, which is 0.000 < 0.05. Thus, it can be concluded that hedonic shopping value partially has significant impact on consumer purchasing decisions at Traveloka.

b. Shopping Lifestyle (X2)

It is known from hypothesis testing that value of T-count shopping lifestyle on purchasing decisions is 7.232 and T-table is 1.985. If T-count > T-table or level of significance < 0.05 ($\alpha = 5\%$), then the independent variable partially has significant impact with level of significance < 0.05, which is 0.000 < 0.05. Thus, it can be concluded that shopping lifestyle partially has significant impact on consumer purchasing decisions at Traveloka.

c. Positive Emotions (X3)

It is known from hypothesis testing that value of T-count positive emotions on purchasing decisions is 8.980 and T-table is 1.985. If T-count > T-table or level of significance < 0.05 ($\alpha = 5\%$), the independent variable partially has significant impact with level of significance < 0.05, which is 0.000 < 0.05. Thus, it can be concluded that positive emotions partially has significant impact on consumer purchasing decisions at Traveloka.

Lastly, hypothesis testing is about F-test. F-test carried out in order to determine impact of independent variables on dependent variable simultaneously. If F-count > F-table or level of significance < 0.05 ($\alpha = 5\%$), then independent variables simultaneously have significant impact on dependent variable. On the other hand, if the F-count < F-table or level of significance > 0.05 ($\alpha = 5\%$), then independent variables simultaneously have no significant

impact on dependent variable. Calculations of F-test using SPSS Version 22 application with sample size of 100 respondents can be seen in the Table 7.

Table 7. F-Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	563.666	3	187.889	32.044	.000 ^b
	Residual	562.894	96	5.863		
	Total	1126.560	99			

a. Dependent Variable: Purchasing Decisions (Y)

b. Predictors: (Constant), Positive Emotions (X3), Shopping Lifestyle (X2), Hedonic Shopping Value (X1)

F-table was generated from table F using probability 0.05 with $df(N1) = k - 1 = 4 - 1 = 3$ and $df(N2) = n - k = 100 - 4 = 96$. The symbol k is number of independent and dependent variables used in this study, which are 4 variables. The symbol n is number of respondents (100 respondents). Thus, F-table is 2.70. Based on Table 7 above, it can be concluded that calculated F-count of hedonic shopping value, shopping lifestyle, and positive emotions on purchasing decisions is 32.044 and F-table is 2.70. This showed that F-count > F-table with level of significance < 0.05, i.e. 0.000 < 0.05. Therefore, it can be concluded that hedonic shopping value, shopping lifestyle, and positive emotions simultaneously have significant impact on consumer purchasing decisions at Traveloka.

Discussions

Based on hypothesis testing that has been carried out before, it was found that hedonic shopping value has significant impact on consumer purchasing decisions at Traveloka. It is proven by results of T-test that value of T-count > T-table, which is 5.686 > 1.985 and significance value < 0.05, which is 0.000 < 0.05. Furthermore, regression coefficient of hedonic shopping value is 0.028 which can be simply said that, if the hedonic shopping value increased by one point, then the purchasing decisions also increased by 0.028. It is powered by the study entitled "Peran Positive Emotion Dalam Memediasi Pengaruh Hedonic Shopping Value Terhadap Impulse Buying (Studi Kasus: Mall Bali Galeria)" where the study said that hedonic shopping value has positive and significant impact on impulse buying (Naentiana & Setiawan, 2014). Therefore, conventional tourism industry who decides to join Traveloka as a member are expected to be able to offer and sell tourism products or services that are able to provide and increase hedonic shopping value for their consumers.

For example, the tourism industry who decided to join Traveloka that sold travel packages about special interest of tourist attraction, so that in their packages should contain everything about photos, videos, and the uniqueness that can influence consumers to buy, simply for the act of buying. That needs to be done so that hedonic shopping value can be applicable, especially not only for consumers in order to buy tourism packages but also for the tourism industry who joined Traveloka. Therefore, it can be concluded that, the greater hedonic shopping value can meet consumers expectation, especially in terms of fun and new experiences, the higher purchasing decisions made by consumers at Traveloka.

In addition to the hedonic shopping value, based on hypothesis testing that has been carried out, it is also proven that the shopping lifestyle has significant impact on consumer purchasing decisions at Traveloka. This can be seen from T-test that value of T-count > T-table which is 7.232 > 1.985 and significance value < 0.05, which is 0.000 < 0.05. Furthermore, the regression coefficient of the shopping lifestyle is 0.285, which can be said that, if shopping lifestyle variable increased by one point, then purchasing decisions also increased by 0.285. This is inline with a study entitled "Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying dengan Emosi Positif Sebagai Variabel Mediasi" which in the study, shopping lifestyle has positive and significant impact to impulse buying (Rahmawati, 2018). Therefore, conventional tourism industry who decides to join the Traveloka are expected to be able to offer and sell tourism products or services that are able to provide and adapt into consumer shopping

lifestyles, for example by providing promotion, discounts, and cashback for tour packages or services offered at Traveloka.

However, when consumers has been decided to buy tour package or services at the promotional price, all the facilities presented at Traveloka should be available in actual conditions. In addition, policies in accordance with applicable terms and conditions which are presented in tourism products or services at Traveloka should also be in accordance with those applied in actual conditions when the tour package or service is carried out. This urgently needs to be done in order to be able to create consumer trust in between what is sold at Traveloka and shopping lifestyle for consumers, so that unwanted things did not happen and can also trigger consumers to make more decisions, in term of buy tourism products or services from tourism industry at Traveloka. Therefore, the higher the compatibility between what is provided on the Traveloka and shopping lifestyle of the consumer, the higher purchasing decisions will be carried out by consumers at Traveloka.

Referring to hypothesis testing that already conducted, it was found that positive emotions significantly impact to consumer purchasing decisions at Traveloka. This is proven from the T-test that value of T-count $>$ T-table, which is $8.980 > 1.985$ and significance value < 0.05 , which is $0.000 < 0.05$. Furthermore, the regression coefficient of positive emotions is 0.398 which can be said that, if the positive emotions variable increased by one point, then purchasing decisions increased by 0.398. This is also supported by research that entitled "Peran Positive Emotion Sebagai Mediator Hedonic Shopping dan Shopping Lifestyle Terhadap Impulse Buying di Lazada", which it found that positive emotions has positive and significant impact on impulse buying (Nurlinda & Christina, 2020). Therefore, conventional tourism industry who decides to join Traveloka are expected to be able to offer and sell tourism products or services that are able to provide and increase consumer positive emotions, for example about posting interesting photos that can represent the reality of tourism products or services which is sold to consumers.

Next, in order to make consumers interested in buying and built higher positive emotions, tourism industry at Traveloka can display their slogan, which is the slogan should be believed to be something that can impresses consumers. In addition, tourism industry must also be able to provide the best service with full ethics to consumers. Thus, what consumers see and perceive from Traveloka is proven to be related to actual conditions, which can increase consumers positive emotions, because positive emotions are not only gained while buying tourism products or services, but also when they can feel the tourism products or services. So, the higher positive emotions that consumers had and wanted to, the higher purchasing decisions made by consumers at Traveloka.

Apart from partially having significant impact, hedonic shopping value, shopping lifestyle, and positive emotions simultaneously also have significant impact on consumer purchasing decisions variables at Traveloka. This is proven by F-count $>$ F-table $32.044 > 2.70$ with level of significance < 0.05 which is $0.000 < 0.05$. Furthermore, multiple correlation coefficient of 0.707 was generated, which means that there were strong relationship between hedonic shopping value, shopping lifestyle, and positive emotions simultaneously on the consumer purchasing decisions at Traveloka. Then, value of coefficient of determination is 0.500 or 50%. It showed that 50% of consumer purchasing decisions at Traveloka was impactful regarding hedonic shopping value, shopping lifestyle, and positive emotions, while 0.500 or the remaining 50% is influence by other variables not examined in this study. From reason above, it can be proven that the higher and stronger relationship with the hedonic shopping value, shopping lifestyle, and positive emotions at Traveloka, the higher purchasing decisions made by consumers at Traveloka.

Finally, considering the Traveloka application has many conveniences offered to its consumers and allows consumers to find and order various tourism products or services such as transportation, accommodation, and so on to meet their travel and lifestyle needs, it is not wrong if until now the Traveloka application has downloaded more than 60 million times. Moreover, from the results of this research, it is known that hedonic shopping value, shopping lifestyle, and positive emotions both partially and simultaneously have significant impact on consumer purchasing decisions at Traveloka application. Therefore, conventional tourism industry who decides to join as a member of the Traveloka application can become more

competitive in this digitalization era when they are able to implement some of the points above in presenting and selling tourism products or services. Hopefully, it can facilitate hedonic shopping value, shopping lifestyle, and positive emotions of the consumers in order to make purchasing decisions while decide to look for products or services from Traveloka.

Conclusions

Based on the findings of this study, several conclusions can be written. Firstly, there was significant impact of hedonic shopping value partially on consumer purchasing decisions at Traveloka. It means that the higher the hedonic shopping value that may match each consumer's needs, particularly in terms of fun and new experiences, the higher the purchasing decisions made by consumers at Traveloka. Secondly, there was significant impact of the shopping lifestyle partially on consumer purchasing decisions at Traveloka. This demonstrates that the greater the fit between what is presented at Traveloka application and each consumer's buying lifestyle, the higher the purchasing decisions made at Traveloka. Thirdly, there was significant impact of the positive emotions partially on consumer purchasing decisions at Traveloka. As a result, the higher the good sentiment that customers have and wish to increase, the higher the purchasing decisions they make at Traveloka. Fourthly, there was significant impact of hedonic shopping value, shopping lifestyle, and positive emotions simultaneously on consumer purchasing decisions at Traveloka. Therefore, the higher hedonic shopping value, shopping lifestyle, and positive emotions possessed by consumers, the higher consumer purchasing decisions that able to be done.

Lastly, the findings and discussion of this study will be taken into account by the tourism industry when deciding to become a member of the Traveloka, given the R Square 50% influence of hedonic shopping value, shopping lifestyle, and positive emotions on consumer purchasing decisions at Traveloka. As mentioned in the introduction to this research, if the conventional tourism industry players understand anything that is presented on the Traveloka, be it information, types of products or services sold, and so on, which in nature can have an impact on purchasing decisions based on hedonic shopping value, shopping lifestyle, and positive emotions, then later when conventional tourism industry players want to take advantage of the Traveloka, the conventional tourism industry players already know what and how to be presented in the Traveloka application so that they can be more competitive in this digitalization era. As a result of the 50% R Square results, it is hoped that this research will be taken into account by conventional tourism industry players when deciding whether or not to join the Traveloka, while also considering other independent variables such as the impact of trust, convenience, and information quality on online consumer purchasing decisions (Saragih, 2019), which had a 50% impact on consumer purchasing decisions at Traveloka, which was not employed in this research.

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