

THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON IMPULSIVE BUYING IN OFFICIAL K-POP MERCHANDISE PURCHASES (A STUDY ON THE MONBEBE COMMUNITY IN INDONESIA)



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Abstract

Global technological advancements accelerated the spread of Korean culture, creating the Korean Wave. K-pop music is in high demand by the Millennial generation, and fans are very enthusiastic about their idol group merchandise. Buying excessive K-pop merchandise can lead to consumptive behavior, such as impulse buying, which encourages hedonistic behavior in individuals. The shopping lifestyle also plays a role in this phenomenon. This study examines how hedonic shopping motivation and lifestyle affect impulse purchases of official K-pop merchandise (a study of the Monbebe community). This research methodology is quantitative research with a survey method. Samples were taken from the Monbebe community using non-probability sampling techniques with 100 respondents. Google Forms was used to collect data, and the multiple linear regression method was used to analyze it. The research findings show that impulse buying behavior is significantly and partially influenced by hedonic shopping motivation and shopping lifestyle when buying official K-pop merchandise.

Keywords: Hedonic Shopping Motivation, Impulsive Buying, Merchandise Official, Shopping Lifestyle

INTRODUCTION

The rapid development of technology due to globalization has allowed Korean culture to spread rapidly to various parts of the world, including Indonesia. Public acceptance of Korean culture gave rise to the "Korean Wave" phenomenon, also known as Hallyu. K-pop culture in Indonesia is growing, especially among teenagers, who admire the music and everything related to Korea. They believe that following these developments is part of the current trend. In 2002, the influence of Korean popular culture began spreading in Indonesia with the introduction of a highly acclaimed K-drama series on one of the Indonesian TV channels. After the advent of K-dramas, K-pop music started to gain significant popularity due to various factors, including its ability to bring joy and peace to its listeners. In addition, there is an increasing trend of new groups developing K-pop music through the application of various genres, such as hip-hop, jazz, rock, electronic dance, pop ballads, and more.

According to the results of a survey from Katadata Insight Center (KIC) with Zigi.id, the results of a survey of around a thousand respondents showed that as many as 10.9% of respondents experienced a phenomenon called "Korea fever" or began to take an interest in Korean entertainment since the start of the pandemic in 2020. According to Nanda Rossalia, a clinical psychologist from the Indonesian Psychological Association (HIMPSSI), one of the factors that has caused some teenagers to become interested in K-pop idols over the past two years, especially during the Covid-19 pandemic, is the feeling of closeness to their idols even if only through online interactions.

The results of counseling, which Nanda Rossalia conducted with teenage clients, revealed that the trend initially started from stress at home. When these teenagers like a particular idol or K-pop artist, social interaction (PSI) develops, a psychological relationship that people experience when they meet their idols through mass media, including online platforms; in this process, the fans create a fandom culture, a community formed to share excitement about one aspect of popular culture that can form a collective identity among them, for example, how Monsta X fans call themselves "Monbebe."

Monbebe is the name of the fandom of the K-pop boy group Monsta X. The word "Monbebe" itself is taken from the French language, which consists of two words, "mon" and "bebe". The word "mon" means 'my' & "bebe" means 'baby.' So the name Monbebe means

"my baby" or "my love." Monsta X is a boy group under the Starship Entertainment agency that debuted in 2015 through Mnet's survival program NO.MERCY with the first mini album, Trespass. The group initially consisted of 7 members: Son Hyunwoo (Shownu), Lee Heosok (Wonho), Lee Minhyuk, Yoo Kihyun, Chae Hyungwon, Lee Jooheon (Jooheon), Im Changkyun (I.M), but in 2019 Wonho decided to leave the group. The name "Monsta X" comes from the phrase "My Star," with "Mon" coming from the French word meaning "my." "X" is used to refer to something unknown or mysterious.

Apart from being interested in the music, K-pop fans are also interested in merchandise or items related to the idol groups that fans love. Indonesia is famous as a country with a large and loyal fanbase in the K-pop world. The Korean wave has made Indonesia a "market" with great potential for the Korean economy. Monsta X's popular merchandise includes albums and photo cards. In addition to this merchandise, Monbebe also often buys other merchandise, such as lightsticks, t-shirts, dolls, hats, scarves, mugs, and others. Even though four members are still serving in the military in 2023, many Monbebes still buy merchandise released by the agency. One of the main reasons Monbebes keeps buying Monsta X merchandise is to show their support for the members. However, the excessive habit of acquiring K-pop merchandise can potentially create significant consumptive behavior. This change in consumptive behavior affects people's adaptation to fulfilling their needs, changing the concept of needs that were originally considered essential to merely getting personal satisfaction. There are two types of consumer purchasing behavior, namely rational and irrational consumer behavior, one example of irrational behavior being impulsive buying (Aurellia, 2019).

According to Mowen & Minor in Aurellia (2019), impulsive buying is a purchase made suddenly without prior planning. One of the factors that influence the occurrence of impulsive buying includes personal factors. In the context of personal factors, two categories of motivation are of concern, namely utilitarian shopping motivation and hedonic shopping motivation. Hedonic shopping motivation represents an aspect of impulsive shopping that comes from an individual's internal motivation, where this shopping motivation not only functions as a means of accessing information but also as a way to overcome boredom, reduce loneliness, and involve themselves in the shopping process as a form of escape and

fulfillment of their fantasies, as well as an effort to avoid depressive conditions (Utami in Pranggabayu, 2022). According to research by Tuzzahra and Tirtayasa (2023), "Hedonic shopping motivation has a significant effect on impulse buying on Zalora customers in Medan city." According to Wahyuni and Setyawati's research (2020), "Hedonic Shopping Motivation has a positive and significant effect on impulse buying in Shopee e-commerce". However, Zayusman's research (2019) shows different findings, namely that hedonic shopping motivation does not influence impulsive buying.

Apart from personal aspects, such as hedonic shopping motivation, a shopping lifestyle also supports impulsive buying. According to Darma & Japarianto in Zayusman (2019), Shopping lifestyle is the way a person manages time and allocates financial resources for shopping. The time available to consumers provides an opportunity to engage more intensely in the shopping process, while the availability of funds allows consumers to have substantial purchasing power. Consumer needs influence lifestyle. According to Zayusman and Septrizola's (2019) earlier research, shopping lifestyle significantly affects impulse buying.

People with hedonic shopping motivation and shopping lifestyle influenced by fashion and lifestyle trends may be more likely to impulse buy trendy or latest items. These two concepts can reinforce each other, as people with hedonic shopping motivation can be attracted to products or brands that fit their lifestyle. People with hedonic shopping motivation also often have a personality that tends to seek experiences and pleasure. Personality can also shape a person's shopping lifestyle, which can influence the tendency to make impulse purchases. According to Rahma and Septrizola (2020), their research stated that "Hedonic Shopping Motivation and Shopping Lifestyle have a positive and significant effect on E-Impulse Buying of Padang State University students at Lazada.co.id".

REVIEW OF LITERATURE

Hedonic Shopping Motivation

Arnold and Reynold in Iftitah et al. (2023) define Hedonic shopping motivations as an urge to shop that arises from the desire to experience satisfaction while exploring shopping places, reduce stress or ignore the problems at hand, communicate with others, and learn

about trends and a variety of other social and personal situations. Hedonic shopping motivation is measured by setting indicators based on the research of Arnold et al. in Maskur (2023), which have been adapted to the object of research, namely Shopping is a fun activity, Shopping to hunt for discounts, Shopping to follow trends, and Shopping to eliminate or reduce stress.

Shopping Lifestyle

Within each individual, shopping style reflects the uniqueness and patterns of action that distinguish one individual from another, reflecting how a person expresses. Over time, lifestyle and shopping have become vital in realizing one's lifestyle identity. According to Levy in Tuzzahra and Tirtayasa (2020), The term "shopping lifestyle" describes an activity pattern that represents an individual's choice to allocate time and resources towards acquiring different goods, symbolically representing differences in their social standing.

Asriningati and Tri (2019) suggest that indicators to measure shopping lifestyle can be defined as Activities, which show consumers' actions, including products obtained or used and activities undertaken to fill leisure time. Interest concerns an object, event, or topic that causes tension or sustained attention. Interests are the tastes, preferences, and priorities of consumers in their lives. Interests reflect what consumers find exciting and what motivates them to spend their time and money. Opinions Describe consumers' views and sentiments on international, national, economic, and social issues. Opinions to describe their interpretations, expectations, and evaluations. This includes their future expectations, assumptions about other people's intentions, and assessment of the potential rewards or penalties of taking different actions.

Impulsive Buying

Impulsive buying or buying without a plan is an inevitable act of positive emotional influence, where a person tends to be more involved in the approach than the avoidance effort (Devi & Jatra, 2020). Impulsive buying is the term used to characterize the propensity of customers to make rash, impulsive, hasty, and frequently unconsidered purchases. Highly impulsive individuals have a higher likelihood of continuing to respond to spontaneous purchase stimuli, have more flexible shopping lists, and are more open to sudden purchase ideas.

Bayley and Nancarrow in Andriani and Harti (2021) suggest that there are four indicators of impulse buying, namely spontaneous purchases, situations where consumers often make purchases without prior planning, shopping without thinking, where consumers do not take the time to think about the consequences or impact of these purchases, shopping in a hurry, when consumers feel pressured to immediately fulfill their desires without considering thoroughly, purchases that are influenced by emotional conditions, which indicate that feelings or moods influence consumer purchasing decisions at a particular time.

RESEARCH METHOD

This study used quantitative research, using the survey method. The study's sample consists of 976 Monbebe fans who have purchased merchandise official Monsta X. The population was taken from the Twitter platform, considering that more Monbebe use the Twitter platform than other platforms. The Slovin formula was used to determine the sample size in this research. A sample of 100 participants was selected from a population of 976. This study's sample method is non-probability with a purposive sampling technique.

This study's primary data source is a Google Form that was used to collect primary data from respondents. Secondary data was obtained through literature from journals, books, the Starship Square website, and other internet searches. Questionnaires were used to collect data for this research. Researchers used Google Forms to compile a questionnaire, which would be distributed online via the Twitter social media platform. Questionnaires were distributed to 100 respondents based on the characteristics determined by the researcher. In response to the research topic, information was gathered from books, journals, and the internet. The data analysis technique in this study uses multiple linear regression analysis, which includes validity tests, reliability tests, classical assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, and hypothesis tests, namely partial tests (t), simultaneous tests (f).

RESULTS AND DISCUSSION

The results of distributing questionnaires via Google form to 100 respondents show that the gender classification of respondents is 99% female and 1% male. In the age classification of respondents, it is known that 57% of respondents in this study were 21-26

years old, then as many as 19% of respondents were 27-30 years old, and respondents aged 17-20 years were 15%. The fewest respondents aged > 30 years were only 9%. Classifying respondents based on the number of purchases of official Monsta X merchandise showed that 43% of respondents had made purchases > 10 times. Respondents who have made purchases 2-5 times are 28%. Then, as many as 18% of respondents made purchases 6-10 times. Respondents who have made purchases 5-10 times are 18%, and respondents who have only made 1 purchase are 11%.

Validity Test

The purpose of validity testing in research is to establish the validity of a questionnaire. If the response rate exceeds the response table ($r \text{ count} \leq r \text{ table}$), the questionnaire statement is considered valid; otherwise, it is considered invalid. To obtain the rtable, which is 0.196, the validity test in this study employed a significant threshold of 5% (0.05) and $DF = 100 - 2 = 98$.

Table 1
Validity Test

Variabel	rcount	rtable	Sig.	Ket.
X1.1	0,747	0,196	< 0,001	Valid
X1.2	0,678	0,196	< 0,001	Valid
X1.3	0,697	0,196	< 0,001	Valid
X1.4	0,828	0,196	< 0,001	Valid
X2.1	0,690	0,196	< 0,001	Valid
X2.2	0,740	0,196	< 0,001	Valid
X2.3	0,774	0,196	< 0,001	Valid
X2.4	0,736	0,196	< 0,001	Valid
X2.5	0,474	0,196	< 0,001	Valid
X2.6	0,501	0,196	< 0,001	Valid
Y1	0,840	0,196	< 0,001	Valid
Y2	0,847	0,196	< 0,001	Valid
Y3	0,824	0,196	< 0,001	Valid
Y4	0,380	0,196	< 0,001	Valid

Source: Data processed with SPSS IBM 29, 2024

Table 1 indicates that $r \text{ count} > r \text{ table}$ and significance value < 0.05 support the validity of each variable indicative of hedonic shopping motive (X1), shopping lifestyle (X2), and impulse buying (Y).

Reliability Test

The reliability test evaluates the extent to which the questionnaire is reliable in measuring indicators of certain variables or constructs. A high level of reliability indicates that the measurement produces reliable data. In this study, the Cronbach's Alpha reliability test was used with a value of 0.60. The questionnaire is considered reliable or trustworthy if Cronbach's Alpha exceeds 0.60.

Table 2
Reliability Test

Variabel	Cronbach's Alpha	Cronbach's Alpha minimum	Ket.
<i>Hedonic Shopping Motivation (X1)</i>	0,702	> 0,60	Reliabel
<i>Shopping Lifestyle (X2)</i>	0,734	> 0,60	Reliabel
<i>Impulsive Buying (Y)</i>	0,730	> 0,60	Reliabel

Source: Data processed with SPSS IBM 29, 2024

Table 2 indicates that the determined Cronbach's Alpha has surpassed the minimum value of 0.60, indicating that all research variables—hedonic shopping motivation (X1), shopping lifestyle (X2), and impulse buying (Y)—are deemed dependable or trustworthy.

Normality Test

The purpose of the normality test is to determine if a variable has a normal distribution. The Kolmogorov-Smirnov test can be used for this purpose. If the Kolmogorov-Smirnov test's significance value is higher than 5% or 0.05, then the variables are thought to have a normal distribution and vice versa.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.08572349	
Most Extreme Differences	Absolute	.072	
	Positive	.072	
	Negative	-.054	
Test Statistic		.072	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.215	
	99% Confidence Interval	Lower Bound	.205
		Upper Bound	.226

Source: Data processed with SPSS IBM 29, 2024

Based on Table 3, the Asymp was concluded. Sig (2-tailed) value is 0.200. Therefore, these variables follow a normal distribution because the Asymp. Sig (2-tailed) is greater than 0.05.

Multicollinearity Test

A regression model's independent variables are tested for multicollinearity to determine whether they have a perfect or strong correlation. A regression model is deemed plausible if there is no discernible link between the independent variables. A statistical technique that includes tolerance values and the Variance Inflation Factor (VIF) is used to evaluate multicollinearity. If the tolerance value is less than 0.1 and the VIF value is greater than 10, multicollinearity is assumed to occur, and vice versa.

Table 4
Multicollinearity Test

Variabel	Collinearity Statistics		Keterangan
	Tolerance	VIF	
<i>Hedonic Shopping Motivation (X1)</i>	.883	1.132	Non Multikolinieritas
<i>Shopping Lifestyle (X2)</i>	.883	1.132	Non Multikolinieritas

Source: Data processed with SPSS IBM 29, 2024

Table 4 presents the VIF and Tolerance value of the hedonic shopping motivation (X1) and shopping lifestyle (X2) variables, respectively. The VIF of the X1 and X2 variables is 1.132, while the Tolerance value is 0.883. The analysis's findings indicate that there is not a multicollinearity issue between the study's two independent variables because the tolerance value is more significant than 0.1 and the VIF value is less than 10.

Heteroscedasticity Test

The heteroscedasticity test determines if the variance of the residuals in the regression model is not uniform across different data. Suppose there is no discernible pattern, and the dots on the residual graph are uniformly distributed around the 0 value on the Y axis. In that case, the multiple regression model is considered free from heteroscedasticity.

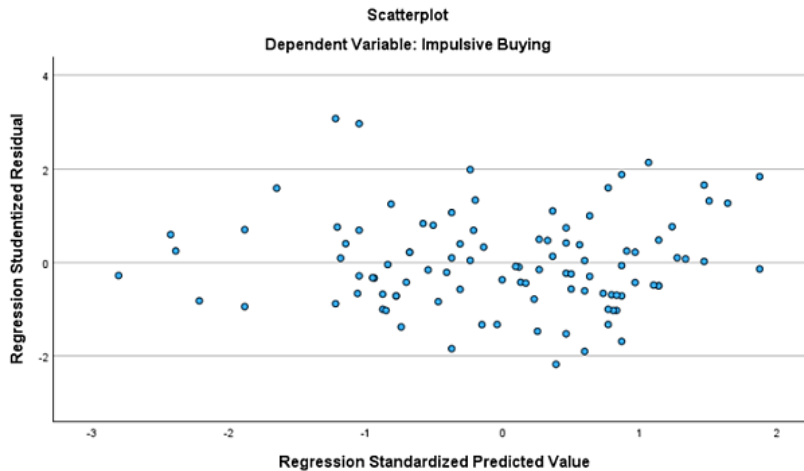


Figure 1
Heteroscedasticity Test

Source: Data processed with SPSS IBM 29, 2024

Figure 1 illustrates that there is no discernible structure in the graph and that the points are dispersed erratically about the Y-axis value of 0. Thus, it may be said that heteroscedasticity is not indicated by this study.

Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis in this study is to evaluate the partial and simultaneous effects of independent variables, such as hedonic shopping motivation and shopping lifestyle, on the dependent variable, namely impulsive buying.

Table 5
Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.846	2.171		1.771	.080
	Hedonic Shopping Motivation	.283	.122	.234	2.325	.022
	Shopping Lifestyle	.164	.078	.212	2.111	.037

a. Dependent Variable: Impulsive Buying

Source: Data processed with SPSS IBM 29, 2024

The following formula can be used to build the multiple linear regression equation using the data in Table 5:

$$Y = 3.846 + 0.283 X1 + 0.164 X2 + e$$

The value of a, namely 3.846, is a constant or the intercept value when the impulse buying variable is not influenced by other variables such as hedonic shopping motivation (X1) and shopping lifestyle (X2). The regression coefficient b1 (0.283) shows that hedonic shopping motivation positively influences impulse buying (Y). Meanwhile, the regression coefficient b2 (0.164) shows that shopping lifestyle also positively influences impulse buying (Y).

Determination Coefficient Test (R²)

The coefficient of determination (R²) is used to assess the extent to which the percentage variation of the dependent variable (Y), such as impulsive buying, can be explained by the independent variables in the model.

Table 6
Determination Coefficient Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.366 ^a	.134	.116	3.117
a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation				
b. Dependent Variable: Impulsive Buying				

Source: Data processed with SPSS IBM 29, 2024

Table 6 demonstrates that the R² value is 0.134. This shows that the hedonic shopping motivation and shopping lifestyle variables have a 13.4% explanatory power over the impulsive buying variable. In contrast, factors outside the scope of this study have an impact on the remaining 86.6%.

F Test (Simultaneous)

In this study, the simultaneous influence of the independent variables on the dependent variable was assessed using the F test. The effect of hedonic shopping motivation (X1) and shopping lifestyle (X2) on impulsive buying (Y) will be concurrently and significantly tested in this study.

Table 7
F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.393	2	72.696	7.481	<.001 ^b
	Residual	942.647	97	9.718		
	Total	1088.040	99			

a. Dependent Variable: Impulsive Buying
 b. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation

Source: Data processed using SPSS IBM 29, 2024

Table 7 shows that the significance value is $0.001 < 0.05$. The F count value is $7.481 > F$ table 3.09. As a result, the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected. Consequently, hedonic shopping motivation (X1) and shopping lifestyle (X2) both have an impact on impulsive buying.

Test t (Partial Test)

The influence each independent variable has on the dependent variable is assessed using a partial test, often known as a t-test. Specifically, hedonic shopping motivation (X1) and shopping lifestyle (X2) are two variables that researchers will evaluate to see if they have a significant and partial impact on impulsive buying (Y)

It is possible to conclude that there is a partial and substantial influence between hedonic shopping motivation (X1) and impulse buying (Y) based on Table 5, which yielded a t count of $2.325 > t$ table 1.984 and a significance value of $0.022 < 0.05$. H0 is therefore rejected and H1 is accepted. Then, obtained t count of $2.111 > t$ table 1.984 and a significance value of $0.037 < 0.05$, H0 is rejected, and H1 is accepted. This shows a substantial and partial relationship between impulse buying (Y) and shopping lifestyle (X2).

H1: Hedonic Shopping Motivation and Shopping Lifestyle Simultaneously Affect Impulsive Buying in Purchasing Official K-pop Merchandise.

According to the multiple linear regression analysis test, the findings of the F test indicate the impact of the independent factors, hedonic shopping motivation (X1) and shopping lifestyle (X2), on the dependent variable, impulse buying (Y). The results show that H0 is rejected and H1 is accepted, so this simultaneous hypothesis testing indicates that

hedonic shopping motivation (X1) and shopping lifestyle (X2) have a significant and simultaneous impact on impulse buying (Y) in terms of purchasing K-pop official merchandise.

Impulsive purchases of official merchandise are prevalent among K-poppers because they tend to make purchases emotionally and to have a pleasant experience without considering the impact. This is supported by the theory of Verplanken and Herabadi in Della Monica (2020), which states that impulse buying is an irrational purchase, often carried out without careful planning and generally followed by inner conflict and emotional impulses.

A Monbebe with hedonic shopping motivation and shopping lifestyle behaviors such as purchasing merchandise for social status, personal satisfaction, following trends, and hunting for these benefits will be more prone to impulsive buying because they want to feel pleasure immediately. Moreover, getting official merchandise is now easier with Group Orders (GO), so the possibility of impulsive buying is higher. This study's results align with Utami's theory in Pranggabayu (2022), which explains that one factor that influences impulsive buying is personal factors such as hedonic shopping motivation.

H2: Hedonic Shopping Motivation Partially Affects Impulsive Buying on Purchasing Official K-pop Merchandise.

The research conducted provides t-test results that describe the relationship between the independent variable, hedonic shopping motivation (X1), and the dependent variable, impulse buying (Y). This partial hypothesis test reveals that H0 is rejected and H1 is accepted, indicating that impulse buying (Y) in purchasing official K-pop merchandise is partially and significantly influenced by hedonic shopping motivation (X1).

The high hedonic shopping motivation in Monbebe fandom is influenced by Monbebe's desire to find discounts in purchasing official K-pop merchandise, such as pre-ordering albums to get photocard benefits, Monbebe's desire to feel pleasure, excitement, or emotional satisfaction when shopping for official k-pop merchandise, and Monbebe's desire to reduce the stress experienced by shopping for official k-pop merchandise. Not a few Monbebe also always buy the latest Monsta X merchandise not to feel left behind with other Monbebe, where these factors will lead to high impulsive buying.

This is in line with Utami's theory in Pranggabayu (2022), which states that Hedonic shopping motivation represents an aspect of impulsive shopping that comes from an individual's internal motivation, where this shopping motivation not only functions as a means of accessing information, but also as a way to overcome boredom, reduce loneliness, and involve themselves in the shopping process as a form of escape and fulfillment of their fantasies, as well as an effort to avoid depressive conditions.

This research is consistent with the findings of Pranggabayu (2022), which states that hedonic shopping motivation positively influences impulsive buying among visitors to Miniso Tunjungan Plaza. The research is supported by Utami's theory in Pranggabayu (2022), namely that the factors that influence impulsive buying include personal factors such as utilitarian and hedonic shopping motivation, geographical factors, and culture.

H3: Shopping Lifestyle Partially Affects Impulsive Buying on Purchasing Official K-pop Merchandise.

The findings from the t-test show the impact of the independent variable shopping lifestyle (X2) on the dependent variable impulse buying (Y). This partial hypothesis test reveals that H0 is rejected and H1 is accepted, which indicates that shopping lifestyle (X2) affects impulse buying (Y) of official K-pop merchandise partially and substantially.

Based on the questionnaire results, it can be seen that Monbebe's shopping activity is high. The higher the shopping activity, the greater a Monbebe will do impulsive buying. Monbebe's activity in joining the Group Order (GO) to purchase official K-pop merchandise is influenced by Monbebe's interest in collecting official K-pop merchandise. In this Group Order (GO), Monbebe will make it easy to get a variety of official Monsta X merchandise, from ordinary merchandise to exclusive or limited edition merchandise, so that activities can lead to high impulsive buying.

In addition to high activity, Monbebe also has a high opinion, where they think that purchasing official K-pop merchandise is a form of support for the idol, and there is personal satisfaction when shopping for official K-pop merchandise, where these things can also lead to high impulsive buying. This is in line with the theory of Assael in Utami & Liska (2023), which states that lifestyle refers to the way a person spends their time (activities), aspects

that are considered necessary in their lives (interests), and their views of themselves and the surrounding world (opinions).

The results of this study are consistent with research conducted by Zayusman and Septrizola (2019), which shows that shopping lifestyle significantly influences impulse buying. This means that the higher the shopping lifestyle of Tokopedia customers in Padang City, the greater the influence on impulse buying. This is supported by the theory from Kosyu in Saputri & Kusuma (2020), which states that the factors that influence impulsive buying are external and internal, where one of the external factors is shopping lifestyle.

CONCLUSION

Based on the findings of research done on the impact of hedonic shopping motivation and shopping lifestyle on impulsive buying of merchandise official K-pop, it can be conclude that hedonic shopping motivation and shopping lifestyle simultaneously have a positive and significant influence on impulsive buying when K-pop official merchandise purchases. Hedonic shopping motivation partially has a positive and significant influence on impulse buying when purchasing official K-pop merchandise. Shopping lifestyle partially positively and significantly influences impulsive buying when purchasing official K-pop merchandise.

This research is expected to be a reference for subsequent researchers, and it is hoped that subsequent researchers can improve the development of this study. Because the influence of the independent variables on the dependent variable in this study is relatively small, future researchers should consider using or adding additional independent variables.

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