



The Role of Hedonistic Buying Motivation, Shopping Lifestyle, and Brand Ambassador on Purchase Intentions of Blibli.com Marketplace Users in Kuningan Regency

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ABSTRACT

The aim of this research was to investigate the impact of Hedonistic Shopping Motivation, Shopping Culture, and Brand Ambassador on the Purchase Intention of Blibli.com Marketplace consumers in Kuningan Regency. The method is descriptive-verificative analysis. The study population comprised 150 Blibli.com Marketplace users, and the data was collected through a questionnaire and examined through the application of multiple linear regression. The findings indicated that Hedonic Shopping Motivation, Shopping Lifestyle, and Brand Ambassador collectively and individually exerted a significant influence on purchase intention. The findings imply that Hedonic Shopping Motivation, Shopping Lifestyle, and Brand Ambassador significantly influence purchase intention. To boost purchase intent, companies should create enjoyable shopping experiences, align products with consumer lifestyles, and use relevant brand ambassadors effectively.

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Brand Ambassador, Purchase Intention.



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INTRODUCTION

The evolution of trade transactions in the current era is a dynamic process that is constantly undergoing updates, shifting from traditional or modern transactions to electronic transactions known as e-commerce. Today, e-commerce has experienced rapid growth because it is seen as a convenient platform for both sellers and buyers (Harjadi, 2017; Harjadi et al., 2017; Maulana et al., 2023). Buyers can select and purchase items anytime and anywhere they want without needing to visit a physical store. For sellers, e-commerce allows them to reach a vast market without requiring a specific location to sell their goods or a significant amount of capital. This is one of the key reasons for the rapid growth of e-commerce, particularly in Indonesia.

As seen in the sales data table taken over the last five years:

Table 1. Marketplace Visitor Data for the Years 2019-2023

Marketplace	2019	2020	2021	2022	2023
	Q-1 to Q-4	Q-1 to Q-4	Q-1 to Q-4	Q-1 to Q-4	Q-1 to Q-3
Tokopedia	411,468,800	355,556,500	598,446,100	585,379,967	321,300,000
Shopee	294,638,600	390,826,700	527,556,700	631,673,367	541,700,001
Lazada	58,288,400	91,377,400	114,313,300	200,326,700	209,999,999
Bukalapak	116,000,000	142,193,700	119,516,700	84,400,033	46,000,001
Blibli	119,309,100	77,015,600	70,043,400	75,063,367	80,933,333

Source: <https://iprice.co.id/insights/mapofecommerce/>

Informed by the table 1, data from iPrice shows that Blibli.com has experienced a decline in both visitors and purchases, although not significantly, over each year from 2019 to 2023. In the first to fourth quarters of 2021, the number of visitors continued to drop drastically. Compared to other marketplaces like Tokopedia, Shopee, Lazada, and Bukalapak, Blibli.com still lags far behind. This issue cannot be ignored, as it could affect both sellers and the existence of Blibli.com in the eyes of the public. A decrease in visitors will reduce sellers' opportunities to conduct transactions, and vice versa. Therefore, this situation must be addressed, as it could lead to substantial losses.

Table 2. Marketplace Ranking Data on the App Store for the Years 2019–2023

No	Marketplace	2019 Q-1 to Q-4	2020 Q-1 to Q-4	2021 Q-1 to Q-4	2022 Q-1 to Q-4	2023 Q-1 to Q-3
1	Tokopedia	2	2	2	2	2
2	Shopee	1	1	1	1	1
3	Lazada	3	3	3	3	3
4	Bukalapak	4	7	6	7	6
5	Blibli	5	6	8	5	4

Source of Data : <https://iprice.co.id/insights/mapofecommerce/>

Informed by the table 2, Blibli.com's ranking on the App Store in the fourth quarter of 2019 shows that it lagged behind the top four e-commerce platforms, holding the 5th position. In the fourth quarter of 2020, its position further declined, dropping to 6th place on the App Store. The situation worsened in the fourth quarter of 2021, when Blibli.com experienced a significant drop, falling to 8th place in the App Store rankings

in Indonesia. However, there was notable improvement in 2022-2023, with Blibli.com rising to 4th place, allowing it to better compete with other marketplaces. Despite this improvement, the visitor data indicates that Blibli.com still trails significantly behind other marketplaces, and its fluctuating rankings on the App Store reflect this ongoing struggle.

This situation serves as evidence that in the competitive world of business, it is indeed challenging to maintain consumer trust and interest in our products amidst the competition (Rahmantya & Djazuli, 2019; Gunawan, 2020; Wachyuni 2021; Sunarjo, 2021). Essentially, based on the App Store ranking data, there are still relatively few users who choose Blibli.com as a platform for making purchases or conducting online transactions. This decline in ranking reflects a decreased consumer interest in accessing or using Blibli.com for shopping. According to Putri (2006), several factors influence consumer purchase intentions, including Hedonistic buying motivation, shopping lifestyle, and brand ambassadors.

Based on the background mentioned above and the differences in results from previous research, this study titled: "The Influence of Hedonistic buying motivation, Shopping Lifestyle, and Brand Ambassadors on Consumer Purchase Intentions on the Blibli.com Marketplace in Kuningan Regency."

LITERATURE REVIEW

Hedonic Shopping

Hedonistic buying motivation refers to consumer behavior aimed at seeking happiness, fantasy, excitement, sensuality, and pleasure (Harjadi et al., 2021; Nurhada, 2022; Siregar 2022; Masruroh 2023, Yunengsih, 2023). According to Subagja (2011), the indicators of Hedonistic buying motivation include:

- 1) Seeking prestige in every shopping activity.
- 2) Shopping provides opportunities for new trends and models.
- 3) Shopping is motivated by a positive mood.
- 4) Shopping to find items of high personal value.

Shopping Lifestyle

Shopping lifestyle refers to a consumption pattern that reflects an individual's choices on how to spend time and money. Those who follow shopping lifestyles, such as fashion and beauty trends, are willing to spend money to keep up with the latest trends (Rizkila et al., 2021; Harjadi & Gunardi, 2022; Harjadi et al., 2023). According to Japarianto & Sugiharto (2011), the indicators of shopping lifestyle include:

- 1) Responding to every advertisement regarding a product.
- 2) Shopping for the most well-known brands.
- 3) Believing that well-known brands are the best in terms of quality.
- 4) Frequently purchasing various brands.

Brand Ambassador

A brand ambassador represents a symbol that reflects identity, serves as a marketing tool that illustrates individual achievement and success, and facilitates the commodification and commercialization of a product (Molina, Christien, Yosefina, & Markus, 2023). According to Iswanto & Sanaji (2021), the indicators of brand ambassador effectiveness include:

- 1) Popularity in the eyes of the public.
- 2) Admiration from the public.
- 3) Frequent appearances on social media.

Purchase Intentions

Consumer behavior involves Consumer behaviour refers to the inclination pay for or select a product derive from past experiences in the process of choosing, using, and consuming it, or just the basic longing for a product (Az-Zahra & Sukmalengkawati, 2022). “The indicators of purchase intention include: Transactional Interest, Referential Interest, Preferential Interest, Exploratory Interest” (Ferdinand, 2014).

Conceptual Framework

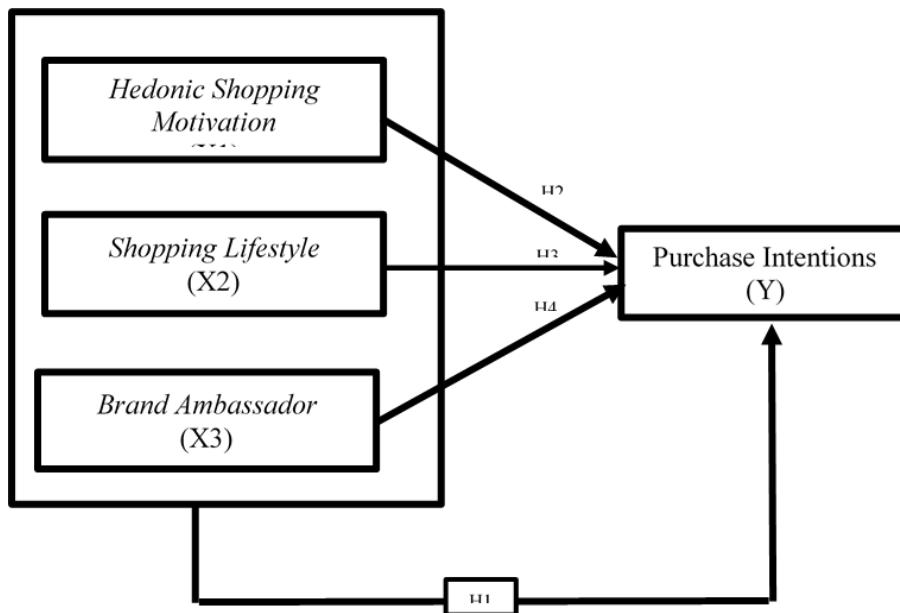


Figure 1. Research Framework

The proposed hypotheses for this study can be stated as follows:

H1: Hedonistic buying motivation, shopping lifestyle, and brand ambassador have collective impact on purchase intentions.
H2: Hedonistic buying motivation delivers a positive impact to purchase intentions.
H3: Shopping lifestyle delivers a positive impact to purchase intentions.
H4: Brand ambassador delivers a positive impact to purchase intentions.

RESEARCH METHOD

The method is descriptive-verificative analysis. The population of this study consists of marketplace visitors in Kuningan Regency, with the exact number unknown. Therefore, a random sampling technique, as described by Hair et al., is employed, resulting in a minimum sample size of 150 respondents. Data gathering is carried out by handing out surveys, and the rating scale used is a 1-7 interval scale.

RESEARCH RESULTS

Classical Assumption Tests

The significance levels for the variables Hedonistic buying motivation (X1), Shopping Lifestyle (X2), Brand Ambassador (X3), and Purchase Intentions (Y) are normally distributed, as indicated by the Asymp.Sig. (2-tailed) value of 0.068, which is greater than 0.05 mean the data is normally distributed.

Multicollinearity Test

Based on the tests conducted the VIF values are as follows: Hedonistic buying motivation (X1) is 5.556, Shopping Lifestyle (X2) is 4.552, and Brand Ambassador (X3) is 2.917. With Acceptable ranges greater than 0.10 and VIF values less than 10, mean no multicollinearity among the independent variables.

Heteroscedasticity Test

The data analysis shows a (sig) of 0.797, which is greater than 0.05. This indicates that there is no heteroscedasticity among the independent variables.

Multiple Regression Analysis

Tabel 3. Results of Multiple Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	6.093	1.349			4.516	.000
	Hedonistic buying motivation	.234	.072	.253		3.252	.001
	Shopping Lifestyle	.543	.065	.586		8.325	.000
	Brand Ambassador	.137	.063	.122		2.166	.032

From the multiple regression analysis table above, the regression equation in terms of Standardized Coefficients can be written as stated below:

$$Y = 6,093 + 0,234 X_1 + 0,543 X_2 + 0,137 X_3$$

1. The constant term of the regression equation above is 6.093. If Hedonistic buying motivation (X1), Shopping Lifestyle (X2), and Brand Representative (X3) are all zero, then Purchase Intentions (Y) will be 6.093.
2. The Hedonistic buying motivation (X1) variable shows a regression coefficient of 0.234, indicating that the Hedonistic buying motivation (X1) variable exerts a beneficial impact on Purchase Intentions. If Hedonistic buying motivation (X1) Enhance a unit, Purchase Intentions will escalate 0.234 units, and vice versa.
3. The Shopping Lifestyle (X2) variable shows a regression coefficient of 0.543, indicating that the Shopping Lifestyle (X2) variable exerts a beneficial impact on Purchase Intentions. If Shopping Lifestyle (X2) Enhance a unit, Purchase Intentions will escalate 0.543 units, and vice versa.
4. The Brand Representative (X3) variable shows a regression coefficient of 0.137, indicating that the Brand Representative (X3) variable exerts a beneficial impact on Purchase Intentions. If Brand Representative (X3) Enhance a unit, Purchase Intentions will escalate 0.137 units, and vice versa.

5. The effect of Hedonistic buying motivation on Purchase Intentions is $(0.253)^2 \times 100\% = 6.4\%$. The partial effect of Shopping Lifestyle on Purchase Intentions is $(0.586)^2 \times 100\% = 34.3\%$. The partial effect of Brand Representative on Purchase Intentions is $(0.122)^2 \times 100\% = 1.5\%$. Therefore, in this study, Shopping Lifestyle has the greatest influence on Purchase Intentions compared to the other variables.

Coefficient of Determination Test

Table 4. Test Result
 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.838	2.965

Derive on the table above, the value of the Adjusted R Square coefficient for the dependent variables—Hedonistic buying motivation, Shopping Lifestyle, and Brand Representative—is 0.838. This means that the independent variables used in this study account for 83.8% of the variance. This suggests that the collective impact of factors X1, X2, and X3 on variable Y is 83.8%, while the remaining 16.2% is explained by variables outside the model.

Hypothesis testing Simultaneous Test (F Test)

Tabel 5. F Test Results
 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6789.708	3	2263.236	257.473	.000 ^b
	Residual	1283.365	146	8.790		
	Total	8073.073	149			

Based on the table above, the calculated F coefficient is greater than the F critical value, with a value of 257.473 compared to the F table value of 3.0217, Computed with the $F = F(k; n-k) = F(3; 147)$. Additionally, the sig. value is 0.000, which is less than 0.05. This indicates that H1 is accepted, meaning that Hedonistic buying motivation (X1), Shopping Lifestyle (X2), and Brand Representative (X3) have collective impact on Purchase Intentions.

Partial Test (t Test)

Table 6. t Test Results
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	6.093	1.349		4.516	.000
	HBM	.234	.072	.253	3.252	.001
	SL	.543	.065	.586	8.325	.000
	BA	.137	.063	.122	2.166	.032

Based on the table above, the t-value for the Hedonistic buying motivation (X1) variable is 3.252, which is compared to the t-table value of 1.655. The t-table value is Computed with the $df = n - k - 1$, where df is 146, resulting in a t-table value of 1.655. Hence, the

derived t-value $>$ t-table ($3.252 > 1.655$) and the sig. value is 0.001, which is less than 0.05. Therefore, H0 is rejected and H2 is accepted, indicating that Hedonistic buying motivation (X1) has a positive and significant partial effect on Purchase Intentions.

Based on the table above, the t-value for the Shopping Lifestyle (X2) variable is 8.325, which is compared to the t-table value of 1.655. The t-table value is Computed with the $df = n - k - 1$, where df is 146, resulting in a t-table value of 1.655. Hence, the derived t-value $>$ t-table ($8.325 > 1.655$) and the sig. is 0.000, which is less than 0.05. Therefore, H0 is rejected and H3 is accepted, indicating that Shopping Lifestyle (X2) has a positive and significant partial effect on Purchase Intentions.

Based on the table above, the t-value for the Brand Representative (X3) variable is 2.166, which is compared to the t-table value of 1.655. The t-table value is Computed with the $df = n - k - 1$, where df is 146, resulting in a t-table value of 1.655. Hence, the derived t-value $>$ t-table ($2.166 > 1.655$) and the sig. value is 0.032, which is less than 0.05. Therefore, H0 is rejected and H4 is accepted, indicating that Brand Representative (X3) has a positive and significant partial effect on Purchase Intentions.

DISCUSSION

The Effect of Hedonistic buying motivation, Shopping Lifestyle, and Brand Ambassador on Purchase Intentions

The results of testing the first hypothesis indicate that Shopping Motivation, Shopping Lifestyle, and Brand Representative have a significant simultaneous effect on Purchase Intentions. This aligns with the research conducted by Satria Tirtayasa et al. (2020), Ramadhoani & Haryanti (2023), Sagir et al. (2021), and Anandyara & Samiono (2022), which states that Motivation on Shopping, Lifestyle on Shopping, and Brand Ambassador significantly simultaneous affect on Purchase Intentions. According to the theory proposed by Sagir et al. (2021), Purchase Intention refers to the consumer's tendency to be interested and then take actions related to purchasing through various stages and levels of likelihood up to the ability to buy a particular product, service, or brand.

The Effect of Hedonistic buying motivation on Purchase Intentions

The testing of the second hypothesis shows that Hedonistic buying motivation significantly positive impact on Purchase Intentions. This aligns with the research conducted by Nurhuda (2022) and Umar et al. (2023), which indicates that Hedonistic buying motivation Indicates a favorable and impactful effect on Purchase Intentions. According to the theory proposed by Satria Tirtayasa et al. (2020), Hedonistic buying motivation arises from an individual's desire to achieve pleasure, satisfaction, or enjoyment while shopping, rather than merely fulfilling functional needs. Currently, consumers tend to make purchases to satisfy their hedonistic desires.

The Impact of Shopping Habits on Purchase Intentions

The testing of the third hypothesis shows that the Shopping Habits significantly positive impact on Purchase Intentions. This aligns with the study result by Tirtayasa (2020) and Ramadhoani & Haryanti (2023), which indicates that Shopping Habits exerts a beneficial impact on Purchase Intentions. According to the theory proposed by Rizkila et al. (2021), when an individual has a strong Shopping Lifestyle, they tend to view shopping as an integral part of their daily life, rather than just a functional activity to meet needs.

The Effect of Brand Ambassador on Purchase Intentions

The testing of the fourth hypothesis shows that Brand Indicates a favorable and impactful effect on Purchase Intentions. This aligns with the research conducted by Iswanto & Sanaji (2021) and Sutalibani et al. (2022). According to the theory proposed by Soehadi (2005), a Brand Representative conveys the advantages or best representation of a product or service. A Brand Representative is an individual selected or appointed by a brand or company to represent and promote that brand to the public.

CONCLUSIONS

Hedonistic buying motivation, Shopping Lifestyle, and Brand Representative have a simultaneous effect on Purchase Intentions for Blibli.com. Therefore, the previously formulated model can be used to predict these factors.

Hedonistic Shopping Motivation exerts a favourable and substantial impact on Purchase Intentions. This implies that shopping motives oriented towards sensory satisfaction, entertainment, and positive experiences overall encourage consumers to be more interested and likely to purchase a product or service on Blibli.com.

Shopping Lifestyle exerts a favourable and substantial impact on Purchase Intentions. This implies that an individual's shopping style has a high impact on Purchase Intentions, as consumer interest in making purchases on Blibli.com increases with their shopping lifestyle.

Brand Representative significantly positive impact on Purchase Intentions. This means that when a Brand Representative has high appeal and is well-known among the public, it will further increase Purchase Intentions on Blibli.com.

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