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## Development of a Shopping Well-Being Model for Purchasing Jambi Batik Products

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**Abstract:** A person's behavior in online shopping tends to be hedonistic, which is influenced by one factor, namely hedonic motives. Purchases made online include considerations that refer to the experiences of other consumers after making the transaction. The hedonic behavior of consumers in purchasing a product, especially Jambi Batik products, can consider the role of shopping well-being so that consumers can make continuous purchases. The aims of this research are (1) To examine the influence of hedonic behavior on continuous purchase intention (2) To examine the influence of hedonic behavior on shopping well-being (3) To examine the influence of shopping well-being on continuous purchase intention (4) To examine the role of shopping well-being -being is able to mediate the influence of hedonic behavior on continuous purchase intention. The data analysis method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The results of the research are that hedonic behavior has a positive effect on continuous purchase intention, hedonic behavior has a positive effect on shopping well-being, shopping well-being has a positive effect on continuous purchase intention, shopping well-being is able to play a positive role as a mediating influence of hedonic behavior on continuous purchase intention.

**Keywords:** Hedonic Behavior, Shopping Well-Being, and Jambi Batik Products

## INTRODUCTION

Global technological developments and in Indonesia are growing rapidly, where the growth of internet users continues to increase. According to the We Are Social and Hootsuite Report (2023), internet users in the world reached 5.16 billion people and reached 64.4% of the total global population with 8.01 billion people in January 2023, internet users in 2023 experienced an increase of 1.9% from 2022. Internet users in Indonesia also experienced an increase of 3.85% or 205 million people, with a total of 212.9 million or 77% of Indonesia's population. The development of information technology opens up opportunities for MSMEs to gain more benefits by improving promotional strategies with the aim of increasing sales and expanding markets (Odoom, 2020).

Based on Jambi Province BPS data (2023), the number of MSMEs in 2021 will be 165,497 MSMEs and 18.93% in the apparel sector. The growth of MSMEs shows an increase in consumer behavior among people towards purchasing ready-made clothing. Typical clothing products from Jambi Province really need to be developed, namely products from Batik Jambi. Looking at the current phenomenon, MSME business actors have the potential to develop a wider marketing network. When shopping online, a person's behavior tends to be hedonistic, which is influenced by hedonic motives. Someone who fulfills their needs with pleasure and enjoyment is a hedonic motive (Kermen, 2022). Hedonic behavior causes someone to shop or make unplanned purchases, because the person's goal is to seek pleasure by buying goods that are seen immediately (Walliczek-Dworschak, 2020), while the decision-making process in buying a product, where Batik Jambi products have their own unique characteristics. motive, then buying a product goes through stages in product evaluation (Hasbullah, H., 2021).

The stages of decision making to purchase a product include recognition of needs, information search, evaluation of product alternatives, decision making and post-purchase behavior (Kotler, 2017). The aim of the marketing strategy is to provide satisfaction to consumers in meeting their life needs so as to create loyalty (Liu., 2019). Consumer satisfaction and loyalty can be seen at the post-purchase behavior stage. According to Mamonov (2020), consumer satisfaction factors create consumer behavior after post-purchase. Hedonic consumer satisfaction in shopping has a different satisfaction, the aim is not only to fulfill needs but to gain prosperity with happiness (Lin, Z., 2021). Individuals who shop with hedonic behavior only get satisfaction, but it is not certain that consumers will make continuous purchases. According to Mamonov (2020), consumer satisfaction with the product they consume can fulfill their needs, while Lin, Z., (2021) states that consumer satisfaction with a product is the consumer's happiness in gaining prosperity after consuming the product.

One of the human characteristics is to gain prosperity by carrying out shopping activities (Sirgy, M. J., 2020). According to Firat, F. (2019), consumers when shopping will feel prosperous if their material needs can be met properly, whereas according to El Hedhli, K., Zourrig, H., & Chebat, J.-C. (2020) consumers in shopping no longer only aim to fulfill needs in material consumption, but rather symbolic needs and hedonic needs to obtain quality and life satisfaction. The quality and satisfaction of an individual consumer's life after purchasing a product is referred to as El-Hedhli's shopping well-being (El-Hedhli., 2019). Shopping well-being is something that consumers feel in terms of life satisfaction based on happiness to achieve prosperity.

Jambi Batik products have characteristics that are different from other products, where motifs and colors are the initial impression on consumers when buying a product. The hedonic behavior of consumers in purchasing a product, especially Jambi Batik products, can consider the role of shopping well-being so that consumers can make continuous purchases. Based on this problem, it is necessary to conduct research to see the role of shopping well-being in the influence of hedonic behavior on continuous purchases.

Kermen (2021), states that the stronger a person's hedonic value, the stronger they will be in making a purchase. Hedonic behavior does not guarantee repeat purchases, this is due to the instant purchasing process (Lammenett, E., 2022). A person makes a purchase with hedonic behavior including the involvement of the five senses, emotions and stimulation (Richard, 2019).

Ferdenzi (2018), when someone buys a product or shops on an online shopping platform with hedonic behavior, that person always has the desire to buy when looking at the platform or website, the desire to get new items, buying a product without thinking long, has motivation to shop for goods and act immediately. The stages of decision making to purchase

a product include recognition of needs, information search, evaluation of product alternatives, decision making and post-purchase behavior (Kotler, 2017). According to Mamonov (2020), post-purchase behavior of consumers is influenced by consumer satisfaction after consuming a product. Satisfaction with purchases made by hedonic consumers with different satisfactions, not only the fulfillment of needs but also the fulfillment of happiness which can create prosperity for these consumers (Lin, Z., 2021). According to Kermen (2022), there are 4 dimensions of a person's hedonic shopping, namely: (1) adventure shopping; (2) social shopping; (3) gratification shopping; (4) idea shopping, this dimension was developed by Kermen (2021) with dimensions (5) role shopping; and (6) value shopping.

Human actions and activities for online shopping are one of the characteristics of humans to achieve prosperity (Sirgy, M. J., 2020). According to Firat, F. (2019), consumers when shopping will feel prosperous if their material needs can be met properly, whereas according to El Hedhli, K., Zourrig, H., & Chebat, J.-C. (2020) consumers in shopping no longer only aim to fulfill material consumption needs, but rather symbolic and hedonic needs. Shopping well-being has an influence on feelings of well-being, if individuals feel well-being regarding shopping behavior based on experience (Koo, W., Cho, E., & Kim, Y. K., 2021). El Hedhli, K., Zourrig, H., & Chebat, J.-C. (2020) stated that the factors of shopping well-being are involvement, positive emotions and meaning in shopping, whereas according to Ekici et al (2021) shopping well-being is influenced by indicators of relationships and achievements based on the shopping experience. Shopping well-being is thought to create the intention for consumers to make continuous online purchases of Jambi Batik products.

Continuous purchase intentions arise when customers feel that the product they consume can provide satisfaction to themselves (Kovacs., 2018). According to Chen (2020), consumer satisfaction with the product they consume can fulfill their needs, while Lee (2021) states that consumer satisfaction with a product is the consumer's happiness after consuming the product. According to Dutta, Soumitra (2020), the dimensions in measuring continuous purchase intentions are based on external responses and internal responses. Another thing stated by Lee (2021) is that the dimensions of continuous purchase intentions are loyalty, switching and paying more. The overall dimensions can be used to measure continuous purchase intentions towards purchasing Batik Jambi products online.

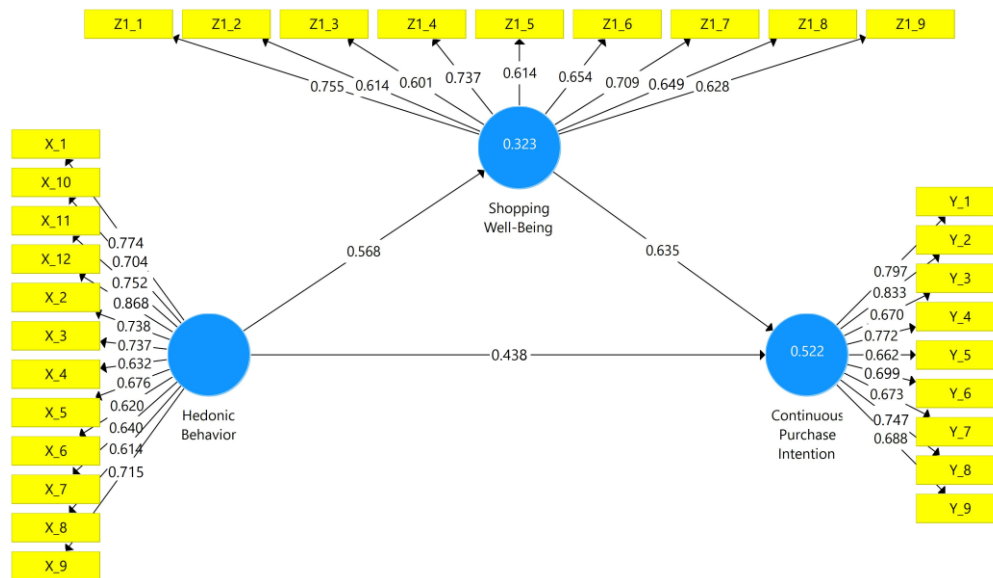
## **METHOD**

This research took a population of consumers who purchased Jambi Batik products online. According to Hair (2010), the sample size in SEM analysis is between 100-200, researchers took a maximum number of 200 consumers who had purchased Jambi batik online at least twice. The data used are primary data and secondary data. Primary data is data obtained from respondents, data collection through interviews, field observations and distributing questionnaires, while secondary data is obtained from books, journals and government

The research is research using descriptive qualitative methods, where data is collected through surveys and distribution of questionnaires and data measurement is based on measurement instruments from questionnaire data obtained from respondents. The method used is Structural Equation Modeling (SEM) measurements using SmartPLS software. The analysis technique is carried out through analysis of the results of (1) outer model with indicators of Average Variance Extracted (AVE), loading factor and communality as well as reliability testing by analyzing the results of Cronbach's alpha and composite reliability; (2) inner model with analysis indicators based on T-statistics and R-Square results

## **RESULTS AND DISCUSSION**

The measurement results model in this research can be seen in the following picture:



Source: processed data, 2023  
**Figure 1. Bootstrapping Model**

Based on the image above, the loading factor measurement results meet the requirements of greater than 0.6 for each indicator, which can be seen in detail in the following table:

**Table 1. Outer Loadings**

Continuous Purchase Intention		Hedonic Behavior	Shopping Well-Being
X1		0.774	
X10		0.704	
X11		0.752	
X12		0.868	
X2		0.738	
X3		0.737	
X4		0.632	
X5		0.676	
X6		0.620	
X7		0.640	
X8		0.614	
X9		0.715	
Y1	0.797		
Y2	0.833		
Y3	0.670		
Y4	0.772		
Y5	0.662		
Y6	0.699		
Y7	0.673		
Y8	0.747		
Y9	0.688		
Z1			0.755
Z2			0.614
Z3			0.601
Z4			0.737
Z5			0.614
Z6			0.654

Z7	0.709
Z8	0.649
Z9	0.628

Source: processed data, 2023

Cronbach's alpha and composite reliability in this study meet the requirements for reliable data, namely a score of more than 0.7 and meet the validity requirements with an Average Variance Extracted (AVE) score of more than 0.5. Details of the variables can be seen as follows:

**Table 2. Construct Reliability and Validity**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Continuous Purchase Intention	0.849	0.859	0.883	0.665
Hedonic Behavior	0.705	0.829	0.764	0.626
Shopping Well-Being	0.801	0.810	0.849	0.689

Source: processed data, 2023

The results of the R Square score research show that the influence between variables meets the requirements, namely greater than 0.3, this can be seen as follows:

**Table 2. R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
Continuous Purchase Intention	0.522	0.511
Shopping Well-Being	0.323	0.316

Source: processed data, 2023

Based on the R Square results, the influence between variables is declared significant with a P Value score of less than 0.05. In this study, each influence between variables has a significant influence, which can be seen in the following table:

**Table 3. Outer Weight**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
Hedonic Behavior -> Continuous Purchase Intention	0.438	0.440	0.091	4.520	0.002	Accepted
Hedonic Behavior -> Shopping Well-Being	0.568	0.600	0.061	9.387	0.000	Accepted
Shopping Well-Being -> Continuous Purchase Intention	0.635	0.649	0.074	8.546	0.000	Accepted
Hedonic Behavior -> Shopping Well-Being -> Continuous Purchase Intention	0.361	0.390	0.066	5.491	0.000	Accepted

Source: processed data, 2023

The hedonic behavior variable influences continuous purchase intention, this is in accordance with the results of the P value of 0.002 where the P value is below 0.05. The hedonic behavior variable consists of the dimensions of adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping which have a

positive effect on continuous purchase intention. This shows that the higher the hedonic behavior, the better the continuous purchase intention.

The hedonic behavior variable influences shopping well-being, this is in accordance with the results of a P value of 0.000 where the P value is below 0.05. The hedonic behavior variable consists of adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping which have a positive effect on shopping well-being. This shows that the better the hedonic behavior of MSMEs, the better the shopping well-being.

The shopping well-being variable influences continuous purchase intention, this is in accordance with the results of a P value of 0.000 where the P value is below 0.05. The shopping well-being variable consists of involvement, positive emotions, meaning, relationships and achievements which have a positive effect on continuous purchase intention. This shows that the better the shopping well-being, the better the continuous purchase intention.

The hedonic behavior variable influences continuous purchase intention through shopping well-being, this is in accordance with the results of a P value of 0.000 where the P value is below 0.05. Hedonic behavior variables consisting of adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping have a positive effect on continuous purchase intention through shopping well-being which consists of the dimensions of involvement, positive emotions, meaning, relationships and achievement, this shows that the better the hedonic behavior, the better the continuous purchase intention will be through shopping well-being.

## CONCLUSION

The conclusion of the research results is based on the problem formulation, namely hedonic behavior has a positive effect on continuous purchase intention, hedonic behavior has a positive effect on shopping well-being, shopping well-being has a positive effect on continuous purchase intention, shopping well-being is able to play a positive role as a mediating influence on hedonic behavior on continuous purchase intention.

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