



Hedonism and Culture toward Impact of Shopping Behavior (Case Study in Small Medium Enterprises in Bali)



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*buying interest;
culture;
hedonism;
MSMEs;
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Abstract

The research is aimed at finding out how the influence of hedonism behavior on Balinese culture and buying interest through Balinese culture. The data used in this study are primary data by distributing questionnaires to 100 MSME consumers in Bali. The data analysis technique used is path analysis (path analysis) with SmartPLS software version 3.0.m3. The results of the t-test in this study indicate that the hedonism behavior variable has a significant effect on Balinese cultural culture with t-statistic of $0.809 \leq t\text{-table } 1.97$ and the value of p-values is $0.000 \geq 0.05$. The effect of hedonism behavior on buying interest is positive and significant with t statistic value of $1.037 t\text{-value of table } 1.97$ and p-value of values of $0.000 \leq 0.05$. While the influence of Balinese cultural variables on buying interest is not significant it is so that true Balinese cultural variables as full mediating variables. The adjusted R-Square value for Balinese cultural variables only explained 74.2% of the hedonism behavior variable. The construct of buying interest is only explained at 69.7% of the Balinese cultural construct. The calculation results Q Square can be seen that the value of 0.798 is higher than 0 which means that the model has a good predictive value of relevance.

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1. Introduction

In this fast-paced era, the influence of technology and social media is very strong, people are now unable to escape technology. Just mention the millennial generation that has the need for recognition and existence of themselves as users of mobile devices and social media 24 hours a week, this is what causes people nowadays to demand quick disclosure and access to information. So that purchasing decisions begin to be influenced by many things including the influence of the environment and the closest people. Now some people adhere to the notion that prestige towards something consumed is important to consider before shopping which is then called hedonism (Rianton, 2013). Along with the development of technology, the behavior of hedonism has increasingly influenced the lifestyles of the people, especially the Balinese, from habits that change and affect culture.

Balinese people are known by their culture from traditional ceremonies/parties that are carried out from generation to generation. However, the phenomenon of hedonism does not necessarily make Balinese people change and abandon their customs. Even with the hedonism of Balinese people pay more attention to various things in preparing up. adat. Balinese people began to consider that the traditional activities were *manusa yadnya* ceremony (*metatah*, marriage/*pawiwahan*, *otonan*/3 months ceremony, etc.), the *dewa yadnya* ceremony (*ngenteg linggih*, *odalan*, etc.), the *pitra yadnya* (*ngaben*) ceremony could be a means to show their existence and prestige in front of society and their environment.

The Balinese people are starting to prepare all the facilities and infrastructure for traditional parties and activities seriously. However, due to the increased activity, many processes for preparing parties and traditional activities can no longer be done in a collaborative manner as they used to. All things that are easy and practical will certainly be very helpful in preparing for this traditional ceremony/party. This is an opportunity for MSMEs in Bali so that many MSMEs have emerged that provide products and services for the preparation of these traditional ceremonies/parties such as *banten* trade, photography, event/wedding, catering, decorating etc. At present, there are few Balinese people who make their own facilities/infrastructure to carry out traditional ceremonies/parties because there are already many MSMEs in Bali that help provide the facilities and infrastructure for that need.

This phenomenon of cultural change in Balinese society raises a challenge and even a new opportunity for MSMEs in Bali because the existence of such hedonism behavior can lead to even increasing buying interest in MSMEs in Bali. Based on the description of the background and the phenomena that exist, the formulation of the problem to be examined is: (1) how does the behavior of hedonism affect Balinese culture? (2) what is the impact of cultural change on consumer buying interest? and (3) how does the behavior of hedonism affect consumers' buying interest in MSMEs in Bali?

Literature Review

The Evolution of Hedonism

Ideology is a way of life, even in the theory of shopping, life views will fulfill as much pleasure or happiness as possible and avoid painful feelings known as Hedonism (Kaul, 2007). Gültekin & Özer (2012), Picard (1996, 1992), someone will do anything to get pleasure and make themselves happy, this might be due to prestige or want to get their own prestige. But whatever it is that makes him happy will surely try to be fulfilled even though in a unique or rare way. Hedonism first appeared in 1982, which was explained in the study of Hirschman and Holbrook (1982), that in terms of consumer behavior related to fantasy, emotions from their shopping experience will lead to a new view. Thus the value of hedonism arises because of the later interest in activities that refer to subjective consumption aspects based on experience in using worldly products as symbols of wealth.

Hedonism and Cultural Influence

In some shopping motives that use ethnic, social and cultural identification also even acculturation. If someone is affected and feels his own pleasure, then this is included in hedonism. Rosen (1974), Inseng & Teichert, (2016), the behavior of hedonism itself can influence the choice of products based on identification carried out based on experience. Consumers in fulfilling desires or desires that cause happiness are influenced by the influence of the surrounding culture (McCracken, 1986).

Buying interest

According to Arista & Ekonomika (2011), Buying interest is a process of creating a motivation because when you see something you want it will be recorded and will be processed into a perception. At the time of the shopping activity, the motivation or desire in the very strong mind will be actualized and the needs will be fulfilled. According to Keller (1998), consumer buying interest is when consumers have a great desire in buying a brand to fulfill their desires, so that we can observe is how consumers want to buy the brand or UMKM as a consideration in fulfilling consumer desires (Smircich, 1983).

Hypotheses

Theories and results of previous studies certainly provide an overview of the results of the research being carried out, so the hypothesis becomes a temporary answer. According to Bakirtas *et al.*, (2015), shopping activities are certainly consumers who prioritize pleasure and do not think long to fulfill it are consumers who have an important role in shopping activities. The existence of hedonism behavior does not mean eliminating ethnic culture from an environment or area as discussed by Kaul (2007).

Based on the theory supports the first hypothesis:

H1: Hedonism behavior has a positive effect on Balinese culture

Technological developments greatly affect people's lives, therefore many motivations in shopping that arise from technological advancements are similar to those of Sari & Nilowardono (2015) where behavioral hedonism is also influenced by technological developments. According to Bakirtas *et al.*, (2015), shopping activities are certainly consumers who prioritize pleasure and do not think long to fulfill it are consumers who have an important role in shopping activities. Of course, such hedonism behavior will increase consumer interest in brands that can fulfill their desires, this was also conveyed by Sholeh (2017).

Based on this, the second hypothesis is as follows.

H2: Hedonism behavior has a positive relationship to buying an interest in MSMEs in Bali

Culture cannot be separated from shopping activities or activities because culture can affect the behavior of both consumers and MSMEs, as explained by Kaul, Subhashini (2007), where sellers or MSMEs must pay attention to the orientation of a product to adapt to local culture. Likewise with what is explained in the research from Rante, Yohanes (2010).

So based on the supporting theory, the third hypothesis is.

H3: The Balinese culture mediates a positive relationship between behavioral hedonism and its impact on buying an interest in MSMEs in Bali

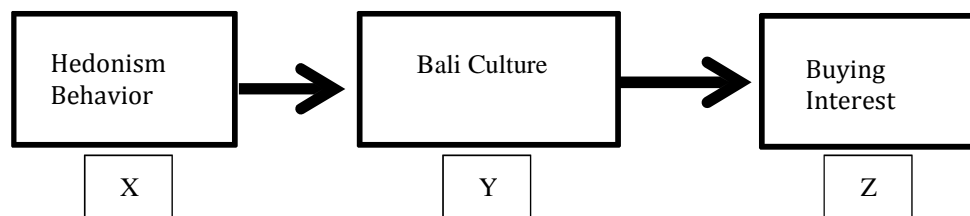


Figure 1. Research framework

2. Materials and Methods

The method used in this study is a quantitative method using an instrument in the form of a questionnaire in collecting data. The population of this study is MSME consumers who prepare or buy *sarana/offering tool* and infrastructure for traditional parties/ceremonies in Bali. The sample used amounted to 100 sample respondents, namely UMKM consumers who sold Balinese traditional ceremonies/party facilities/infrastructure for the distribution of questionnaires. The location of this research is the Bali area which consists of 9 regencies and cities, the target of which is MSMEs that sell traditional ceremonies/party facilities/infrastructure (Kazmi *et al.*, 2016).

The variables used in this study are hedonism behavior as the dependent variable, buying interest variable as an independent variable and Balinese culture as a mediating variable. Culture is closely related to daily habits according to Kaul, Subhashini (2007). From the family, the opinions of coworkers or themes, and the attitude of materialism which prioritizes centrality, success, and happiness. Consumer buying interest is a strong desire and recorded in the minds of consumers, according to Ferdinand (2006) in Arista (2011), interest in having indicators namely transactional interest, refractive interest, preferential interest, and explorative interest.

The data collection technique used in this study was to collect questionnaires made with the Likert scale. Question questionnaires were given to respondents in the form of closed questions and provided choices to answer. For research observations carried out to describe the problems and data in this study. According to Ghozali (2015), The data analysis technique that can be used is path analysis with SmartPLS software version 3.0.m3 where this measurement model is used to test validity and reliability, while the structural model is used for causality tests (hypothesis testing with prediction models) (Richard & Habibi, 2016).

3. Results and Discussions

Validity test

Table 1
Latent variable correlations

	X	Y	Z
X	1.000	0.863	0.807
Y	0.863	1.000	0.811
Z	0.807	0.811	1.000

Source: PLS algorithm (PLS ver. 3) laten variable

The three variables are declared valid because the correlation value between constructs is greater than the value of AVE.

Reliability Test

Table 2
Reliability result

	Cronbach's Alpha	Composite Reliability
X	0.689	0.784
Y	0.631	0.804
Z	0.637	0.809

Source: PLS a logarithm (PLS ver. 3) construct reliability and validity

Table 3
Path Coefficients

	<i>Original Sample</i>	<i>T-Statistic</i>	<i>P Values</i>
X --> Y	0.800	0.809	0.000
X --> Z	1.032	1.037	0.000
Y --> Z	-0.254	-0.256	0.055

Source: Bootstrapping (PLS Ver.3) path coefficients processed by researchers

The Cronbach's Alpha and Composite Reliability values of the three variables in this study all have values above 0.60, so the three variables are declared reliable.

Hypothesis testing

a) Effect of hedonism (X) behavior on Balinese culture (Y)

Judging from the value of path coefficients (original sample) which shows the results of 0800 it means that the influence between location (X) and Balinese culture (Y) is positive. The value of t statistics 0.809 is smaller than the value of t table which is 1.96 and the value of p values is 0.000 which is smaller than 0.05, which means that the behavior of hedonism (X) has a significant effect on Balinese culture (Y).

This supports the research conducted by [Subhasini Kaul \(2007\)](#), where the results of research are that hedonism behavior influences people's culture through shopping environment, socio-cultural context, and motivation and behavior. Likewise, Balinese people's hedonism behavior is inseparable from Balinese customs or culture. Even though it behaves hedonism but the people do not abandon the culture of Balinese customs and even continue to run it with new ways that adjust to the behavior of hedonism. Changes occurred in fulfilling the needs of the facilities and infrastructure of the Balinese community when there was the behavior of hedonism, where the habit of making infrastructure for ceremonies/parties had begun to diminish, the existence of this hedonism made the community minimize their work by purchasing Balinese traditional ceremonies/parties.

The higher the level of community hedonism, the more it will try to maintain Balinese culture itself. Evidenced by the changes that took place in the community, at the time of the Galungan holiday, the people were competing to make a magnificent *penjor* facility. This shows that the behavior of hedonism is inseparable from Balinese culture and is even able to enhance Balinese culture.

Based on the results of the hypothesis test, H1 which reads Hedonism Behavior has a positive effect on Balinese Culture is declared acceptable.

Table 4
Indirect effects variable

	X	Y	Z
X			-0.203
Y			
Z			

b) Effect of Balinese culture (Y) on Buying Interests (Z)

Viewed from Table 11. and Table 12 which shows the value of direct effect and indirect effect, the value of the effect of direct effect location (Y) on Balinese culture is -0.254 and the value of p-value is 0.055 which is greater than 0.05, indicating that the effect is not significant. Whereas when compared to the coefficient value between the direct and indirect effects, the coefficient value of the indirect effect is greater than the direct effect of $-0.203 > -0.254$, which means that it is true that the construct of Balinese culture is full mediation. Full mediation means that the independent variable cannot influence the dependent variable without going through the mediator variable.

Balinese culture has insignificant influence on buying interest, Balinese culture that is very complex certainly can reduce buying interest because there are so many things that need to be fulfilled. So the effect is not close to buying interest. But if there is an influence of hedonism on Balinese culture, the people will try to hold Balinese culture even with luxury and grandeur, so that buying interest is fulfilled. An example is when there are traditional parties such as *Rajasuala/Metatah* if previously only held and celebrated with a large family now the *metatah* traditional ceremony/party is held in a luxurious and glamorous manner and invites many people not only to large families and even school or office friends. Not only is the essence of traditional ceremonies/parties that signify entering a new phase in life but also as a venue to show others the ability to hold traditional ceremonies/parties. No wonder the *metatah* traditional ceremony/party is held like a wedding where there are decorations, luxury catering, videographer, and others. Then from that Balinese culture in this study as a mediator variable, because if there are no Balinese cultural variables hedonism is not able to influence people's buying interest.

Based on the hypothesis test in this study, H2 which reads Hedonism Behavior has a positive relationship to Buying Interests is declared rejected.

c) Hedonism (X) Behavior towards Buying Interest (Z)

Judging from the value of path coefficients (original sample) which shows the results of 1.032, it means that the influence between hedonism (X) behavior and buying interest (Z) is positive. The value of t statistics is 1.037 greater than the value of t table which is 1.96 and the value of p values is 0.000 which is smaller than 0.05, which means that the behavior of hedonism (X) has a significant effect on buying interest (Y).

The behavior of hedonism affects the buying interest of the Balinese people, where the higher the hedonism behavior of the Balinese people, the buying interest is also getting higher. Held with a luxurious atmosphere, decoration, catering, wedding organizer. It seems that the level of hedonism influences the buying interest of Balinese people.

Based on the results of hypothesis testing in this study H3 which reads Balinese Culture mediates a positive relationship to hedonism behavior and its impact on MSME buying interest in Bali is declared acceptable.

4. Conclusion

Based on the results of the analysis and discussion conducted in the previous chapter, the conclusions obtained, that the construct of behavioral hedonism has a significant influence on Balinese culture in generating buying interest in MSMEs in Bali. The higher level of community hedonism increasingly influences changes in Balinese culture to generate buying interest in MSMEs in Bali. It can be seen from the analysis of the independent effect of the independent variable that is hedonism on the dependent variable namely buying an interest in MSMEs in Bali, independent variables (behavior hedonism) affect the dependent variable (buying interest) without going through the mediator variable (Balinese culture). From these results, it is true that Balinese cultural variables as mediating variables. If seen from the constructs of hedonism behavior researchers get results that the construct of behavior hedonism has a significant influence on buying interest on MSMEs in Bali. This is very good because the higher the level of community hedonism, the higher people's buying interest in MSMEs in Bali, the behavior of community hedonism that prioritizes prestige in implementing traditional ceremonies/parties makes buying an interest in MSMEs in Bali even higher.

Suggestion

The results of this study state that hedonism behavior variables influence buying an interest in MSMEs in Bali where hedonism or community prestige increases along with technological developments but does not make people abandon Balinese culture or customs. This shows that MSMEs in Bali must better understand consumer behavior, where consumers don't want to be bothered, want something practical and immediately available. For this reason, it is hoped that further research will be conducted on what should be done to find ways to understand consumer behavior, perhaps by making UMKM that provides all the traditional ceremonial/party facilities or one package (wedding packages from prewedding to H day, providing complete

decoration until the infrastructure as well as support inside). The existence of increasingly developing technology can also be utilized by making applications to make it easier for consumers to find Bali SMEs that provide the necessary needs because the behavior of consumer hedonism is currently influenced by one of the technology.



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