Omnichannel Changing Hedonic Motivational Behavior? Creating Shopping Experience and Satisfaction Against Consumer Loyalty

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Article Info

ABSTRACT

Omnichannel is a new channel that can solve the current problems with consumers. The main objective of this study is to analyze whether there is an influence of omnichannel media on the nature of the hedonic motivation of consumers in making transactions. This study uses a quantitative approach to the survey method. Respondents in this study were 250 respondents spread throughout Indonesia using Smart-PLS 3. The results of this study where Consumer Experience affects Consumer Loyalty, where a good consumer experience will increase consumer loyalty. Consumer Satisfaction affects Consumer Loyalty; if consumers are satisfied, it will increase customer loyalty. Habit influences the Consumer Experience, where consumer habits in buying a product or service will enhance the consumer experience. Habit influences Consumer Satisfaction, where positive habits when purchasing a product or service will increase consumer satisfaction. Hedonic motivation affects the Consumer Experience, where integrated online and offline purchasing channels will make it easier for consumers to shop.

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1. INTRODUCTION

The rapid industrial development in the digitalization era, changes in technology and lifestyle, and new strategic opportunities appear in our lives [1]. The rapid industrial growth in this digitalization era has made the provision of goods or services for consumers more abundant. Therefore, the world of commerce no longer spans space and time. That way, consumers will be quickly interested in consuming or using goods and services because there are so many choices [2]. It is not surprising that consumers have become accustomed to online shopping. However, counterfeit products and scams have become the worst complaints against online purchases. Today's marketers realize that each channel (online, physical, mobile, etc.) has different advantages, so they try to reach their customers using multiple channels [3].

Omnichannel is a new channel that can solve the current problems with consumers. The omnichannel principle is to integrate all media with subscribers so that comparable data is shared on each channel [4]. Consumers can interact through whichever communication channel they want without repeating information when they switch channels. This is one of the strategies for creating an experience

for consumers when transacting. That way, consumers can easily purchase products or services and even return goods [5]. In this constantly evolving business landscape, many traditional retailers and service-based companies have turned to omnichannel management to respond to the highly competitive market and better serve their customers [6]. At a high level, being an omnichannel organization means putting the customer at the heart of enterprise interactions through seamless channel integration, consistency, and customer experience [7]. For store-based retailers, omnichannel has opened up the possibility of increasing synergies between channels and touchpoints to increase store sales and potentially avoid physical store death [8].

Omnichannel characteristics, such as collaborative promotions and access to comprehensive information between multiple channels, significantly impact consumer satisfaction [9]. Therefore, the consumer's experience, mode of consumption, intuitive feeling of a product, and feedback after purchase strongly impact consumers. In addition, the transaction experience from the omnichannel can influence consumer purchase intentions [10]. The integration characteristics of the omnichannel model have a comprehensive and essential impact on consumer loyalty.

The ease with which consumers make transactions makes it more challenging to control shopping and is more hedonic. Because currently, goods that were previously considered secondary needs by consumers have turned into primary needs, and luxury goods have become secondary needs, even primary needs. This is due to lifestyle and ease of transaction. Hedonic shopping motivation has a more critical role in the online context [11].

The main objective of this study is to analyze whether there is an influence of omnichannel channels on the nature of the hedonic motivation of consumers in making transactions. In addition, is there an emotional experience in shopping, Satisfaction, and loyalty to consumers when using the omnichannel channel. This research expands on research conducted by [12] which made changes and additions to consumer satisfaction in

transactions using omnichannel channels. In future research will be the implications of the conceptual findings, where these findings can later change retail practices and directions for future studies.

The consumer shopping experience has changed in terms of time, place, technology, and social dimensions. It consists of pre-purchase, purchase, and post-purchase stages across multiple locations and technologies (i.e., an actual store, website, or mobile app) and is associated with different people, such as employees, other customers, friends, or members of a virtual community. Together, these dimensions mean that today, consumers can more easily get in touch with the companies or brands they want almost anytime and anywhere using different technological devices [13]. The customer journey allows marketers to approach consumers from an omnichannel perspective by integrating multiple channels to provide a seamless and enriched shopping experience.

2. LITERATURE REVIEW

2.1 Hedonic Motivation

According to [14], hedonic motivation is joy, excitement, and enjoyment stimulated by technology. Theoretically, the factors associated with hedonic motivation (e.g., perceived pleasure, cheerfulness, amusement, and pleasure) have been widely recognized as some of the most influential factors in predicting customer intentions. Several studies consider hedonic shopping motivation a unidimensional construct [15]; [16], whereas others use a multidimensional scale. According to the hedonic perspective, well-being can be achieved by pursuing pleasure and enjoyment, whether physical, cognitive, or emotional [17]. Hedonic emotions are triggered by intrinsically motivated behaviors such as play, recreational activities, sports, aesthetic appreciation, games, creativity, and hobbies. Emotions are described as interested, excited, happy, and excited [18].

2.2 Habit

Habit theory suggests that individuals repeat behaviors in stable contexts and that response frequency induces habit formation

[19]. Goals also precede habits (e.g., daily flossing to have healthy teeth), but once habits are established, they are no longer goal-directed (Miller et al., 2019). Instead, actions become guided by cues (heuristics) obtained from the environment without much consideration [20]. In other words, habits represent learned tendencies to engage in certain behaviors led by memory-based cognitive structures triggered once the individual is in a particular situation. In most cases, most of the behavior is habitual and led by automatic cognitive processes; in other cases, preceded by more complicated reasoning [21].

Conceptually, Habit is more related to behavior that is automatically formed by someone based on knowledge, experience, and skills from time to time [14]. According to [22], Habit is defined as the extent to which a person tends to perform a behavior automatically because it has previously been learned. Furthermore, according to [14], Habit is a perception built because it reflects the results of previous experiences. Based on the definition above, Habit is a routine carried out continuously or automatically, resulting from previous experience.

2.3 Consumer Experience

The concept of "customer experience" was first introduced in 1982 by Holbrook and Hirschman [23], emphasizing the "consumer experience perspective. Customer experience is increasingly recognized as an important phenomenon in managerial practice with strong implications for building customer relationships [24]. The "take-home impression" formation is created as a result of contact and stored in a customer's long-term memory [25]. Forbes survey, 86% of customers will pay more for a better customer experience [26]. However, there are significant differences between what their companies believe in offering their customers and what customers experience during their customer journey [27]. On concepts and dimensions, measurement [28], [29] antecedents and consequences [30], and moderator [31] customer experience. [32]; [12] introduced six components of consumer experience: cognitive, emotional, sensory, pragmatic, lifestyle, and relational. Research conducted by [33] stated that online customers interpret online store stimuli from both a cognitive and emotional perspective and use these components to form the core construct of their consumer experience. Customer experience is conceptualized as a psychological construct, a holistic, subjective response resulting from the customer's contact with the retailer, which may involve varying degrees of customer involvement [32].

2.4 Consumer Satisfaction

According to [34], Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or results) of the product that is thought of against the expected performance (or results). Overall, customer satisfaction is evaluating many similar buying experiences with a store or brand. This corresponds to an "overall evaluation based on total purchase and consumption experience with goods or services over time" and is a critical factor for loyalty. Previous studies analyzed various factors related to customer satisfaction with shopping centers. For example, the findings of [35] highlight the relationship between shopping mall atmosphere and Satisfaction.

2.5 Consumer Loyalty

Customer loyalty to shopping centers reflects the tendency of shopper attitudes, which consists of the intention to continue to patronize shopping centers in terms of repeat shopping at shopping centers and willingness to recommend shopping centers [36]. The existing literature focuses on customer loyalty to shopping centers in the western context [37]. Factors such as shopping center services, entertainment, and promotions impact sales growth and visit rates. A rare study investigates the factors that might increase loyalty to shopping malls in developing countries. Focusing on the attributes of shopping malls, [38] showed that displays, store personnel, and physical stores influence shopping mall visitation rates in Ghana. Thus, loyalty to a shopping center can vary across cultural contexts.
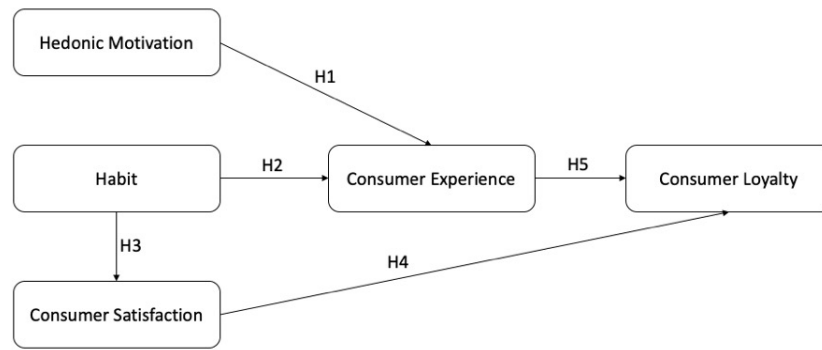
Figure 1. Conceptual Model

3. METHODS

This study uses a quantitative approach where data analysis will be carried out after the survey has been conducted on the respondents and then tabulated into data in the form of numbers. The survey method is a measurement process used to collect information during highly structured interviews with or without interviewers [39]. The survey method used in this quantitative approach is to test the hypotheses developed and the relationships between the variables forming the model.

This study was designed to test the extent to which omnichannel can affect consumer loyalty, resulting in consumers becoming hedonic in shopping. The model of this study was empirically tested through surveys distributed directly (offline) and online (social media), with the research object being consumers who had shopped online and offline.

Sampling is the process of selecting a sufficient number of elements from a specific population so that by using these samples, learning and understanding of the characteristics of the population can be carried out, which allows for generalization [40]. The sampling technique used in this study is non-probability sampling. This technique was chosen because researchers needed to know the actual number of the study population [40]. Respondents in this study were 250 respondents spread throughout Indonesia. Respondents and samples from this study used several criteria, so the purposive sampling technique was used. Purposive sampling is sampling based on specific criteria [40]. This study uses a method to analyze the data that has been obtained, Structural Equation Model (SEM), using Smart PLS 3 Software.

4. RESULTS AND DISCUSSION

4.1 Result

In this study, 250 respondents were obtained through online questionnaires (google forms) spread throughout Indonesia. The background and demographics of the respondents represent age, ethnic group, and gender; besides that, there are screening questions on the respondents. The following is a summary of the demographics of the respondents.

Table 1 shows the demographics of the respondents from the questionnaire.

Age	N=250	(%)
15-20	26	10%
21-25	21	8%
26-30	145	58%
31-35	58	23%
Ethnic Group	N=250	(%)
Bali	17	7%

	N=250	(%)
Java	158	63%
Borneo	24	10%
Maluku	6	2%
Nusa Tenggara	13	5%
Sulawesi	11	4%
Sumatra	21	8%
Gender	**N=250**	**(%)**
Male	107	42,8%
Feale	143	57,2%
Have you ever made a purchase online but picked up at the store offline?	**N=250**	**(%)**
Yes	223	89%
No	27	11%
Have you ever purchased a product or used the same service more than 2 times?	**N=250**	**(%)**
Yes	243	97%
No	7	3%

Source: Data processed in 2022

Data analysis and testing of the hypotheses in this study used SmartPLS 3 software. One of the advantages of the partial least square (PLS) is that it does not require many assumptions and can be estimated with a relatively small number of samples. This PLS program is specifically designed to estimate structural equations based on variance. The test results are as follows:
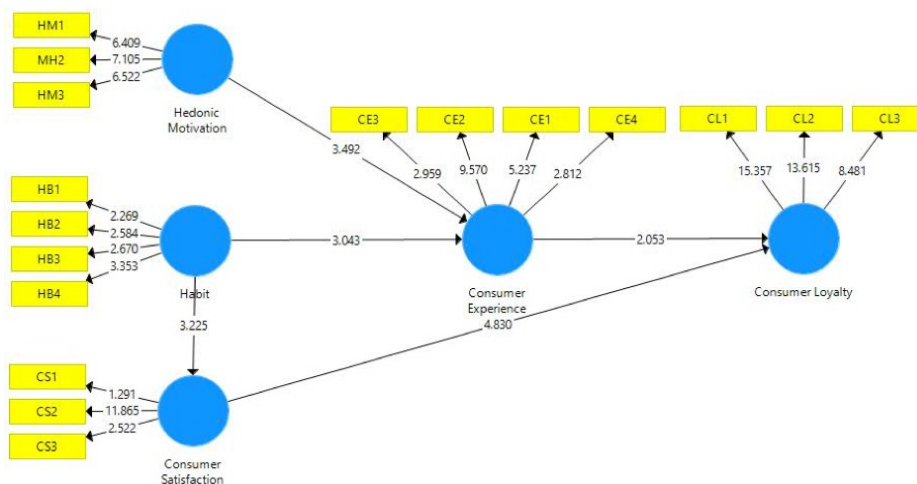

Figure 2. Test Results of Smart-PLS3 Bootstrapping

OuterModel

Convergent validity is a measurement of the validity of an indicator as a variable measure which can be seen from the outer loading value of each variable indicator. Meanwhile, the outer loading value can still be tolerated up to 0.50, and below the value of 0.50

can be dropped from the analysis [41]. Based on the PLS calculation results, all original sample values were > 0.50 and P-values < 0.05. This shows that all variable indicators are valid and can be used to measure research variables. This means that the instruments of all variables are considered suitable to be used as research instruments.

Furthermore, Construct Reliability measures the construct reliability of latent variables, which can be seen from the value of Composite Reliability or Cronbach's alpha. An indicator is said to have good reliability if the composite reliability value is > 0.70 [42][43]. Based on the Composite Reliability value, each variable is very reliable because it has a high Composite Reliability value above 0.70. This means that the instruments of all variables are considered suitable to be used as research instruments. Details can be seen in the following table:

Table 2: Construct Reliability and Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Consumer Experience	0,647	0,753	0,797
Consumer Loyalty	0,675	0,695	0,820
Consumer Satisfaction	0,673	0,673	0,820
Habit	0,723	0,768	0,827
Hedonic Motivation	0,605	0,606	0,790

Source: Data processed in 2022

Inner Model

After the estimated model meets the criteria for the outer model, the next step is to test the structural model (inner model). Testing the structural model (inner model) can be done by looking at the R-Square value, which tests the goodness of fit model in the Smart-PLS 3 inner model. The following is the R-Square value resulting from the PLS calculation:

Table 3: R-Square Test Results

	R Square
Consumer Experience	0,158
Consumer Loyalty	0,130
Consumer Satisfaction	0,100

By observing the R-Square Table above, it can be interpreted as follows:

R-square gives a value of 0.158 for the Consumer Experience variable, meaning that the presentation of Consumer Experience, Habit, and Hedonic in the Consumer Experience Motivation is 15.8%. In comparison, the remaining 84.2% is influenced or explained by other variables not included in this research model.

R-square gives a value of 0.130 for the Consumer Loyalty variable, meaning that the presentation of Consumer Loyalty on Consumer Satisfaction is 87%. At the same time, the remaining 13% is influenced or explained by other variables not included in this research model.

R-square gives a value of 0.100 for Consumer Satisfaction, meaning that the presentation of Consumer Satisfaction in Habit is 90%. At the same time, the remaining 10% is influenced or explained by other variables not included in this research model.

Tests on the Inner model are carried out to examine the relationship between latent variables in the model being built. According to model testing

SEM-PLS is done by measuring the value of Q2. The value of Q2 indicates how much the independent variables can explain the diversity of the dependent/dependent variables. The Q2 value ranges from zero to one, indicating that the model being built is improving. The purpose of doing Predictive Relevance (Q2) is to validate the model. The results of the calculation of Q2 are as follows:

R1 : 0,158

R2 : 0,130

R3 : 0,100

Q² : 1- (1-R1) (1-R2) (1-R3)

Q² : 1- (1-0,158) (1-0,130) (1-0,100)

Q² : 1- (0,842) (0,87) (0,90)

Q² : 1-0,659286

Q² : 0,308

Based on the results of the Predictive Relevance (Q2) calculation, it shows a value of 0.624. In this research model, the endogenous latent variable has a Predictive Relevance (Q2) value that is greater than 0 (zero) so that the exogenous latent variable as an explanatory variable can predict the endogenous variable, namely Y, or in other words, proves that this model has an excellent Predictive Relevance value. The PLS model can be evaluated by looking at the Q2 value. This approach was adapted by PLS using a blindfolding procedure [41]. The results of the blinfolding procedure from the SmartPLS 3 Software show a Q2 value of 0.308. The Q2 value indicates that the X variable can explain 30.8% of the diversity of the Y variable.

The next step is to test the hypotheses that have been proposed before. To determine whether a hypothesis is accepted or rejected, a comparison is made between the T-statistics value and the T-table value of 1,969 and the P-values < 0.05 provided that if the T-statistics > T-table is 1,969 and the P-values < 0, 05 then the hypothesis is accepted, and if the T-statistics <T-table is 1,969 and the P-values are > 0.05 then the hypothesis is rejected. Statistical results using the SmartPLS 3 software found the relationship between variables to be the Path Coefficients as follows:

Table 4: Path Coefficients Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Consumer Experience -> Consumer Loyalty	0,178	0,177	0,087	2,053	0,041
Consumer Satisfaction -> Consumer Loyalty	0,271	0,276	0,056	4,83	0
Habit -> Consumer Experience	0,284	0,281	0,093	3,043	0,002
Habit -> Consumer Satisfaction	0,316	0,323	0,098	3,225	0,001
Hedonic Motivation -> Consumer Experience	0,605	0,606	0,79	3,492	0,001

Source: Data processed in 2022

4.2 *Discussion*

The first hypothesis proposed in this study is Consumer Experience on Consumer Loyalty. The table above shows that the T-statistic value is 2.053 > T-table 1.969, and the P-value is 0.000 <0.05, so the first hypothesis in this study is accepted. This means that there is evidence that Consumer Experience affects Consumer Loyalty. This is supported by the opinion of [44] Consumer Experience, increasing customer loyalty. Living a positive Customer Experience can create an emotional bond between a company's brand and its customers, increasing customer loyalty [32]. Customer experience [32] which has a positive effect on customer loyalty [45]. This is because consumers already have experience in buying products or services. If consumers are satisfied and have a positive impression, they will be loyal to the product or service.

The second hypothesis proposed in this study is Consumer Satisfaction on Consumer Loyalty. The table above shows that the T-statistic value is 4.830 > T-table 1.969 and the P-value is 0.000 <0.05, so the second hypothesis in

this study is accepted. This means that there is evidence that Consumer Satisfaction affects Consumer Loyalty. The results of this study are by research conducted by [46] which states that Satisfaction has a significant effect on loyalty. The results of this study are [47] that customer satisfaction is a level where the needs, desires, and expectations of customers are fulfilled, resulting in repeat purchases or continued loyalty. The results of this study are supported by research conducted [48] showing that customer satisfaction has a positive and significant effect on customer loyalty.

The third hypothesis proposed in this study is Habit on Consumer Experience. The table above shows that the T-statistic value is 3.043 > T-table 1.969 and the P-value is 0.000 <0.05, so the third hypothesis in this study is accepted. This means that there is evidence that Habit affects Consumer Experience. This study's results also make an essential contribution, especially for consumers who try to instill customer trust in shopping online, giving rise to their Satisfaction. This omnichannel makes it easier for consumers to use an integrated platform. So, consumers can form a desire to seek information to tell others about their experience with a service in a certain way. Conceptually, Habit is more related to behavior that is automatically formed by someone based on knowledge, experience, and skills from time to time [14].

The fourth hypothesis proposed in this study is Habit on Consumer Satisfaction. The table above shows that the T-statistic value is 3.225 > T-table 1,969 and the P-value is 0.000 <0.05, so the fourth hypothesis in this study is accepted. This means that there is evidence that Habit affects Consumer Satisfaction. This happens because there are positive habits when consumers buy products or services that will increase consumer satisfaction.

The fifth hypothesis proposed in this study is Hedonic Motivation on Consumer Experience. The table above shows that the T-statistic value is 3.492 > T-table 1.969, and the P-value is 0.000 <0.05, so the fifth hypothesis in this study is accepted. This means that there is evidence that Hedonic Motivation affects Consumer Experience. Hedonic motivation influences consumer experience because of the way consumers shop that they have experienced and created shopping habits. These shopping habits create a lifestyle due to the occurrence of one's shopping experience to fulfill personal Satisfaction and pleasure. Previous studies have shown its importance. Hedonic motivation during the customer's shopping experience; researchers have demonstrated this relationship in the context of offline search behavior [49], time spent browsing online stores [15]; [50] , and the intention to use retail services using mobile phones [51]. This results in consumers with high emotional arousal often experiencing hedonic shopping experiences [52].

5. CONCLUSION

Based on the analysis and discussion results, this study concludes that Consumer Experience affects Consumer Loyalty, where a good consumer experience will increase consumer loyalty. Consumer Satisfaction affects Consumer Loyalty; if consumers are satisfied, it will increase customer loyalty. Habit influences the Consumer Experience, where consumer habits in buying a product or service will enhance the consumer experience. Habit affects Consumer Satisfaction, where positive habits when buying a product or service will increase consumer satisfaction. Hedonic Motivation influences the Consumer Experience, where integrated online and offline purchasing channels will make it easier for consumers to shop. This will certainly add a good shopping experience for consumers.

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