# PENGARUH *BRAND ASSOCIATION* DAN *NUTRITION LABEL* TERHADAP PERILAKU PASCA PEMBELIAN CIMORY YOGURT: EFEK MODERASI *FAMILY ORIENTATION*

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**Abstrak:** Cimory berusaha menciptakan *brand association* positif secara unik dengan memasangkan produk susu mereka dengan taman (edukasi) hiburan dan restoran. Menimbang produk susu, termasuk yogurt, dianggap oleh banyak orang sebagai produk yang sehat, peneliti tertarik untuk mempelajari pikiran konsumen tentang pengaruh *brand association* dan *nutrition label* terhadap perilaku pasca pembelian Cimory Yogurt. Data berasal dari 126 konsumen Cimory Yogurt yang tinggal di Jakarta dan Surabaya. Menggunakan analisis regresi linear berganda, peneliti kemudian menyertakan efek moderasi psikografis *family orientation* ke dalam model. Hasil menunjukkan bahwa *brand association* berpengaruh positif baik terhadap minat beli kembali maupun minat untuk merekomendasikan. Lebih jauh, pengaruh *brand association* tersebut semakin kuat jika konsumen berasal dari segmen *family-oriented*. Pengaruh yang demikian tidak terjadi pada *nutrition label*. Ini menunjukkan bahwa bahkan pada produk makanan sehat, peran *nutrition label* belum menjadi hal penting untuk membentuk perilaku pasca pembelian yang positif, setidaknya dalam kasus Cimory Yogurt.

**Kata kunci**: Label nutrisi, asosiasi merek, keputusan pembelian, *family orientation*.

**Abstract:** *Cimory attempted to create a positive brand association by uniquely pairing their dairy products with Cimory (education) theme park and resto. While dairy products, including yogurt, are perceived by many as a healthy product, it is interesting to study the consumer mind on the effect of brand association and nutrition label to post-purchase behavior Cimory Yogurt. Data were from 126 Cimory Yogurt consumers living in Jakarta and Surabaya. By using multivariate linear regression, we then introduce psychographics moderating effects of family orientation into the model. Results showed brand association positively affect repurchase intention and willingness to give recommendation. Furthermore, these effects of brand associations were stronger for consumers who came from the family-oriented segment. Similar effects were absent for the nutrition label. This showed that even for healthy food products, the role of nutrition label is yet as important to form post purchase behaviour, at least in case of the Cimory Yogurt.*

*Keywords: Nutrition label, brand associations, buying decision, family orientation.*

## PENDAHULUAN

Inovasi mendorong perusahaan untuk mengembangkan strategi yang tepat agar kompetitif dan selalu menjadi pilihan utama di benak konsumen (Jensen & Klastrup, 2008; Lynch & de Chernatony, 2007 ). Salah satu strategi yang penting adalah konsep dari sebuah merek sehingga dapat meninggalkan kesan yang membekas di pikiran konsumen. Hal tersebut dikenal sebagai *Brand Associations*. *Brand Association* mengacu pada sejumlah kesan atas produk atau merek. Kesan yang ditimbulkan dapat meningkat atau menurun sesuai dengan pengalaman konsumen. *Brand Association* sendiri adalah satu dari lima faktor yang membentuk *Brand Equity* (Aaker, 2009). Lima faktor tersebut adalah kesadaran merek (*brand awareness*), asosiasi merek (*brand association*), kesan kualitas (*perceived quality*), loyalitas merek (*brand loyalty*), dan aset hak milik yang lain-hak paten (*other proprietary asset-patents*).

Konsumen mengevaluasi baik buruknya sebuah produk atau jasa berdasarkan harapan mereka. Jika suatu produk atau jasa memenuhi harapan dan keinginan konsumen, maka evaluasi menjadi positif. Sebaliknya jika suatu produk atau jasa tidak sesuai dengan harapan konsumen, maka evaluasi menjadi negatif. Konsep ini memperkenalkan diskonfirmasi positif dan negatif. Jika sebuah merek memiliki *brand association* yang kuat dan positif maka akan menghasilkan *brand awareness* yang tinggi dan dapat membantu konsumen mempertimbangkan suatu produk dibandingkan produk lainnya (Boonghee et al., 2000). Penelitian ini menjadikan *brand association* sebagai fokus karena penelitian terdahulu menunjukkan bahwa dalam hal mempengaruhi perilaku pasca pembelian, *brand association* memiliki efek

yang lebih kuat dibandingkan *brand awareness* (Boonghee et al., 2000; Darayani & Saryadi, 2016).

Salah satu *brand* yang berusaha untuk menciptakan *brand association* yang positif adalah Cimory. Hal ini dapat dilihat dari banyaknya sektor yang berusaha dikelola Cimory dalam meningkatkan kesan positif tersebut. Tidak hanya giat memasarkan produk susu dan olahannya seperti yogurt, Cimory juga secara unik memasangkannya dengan restoran dan taman hiburan yang berorientasi pada segmen keluarga. Banyaknya usaha ramah keluarga yang dikelola Cimory ini memudahkan Cimory untuk membentuk *brand association* yang positif di benak konsumen Indonesia. Usaha Cimory untuk menarik minat konsumen dapat dikatakan cukup berhasil. Hal ini dapat dilihat dari Cimory menjadi pilihan pertama merek Yogurt yang dikonsumsi oleh masyarakat selama 3 tahun berturut turut 2019–2021 (Top Brand Award, 2021).

Salah satu cara konsumen untuk mengevaluasi bahan baku yang terkandung dalam produk yogurt Cimory adalah dengan melihat *nutrition label*. *Nutrition label* atau label pangan mengacu pada informasi yang terdapat pada suatu produk makanan. *Nutrition label* biasanya berisi informasi tentang kalori, ukuran porsi, dan jumlah dan/atau nilai harian beberapa nutrisi, fakta gizi, daftar bahan, vitamin, dan mineral (misalnya, lemak, karbohidrat, kalsium) (Miller & Cassady, 2015). Keberadaan *nutrition label* membantu konsumen untuk memahami bahan baku apa saja yang berada dalam suatu produk. Membaca *nutrition label* dapat mempengaruhi perilaku pembelian konsumen secara signifikan. (Loureiro et al., 2006). Survey 2016–2017 oleh Badan Pengawas Obat dan Makanan (BPOM) menunjukkan bahwa kesadaran masyarakat Indonesia untuk membaca label pagan masih rendah (Pom, 2019).

Berdasarkan latar belakang diatas maka peneliti tertarik untuk meneliti apakah yang menjadi faktor utama konsumen menggunakan atau membeli produk Cimory. Penelitian ini berfokus pada Cimory Yogurt dan mengambil judul "Pengaruh *brand association* dan *nutrition label* terhadap perilaku pasca pembelian Cimory Yogurt: Efek moderasi *family orientation*". Alasan peneliti menganalisa efek moderasi psikografis orientasi keluarga (*family orientation*) adalah karena peneliti melihat bahwa disamping Cimory menawarkan berbagai jenis produk susu dan olahannya, Cimory juga aktif memasangkan produk mereka jasa restoran dan taman hiburan keluarga. Selain itu, *internal principal* Cimory juga menyatakan bahwa target pasar Cimory sendiri adalah keluarga. Dengan demikian, menarik untuk meneliti apakah pengaruh brand association dan nutrition label terhadap perilaku pasca

pembelian Cimory Yogurt tersebut lebih kuat pada konsumen dengan sifat psikografis *family orientation* yang tinggi.

## LANDASAN TEORI

### *Consumer Decision Making Process*

Proses pengambilan keputusan konsumen (PPKK) atau *consumer decision making process* adalah topik inti dari studi perilaku konsumen. Ini mencakup bagaimana konsumen—baik individu, kelompok,dan organisasi—memilih, membeli, menggunakan barang/jasa/ide/pengalaman untuk memuaskan kebutuhan dan keinginan mereka (Kotler & Armstrong, 2016). PPKK juga dapat didefinisikan sebagai suatu proses penilaian dan pemilihan dari berbagai alternatif sesuai dengan kepentingan-kepentingan tertentu dengan menetapkan suatu pilihan yang dianggap paling menguntungkan (Machfoedz, 2005).

Ada lima rangkaian tahapan yang terjadi dalam PPKK (Kotler & Keller, 2016), yaitu 1) *problem recognition*, dimana calon konsumen menyadari kebutuhannya akan suatu produk/jasa; 2) *information search*, dimana calon konsumen mencari sejumlah informasi berkaitan dengan kebutuhan tersebut; 3) *alternative evaluation*, dimana calon konsumen menimbang berbagai pilihan merek produk/jasa; 4) *purchase decision*, dimana calon konsumen memutuskan membeli pilihan merek produk/jasa yang mereka putuskan; 5) *post-purchase behaviour*/perilaku pasca pembelian (PPP), dimana evaluasi pasca pembelian menghasilkan intensi atau bahkan tindakan konsumen itu sendiri terhadap merek produk/jasa yang telah mereka konsumsi.

Yang menarik adalah tahap ke-5 pada PPKK yaitu PPP memiliki dampak manajerial yang signifikan bagi merek. Intensi konsumen untuk membeli kembali merek produk/jasa, misalnya, akan menjamin kontinuitas penjualan di masa mendatang. Contoh lainnya adalah intensi konsumen untuk merekomendasikan merek produk/jasa akan menarik konsumen baru. Hal ini berpotensi melipatgandakan penjualan di masa depan (Kotler & Keller, 2016).

### Brand Association

Menurut (Aaker, 2009) *brand association* adalah segala sesuatu yang terkait dalam memori dengan merek. Cara *brand association* dapat menciptakan nilai bagi perusahaan dan pelanggan adalah dengan membantu memproses atau mengambil informasi, membedakan merek, memberikan alasan untuk membeli, menciptakan sikap atau perasaan positif, dan menyediakan dasar untuk melakukan PPKK. Atribut-

atribut dalam *brand association* adalah nilai yang dirasakan (*Perceived Value*), kepribadian merek (*Brand Personality*), dan asosiasi organisasi (Rahardjo & Farida, 2006). Ada tiga dimensi untuk mengukur *brand association* (Aaker, 2009), yaitu : 1) Atribut. Asosiasi yang dikaitkan dengan atribut produk, baik yang berhubungan langsung maupun tidak langsung dengan produknya; 2) Manfaat. Asosiasi Merek yang dikaitkan dengan manfaat secara fungsional, manfaat secara simbolis, dan pengalaman yang dirasakan oleh pelanggan; 3) *Attitude*. Evaluasi kesukaan atas penggunaan produk yang berkaitan dengan motivasi diri sendiri dalam bentuk perilaku sebagai bentuk penghargaan, penerimaan, dan pengetahuan terhadap produk.

### Nutrition Label

Label pangan atau *nutrition label* adalah label informasi nutrisi yang terdapat pada suatu produk dengan maksud memberikan informasi seperti kalori, lemak, protein, dan sodium yang terkandung dalam sebuah produk (Burton et al., 2009). *Nutrition label* dapat digunakan konsumen sebagai pedoman saat melakukan pemilihan produk dan mendorong konsumen untuk memilih produk yang lebih sehat (Baltas, 2001). *Nutrition label* terdiri dari 2 format, yaitu: *Back of package* (BoP) atau yang dikenal sebagai label kemasan yang terletak dibagian belakang dan *Front of package* (FoP) atau yang dikenal *nutrition label* yang berada di bagian depan. FoP ini adalah label yang disederhanakan dengan merangkum kandungan nutrisi dalam bentuk yang lebih mudah dipahami oleh konsumen kebanyakan.

*Nutrition label* menjadi penting dalam proses evaluasi saat konsumen memiliki kesan dan *awareness* terkait sebuah produk. Konsumen kemudian mulai memperhatikan informasi pada *nutrition label*, lalu mencoba memahami dan menyimpan informasi tersebut dalam jangka waktu tertentu untuk menimbang keputusan pembelian terkait produk makanan. Penelitian terdahulu menunjukkan bahwa penggunaan *nutrition label* dapat menjadi moderator hubungan antara pengetahuan gizi dan pelaku diet (Cooke & Papadaki, 2014; Fitzgerald et al., 2008; Satia et al., 2005).

### Family Orientation

Keluarga menurut Virnami adalah dua atau lebih orang yang terhubung melalui perkawinan, hubungan darah, tinggal bersama, dan adopsi (Virmani, 2013). Setiap keluarga dapat memiliki orientasi yang berbeda antara 1 keluarga dengan keluarga lainnya. Dalam penelitian ini, peneliti berfokus pada psikografis *family orientation* yang merujuk pada sifat konsumen yang menempatkan kebahagiaan anggota keluarga sebagai nilai dirinya.

### Hubungan antara *Brand Association* dengan Perilaku Pasca Pembelian (PPP)

*Brand Association* memberikan pengaruh yang dominan terhadap keputusan pembelian, termasuk PPP (Darayani & Saryadi, 2016). Jika suatu produk atau jasa brand sudah memiliki *brand Association* yang tinggi atau positif maka tingkat kepercayaan konsumen juga akan meningkat dan konsumen akan lebih memilih produk tersebut dibandingkan produk pesaing.

*Brand Association* yang sudah memiliki kesan yang positif di mata konsumen dapat mempengaruhi *Brand Choice* karena sudah adanya nilai yang dipercaya oleh konsumen yang menjadi alasan bagi konsumen untuk membeli merek tersebut di masa mendatang (Aaker, 2009). *Brand Association* juga mempengaruhi keputusan pembelian konsumen dengan memberikan rasa percaya dan kredibilitas atas produk atau jasa yang ditawarkan kepada konsumen (Hartiningtiya & Assegaff, 2010).

### Hubungan antara *Nutrition label* dengan Perilaku Pasca Pembelian (PPP)

Penelitian Grunert dan Wills, menyatakan bahwa agar *nutrition label* memberikan pengaruh pada pembelian, suatu produk atau jasa harus terekspos dan konsumen menyadari keberadaan merek produk atau jasa tersebut. Efek dari kesadaran tersebut akan dimediasi oleh pemahaman konsumen dan konsumen akan mengeluarkan berbagai pendapat baik itu positif atau negatif mengenai produk mereka. Hal ini nantinya akan mempengaruhi pengetahuan gizi konsumen. Berdasarkan pemahaman, konsumen dapat menggunakan *nutrition label* untuk mengambil keputusan tentang kesehatan produk, bersamaan dengan ini dibarengi dengan melihat faktor lain seperti rasa, ataupun informasi lainnya. Dari semua ini nantinya akan mempengaruhi evaluasi dan tahapan selanjutnya dalam Proses Pengambilan Keputusan Konsumen (PPKK) (Grunert & Wills, 2007; Grunert et al., 2010). *Nutrition label* membantu konsumen untuk membuat pilihan yang jauh lebih sehat (Hwang & Lorenzen, 2008; Drichoutis et al., 2006; Banterle & Cavaliere, 2009; Cowburn & Stockley, 2005; Zarkin & Anderson, 1992; Byrd-Bredbenner et al., 2000; Wade & Kennedy, 2010). Penggunaan *nutrition label* mempengaruhi perilaku pembelian terutama karena

konsumen ingin menghindari nutrisi yang merugikan dalam produk makanan (Drichoutis et al., 2006).

### Hubungan antara psikografis *family orientation* dan Perilaku Pasca Pembelian (PPP)

Peneliti berfokus pada *family orientation* dimana *family orientation* seseorang yang mengutamakan kebahagian (termasuk memperhatikan kesehatan) keluarganya terkait dengan apa yang dikonsumsi oleh seluruh anggota keluarganya. Jika seorang konsumen memiliki sifat mengutamakan keluarga, maka ada kemungkinan konsumen tersebut akan memper-hatikan kesehatan produk yang dikonsumsi olehnya dan anggota keluarga. Dengan demikian, tidak mustahil bahwa pertimbangan konsumen atas *nutrition label* dan PPP untuk produk makanan menjadi lebih kuat. Hal yang sama mungkin terjadi dalam pertimbangan mereka atas *brand association* dan PPP. Dalam kasus Cimory dengan Cimory Dairy Land (Education) Theme Park dan Resto-nya, sangat mungkin berinteraksi dengan cara berfikir konsumen dengan psikografis *family orientation* dalam sikapnya terkait PPP. Unsur pendidikan yang ditawarkan Cimory Dairy Land Theme Park misalnya, dapat mempengaruhi PPP. Ini karena unsur pendidikan yang diusung Cimory Dairy Land Theme Park bersesuaian dengan keluarga yang memiliki karakter senang mengisi waktu luang bersama dengan wisata edukasi (cf. Cannoosamy et al., 2014).

### Kerangka Konseptual
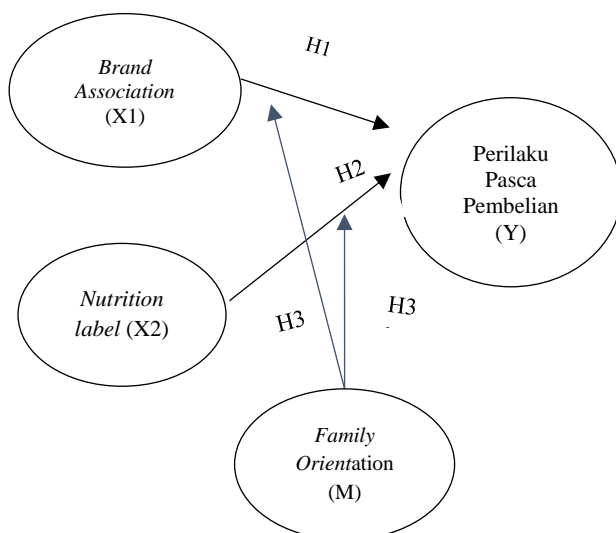


**Gambar 1.** Kerangka Konseptual

Berdasarkan hubungan antar konsep dan kerangka konseptual, maka rumusan hipotesis penelitian ini adalah sebagai berikut.

$H_1$: *brand association* berpengaruh positif terhadap perilaku pasca pembelian (PPP).

$H_2$: *nutrition Label* berpengaruh positif terhadap perilaku pasca pembelian (PPP).

$H_3$: *family orientation* memperkuat pengaruh *brand association dan nutrition label* terhadap PPP.

## METODOLOGI PENELITIAN

### Populasi dan Sampel

Populasi adalah wilayah generalisasi yang terdiri atas obyek atau subyek yang mempunyai kualitas dan karakteristik tertentu yang ditetapkan oleh peneliti kemudian ditarik kesimpulannya (Sugiyono, 2018). Populasi yang digunakan dalam penelitian ini adalah konsumen keluarga yang pernah mengkonsumsi produk Cimory yogurt / pernah mengunjungi Cimory.

Sampel dapat diartikan sebagai bagian dari karakteristik dan jumlah yang dimiliki oleh populasi (Sugiyono, 2018). Penelitian ini juga menggunakan teknik *purposive quota sampling* untuk pengambilan data sehingga dapat memilih sampel yang paling sesuai dengan kriteria subjek penelitian yaitu: konsumen pasangan suami-istri yang memiliki anak, pernah mengunjungi "Cimory Dairy Land dan Resto" dalam 3 bulan terakhir, pernah mengkonsumsi Cimory Yogurt dalam 3 bulan terakhir, dan berdomisili di Surabaya atau Jakarta.

### Definisi Operasional Variabel

Berikut adalah definisi operasional variabel dalam penelitian ini.

1. Variabel Dependen
Perilaku Pasca Pembelian (Y)
Y1: Saya merekomendasikan [merek yogurt].
Y2: Saya akan membeli kembali [merek yogurt].

2. Variabel Independen
A. *Brand Associations* (X1)
*A1. Perceived value* (Nilai yang dirasakan)
   X1.1: [merek yogurt] memiliki kualitas yang melebihi harganya.
   X1.2: [merek yogurt] mudah untuk didapatkan di berbagai tempat.
   X1.3: [merek yogurt] Merupakan yogurt terbaik pada kategori yogurt.

*A2. Brand Personality* (kepribadian merek)
   X1.4: [merek yogurt] lebih dari sekedar merek *dairy products* (produk susu dan olahannya).
   X1.5: Cimory juga selalu mengingatkan saya dengan restoran dan wisata edukasi Cimory Dairy Land.
   X1.6: Cimory Yogurt merupakan produk yogurt

yang menjawab kebutuhan saya akan kesehatan.
X1.7: Cimory Yogurt merupakan Produk yogurt yang sesuai untuk dikonsumsi bersama keluarga.

*A3. Organization Association* (Asosiasi Organisasi)

X1.8: [merek yogurt] menawarkan manfaat kesehatan yang lebih baik dari merek lainnya.

X1.9: [merek yogurt] memiliki rasa khas, berbeda dengan para pesaingnya.

X1.10: [merek yogurt] memiliki penampilan packaging yang khas, berbeda dengan para pesaingnya.

B. *Nutrition Label* (X2)

X2.1: Nutrition label bermanfaat untuk mengetahui kandungan nutrisi pada [merek yogurt].

X2.2: Saya percaya *nutrition label* pada kemasan [merek yogurt] sesuai dengan kandungan gizi yang sebenarnya.

X2.3: Saya mempertimbangkan informasi kandungan gizi yang tercantum pada nutrition label pada kemasan yogurt [merek yogurt].

3. Variabel Moderasi

M1: Saya selalu memperhatikan konsumsi makanan sehat untuk keluarga saya.

M2: Saya senang berwisata bersama dengan keluarga.

### Teknis Analisis Data

Pada penelitian ini, analisis data dilakukan pada data yang telah diperoleh dari hasil penyebaran kuisioner yang kemudian diolah dengan menggunakan metode statistik. Data diolah dengan menggunakan teknik analisa regresi linear berganda, yaitu alat uji yang digunakan untuk mengetahui keadaan variabel dependen apabila dua atau lebih variabel independen sebagai faktor prediktor. Sebelum diolah, data terlebih dahulu dianalisa dengan menggunakan statistik deskriptif, uji validitas dan reliabilitas untuk melihat apakah data yang akan diuji sudah valid dan dapat digunakan.

### HASIL DAN PEMBAHASAN

Hasil analisis regresi linear berganda untuk menguji hipotesis penelitian ini dapat dilihat pada Tabel 1.

Tabel 1 meringkas *step-wise* dari regresi linear berganda untuk variabel dependen minat me-rekomendasikan Cimory Yogurt (Y1). Model 1 menujukkan bawah *brand association* berpengaruh positif terhadap minat merekomendasikan Cimory Yogurt (Model 3: BA std. coef. = 0,405**). Akan tetapi, tidak demikian untuk pengaruh dari *nutrition label* dan *family orientation*. Kedua variabel tersebut tidak mempengaruhi minat konsumen untuk me-rekomendasikan Cimory Yogurt (Model 1: NL std. coef. = 0,139; FO std. coef. = 0,173). *Family orientation* hanya berpengaruh terhadap minat merekomendasi-kan Cimory Yogurt jika menyertakan efek interaksi dengan *brand association* (misalnya pada Model 2: FO std. coef. = 0,237*; BA x FO std. coef. = 0,229*). Efek interaksi yang menunjukkan peran moderasi *family orientation* ini hanya berlaku pada pengaruh *brand association* terhadap minat merekomendasikan Cimory Yogurt, tetapi tidak pada pengaruh *nutrition label* terhadap minat me-rekomendasikan Cimory Yogurt (Model 5: NL x FO std. coef. = 0,019).

**Tabel 1.** Minat merekomendasikan Cimory Yogurt (Y1)

| | **Model 1** | | **Model 2** | | **Model 3** | |
|---|---|---|---|---|---|---|
| | **std, coef** | **SE** | **std, coef** | **SE** | **std. coef** | **SE** |
| **Efek Interaksi :** | | | | | | |
| *BA x FO* | | | 0,229 | (0.020)* | 0,218 | (0,026)* |
| *NL X FO* | | | | | 0,019 | (0,067) |
| **Efek Utama :** | | | | | | |
| *Brand Association (BA)* | 0,405 | (0,017)** | 0,419 | (0,017)** | 0,412 | (0,018)** |
| *Nutrition label (NL)* | 0,139 | (0,044) | 0,102 | (0.048) | 0,110 | (0,052) |
| *Family Orientation (FO)* | 0,116 | (0,071) | 0,237 | (0.087)* | 0,239 | (0,087)* |
| **Variabel Kontrol Disertakan ?** | Ya | | Ya | | Ya | |
| n | 126 | | 126 | | 126 | |
| R² | 0,447 | | 0,478 | | 0,478 | |
| R²-adj | 0,288 | | 0,320 | | 0,313 | |
| MSE | 0,158 | | 0,151 | | 0,152 | |

*p-val.<0,05; **p-val.<0,01

MSE = Mean Square Error; SE = Standard Error dalam *parentheses*

Catatan: variabel kontrol terdiri atas kota domisili, usia, jenis kelamin, status pernikahan, status sosial ekonomi (SES), dan tingkat pendidikan. SE dikoreksi dengan teknik bootstrap 1.000 iterasi untuk mereduksi kemungkinan bias estimasi yang disebabkan heteroskedastisitas data.

**Tabel 2.** Minat membeli kembali Cimory Yogurt (Y2)

| | Model 1 | | Model 2 | | Model 3 | |
|---|---|---|---|---|---|---|
| | std. coef | SE | std. coef | SE | std. coef | SE |
| **Efek Interaksi :** | | | | | | |
| *BA x FO* | | | 0,246 | (0,020)* | 0,180 | (0,025)* |
| *NL X FO* | | | | | 0,113 | (0,065) |
| **Efek Utama :** | | | | | | |
| *Brand Association (BA)* | 0,446 | (0,017)** | 0,462 | (0,015)** | 0,421 | (0,160)** |
| *Nutrition label (NL)* | 0,158 | (0,058) | 0,118 | (0,050) | 0,167 | (0,530) |
| *Family Orientation (FO)* | 0,010 | (0,074) | 0,140 | (0,084) | 0,154 | (0,085) |
| **Variabel Kontrol Disertakan ?** | Ya | | Ya | | Ya | |
| n | 126 | | 126 | | 126 | |
| R² | 0,437 | | 0,472 | | 0,478 | |
| R²-adj | 0,274 | | 0,312 | | 0,313 | |
| MSE | 0,161 | | 0,152 | | 0,152 | |

*p-val.<0,05; **p-val.<0,01

MSE = Mean Square Error; SE = Standard Error dalam *parentheses*

Catatan: variabel kontrol terdiri atas kota domisili, usia, jenis kelamin, status pernikahan, status sosial ekonomi (SES), dan tingkat pendidikan. SE dikoreksi dengan teknik bootstrap 1.000 iterasi untuk mereduksi kemungkinan bias estimasi yang disebabkan heteroskedastisitas data.

Tabel 2 meringkas *step-wise* dari regresi linear berganda untuk variabel dependen minat membeli kembali Cimory Yogurt (Y2). Sebagaimana pengaruhnya terhadap minat merekomendasikan Cimory Yogurt (Y1) pada Tabel 1, *brand association* konsisten berpengaruh positif terhadap minat membeli kembali Cimory Yogurt (Model 1: BA std. coef. = 0,446**). Berbeda dengan Tabel 1, *family orientation* tidak memiliki efek utama sekalipun menyertakan efek interaksi pada Model 2 dan Model 3 (Model 2: FO std. coef. = 0,140; Model 3: FO std. coef. = 0,154). Akan tetapi, *family orientation* tetap menunjukkan peran moderasi nya pada pengaruh *brand association* terhadap minat membeli kembali Cimory Yogurt (Model 2: BA x FO std. coef. = 0,246*). Sama seperti pada Tabel 1, tidak ada peran moderasi *family orientation* pada pengaruh *nutrition label* terhadap minat beli kembali Cimory Yogurt. Tabel 1 dan Tabel 2 menegaskan bahwa *nutrition label* tidak berpengaruh terhadap perilaku pasca pembelian (misalnya: Tabel 1 Model 3: NL std. coef. = 0,110; Tabel 2 Model 3: NL std. coef. = 0,167).

**KESIMPULAN**

Dari hasil analisis, maka dapat disimpulkan tiga hal. Pertama, *brand association* memiliki pengaruh yang positif dan signifikan terhadap perilaku pasca pembelian (PPP) **(H1 diterima)**. Hal ini menunjukan bahwa *brand association* yang dibangun oleh Cimory mempengaruhi minat konsumen untuk merekomendasikan dan membeli kembali Cimory Yogurt. Kedua, *nutrition label* tidak berpengaruh terhadap perilaku pasca pembelian Cimory Yogurt **(H2 ditolak)**. Ini memberikan indikasi bahwa, untuk saat ini, *nutrition label* mungkin tidak menjadi pertimbangan dalam proses pengambilan keputusan konsumen saat memilih produk makanan sehat di Indonesia. Akan tetapi, dibutuhkan lebih banyak data dan penelitian lanjutan untuk sampai pada pernyataan tersebut. Ketiga, *family orientation* memperkuat pengaruh positif *brand association* terhadap kedua indikator PPP: minat konsumen untuk merekomendasikan dan minat membeli kembali Cimory Yogurt **(H3 diterima untuk efek moderasi *family orientation* pada pengaruh *brand association* terhadap PPP).** Dengan demikian, langkah Cimory memasangkan produk susu dan olahannya dengan "Cimory Dairy Land dan Resto" memiliki dampak manajerial yang positif, tidak hanya mempertahankan, tetapi juga berpeluang meningkatkan volume penjualan Cimory Yogurt terutama untuk konsumen segmen keluarga.

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# SHOPPING ENJOYMENT, IN-STORE BROWSING AND IMPULSE BUYING ON SPORT SHOES AMONG THE GENERATION Y

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**Abstract:** For almost two years, the restrictions imposed by the government of Indonesia to control the spread of Covid-19 pandemic have changed the way consumers shopping their necessities from conventional shops to online stores. Supported with good information communication technology infrastructures and vast network of logistic distribution, customers find conveniences while shopping online, thus, e-commerce rules over the conventional businesses. As the pandemic was under control, conventional businesses resume their activities, including the opening of malls and other public places by the fourth quarter of 2021. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers. The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport shoes. Limited edition sport shoes are purchased by the Generation Y sport fans as collectible items which become a symbol of social identity embedded to that generation. Previous studies noted that the Generation Y often conducted unplanned shopping while hanging out in the malls. With the new normal in-store shopping opportunity, it is expected that shopping enjoyment will stimulate the urge to buy impulsively among the Generation Y. As this is a quantitative research, the data are collected using questionnaires which are distributed to 300 respondents. The questionnaire gathers data on shopping enjoyment, impulse buying tendency, in-store browsing, and impulse buying from the Generation Y. Then, the data are processed with a smart PLS software to obtain the validity and reliability tests, and to prove the hypothesis test. The results show that shopping enjoyment and impulse buying tendency have a positive significant impact on in-store browsing, and in-store browsing has a positive significant impact on impulse buying. However, the variable of shopping enjoyment brings more impact to impulse buying than the variable of impulse buying tendency.

**Keywords:** *Shopping enjoyment, shopping experience, impulse buying tendency, impulse buying, sport shoes, generation Y.*

***Abstrak:*** *Selama hampir dua tahun, pembatasan yang diberlakukan oleh pemerintah Indonesia untuk mengendalikan penyebaran pandemi Covid-19 telah mengubah cara konsumen berbelanja kebutuhannya dari toko konvensional menjadi toko online. Didukung dengan infrastruktur teknologi komunikasi informasi yang baik dan jaringan distribusi logistik yang luas, pelanggan mendapatkan kemudahan saat berbelanja online, sehingga perdagangan elektronik lebih unggul dari bisnis konvensional. Dengan terkendalinya pandemi, bisnis konvensional kembali beraktivitas, termasuk pembukaan pusat perbelanjaan dan tempat umum lainnya pada kuartal keempat tahun 2021. Akibatnya, pembeli kembali ke pusat perbelanjaan dan pemilik toko bisa meluncurkan berbagai program kampanye pemasaran untuk menarik pembeli. Tujuan dari penelitian ini adalah untuk menguji pengaruh shopping enjoyment dan in-store shopping experience terhadap impulse buying di kalangan Generasi Y saat browsing di toko sepatu olahraga. Sepatu olahraga edisi terbatas atau limited edition sneakers dibeli oleh para penggemar olahraga Generasi Y sebagai barang koleksi yang menjadi simbol identitas sosial yang melekat pada generasi tersebut. Penelitian terdahulu mencatat bahwa Generasi Y sering melakukan belanja tidak terencana saat nongkrong di pusat perbelanjaan. Dengan adanya new normal setelah pandemi, peluang in-store shopping diharapkan bisa menciptakan shopping enjoyment yang akan menstimulasi dorongan untuk membeli secara impulsif di kalangan Generasi Y. Karena penelitian ini adalah penelitian kuantitatif, data dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada 300 responden. Kuesioner mengumpulkan data tentang shopping enjoyment, impulse buying tendency, in-store browsing, and impulse buying dari Generasi Y. Data kemudian diolah menggunakan SmartPLS untuk mendapatkan uji validitas dan reliabilitas, serta untuk membuktikan uji hipotesis. Hasil penelitian menunjukkan bahwa shopping enjoyment dan impulse buying tendency berpengaruh positif signifikan terhadap in-store browsing, dan in-store browsing berpengaruh signifikan positif terhadap impulse buying. Namun variabel shopping enjoyment lebih berpengaruh terhadap impulsive buying dibandingkan impulsive buying tendency.*

***Kata kunci:*** *Shopping enjoyment, shopping experience, impulse buying tendency, impulse buying, sport shoes, generation Y.*

## INTRODUCTION

Every generation has its own times and its own characteristics which are diverse and different than others. One generation that plays important roles in the business world today is the Y generation. According to the US census agency (2016), the Y generation refers to those who were born between 1982 and 2000. They are very dependent on smartphones, even to a certain degree, they are inseparable with their smartphones on all occasions. This generation has integrated the use of advance information and communication technologies (ICT) in almost all aspects of their daily life and business, such as shopping their necessity and staying connected with cyber friends (Lyons, 2004). The advancement of internet and ICT have caused every marketer to come up with the right strategy on targeting their potential markets - namely the Y generation.

The Y generation is a generation that is nurtured during the internet booming. The general characteristics of the Y generation can be considered as having more open communication pattern compared to the previous generations, being fanatic users of social media and highly affected by ICT development, and also being more open to the politics and economics, which makes them likely look very reactive to the environmental changes that happen around them and have more tendency to seek wealth. Accenture Research shows that one of the unique characteristics of the Y generation is tending to have a greater curiosity of a product, so it makes them want to buy and try new products to fulfill their senses of curiosity (Kane, 2018). Consumptive behavior of the Y generation, which is active in social media and exposing the items they buy, will boost their consumptive confidence. Because with social media such as Instagram and Facebook, they can see the current shoes purchase trends, and of course, this is used by companies to promote their products such as sneakers (Wiangga, 2017). However, survey in America itself shows that even though the Y generation prefer browsing catalogues online, but more of them purchase offline or coming to the store.

An unexpected disturbance has happened to disrupt the world as a whole since early 2020, the pandemic of Covid-19. For many months, the whole world has contained the normal activities to slow down the spread of the pandemic. In Indonesia, restrictions imposed by the government of Indonesia to control the Covid-19 pandemic have changed the way consumers shop their necessities from conventional shops to online shops. Along with the advancement of information communication technology and the vast network of logistic distribution, retail shops are moving from conventional shops to online shops, thus, the online shopping businesses seem to dominate the conventional shops. However, with the massive vaccinations in progress and declines in Covid-19 infection rates, the government have been relaxing some restrictions on social gatherings, lockdowns, and mass mobility, including the opening of malls and other public places by the fourth quarter of 2021. This opportunity is responded by resuming many business activities to a new normal with strict health protocols. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers. The events of Hari Raya Idul Fitri and "Go Back to School", which coincides with the re-opening of public places, also trigger the impulse buying, especially garments and sport shoes.

According to Beatty and Ferrel (1998), impulse buying tendency is the tendencies (1) to experience spontaneous and sudden urges to make on the spot purchases and (2) to act on these felt urges with little deliberation or evaluation of consequence. There are many factors that stimulate impulse buying, but the most outstanding ones are shopping enjoyment and shopping experience. Beatty and Ferrel (1998) defined "Shopping enjoyment is defined as the pleasure one obtains in the shopping process". This definition states that shopping pleasure as a pleasure obtained in the process of shopping so that by this definition, in line with the findings of the basic theory of many other studies. Another basic theory of shopping enjoyment includes Grayson (1999) in Bong (2010), who define shopping enjoyment as the recreational places that is obtained from expenditure activities, and as a form of experience from the shopping process that consumers enjoy, it is not a satisfaction that obtained from buying products or services. The intended enjoyment is a pleasure in the shopping process, while pleasure is enjoyment that considers shopping as a recreational shopping.

In-store browsing, which is considered as an activity that shapes shopping experience, is an activity of looking for products that consumers want to buy, either browsing online or coming to the store. Beatty and Ferrell (1998) stated that the combination of personal intention behavior and the efforts made by store management through in-store stimuli to provide convenience and enjoyment to consumers while browsing stores (in store browsing) to find products and services other than recreation, where consumers sometimes come across items they didn't plan to buy but are interested in buying anyway. Jones, et al. (2003) stated that impulse buying is an individual purchase made without any tendency to buy previously (unintended), done immediately (immediate or

spontaneous), and without any deep thought (un-reflective) (Flight & Scherle 2012).

The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport shoes. Limited edition sport shoes are purchased by the Generation Y sport fans as collectible items which become a symbol of social identity embedded to that generation. Previous studies noted that the Generation Y often conducted unplanned shopping while hanging out in the malls. With the new normal in-store shopping opportunity, it is expected that shopping enjoyment will stimulate the urge to buy impulsively among the Generation Y. Therefore, this study is revisiting the research framework on impulse buying proposed by Beatty and Farrel (1998) and examining the relevance of the framework with current situation which is often labelled as the new normal after the Covid-19 pandemic.

The indicators of this study are derived from articles by Beatty and Ferrel (1998) and Badgaiyan, Verma and Dixit (2016), that are commonly cited by other studies on impulse buying. Based on the article of Beatty and Ferrell's (1998), the indicators of shopping enjoyment are:

1. Time for shopping, which is the time spent by consumers to take advantage of their free time.
2. Recreational shopping, which is a shopping process that is considered by customers as a re-creation.

In their article, Beatty and Ferrell (1998) explains the indicators for impulse buying tendency as:

1. Cognitive, the element focusing on conflicts that occur in individual cognitive which include:
   a. Not considering the price and usability of a product
   b. Not evaluating a product purchase
   c. Do not compare the product to be purchased with products that may be more useful.
2. Emotional, the element focusing on the emotional state of the consumer which includes:
   a. The emergence of a feeling to immediately make a purchase.
   b. Feeling happy and satisfied after making a purchase.

In their article, Beatty and Ferrell (1998) explain several indicators to measure in-store browsing, including the following:

1. Time frequency, defined as the time spent in the process of looking at goods.
2. Looking at goods, defined as an initial orientation in shopping that the intention to buy has not yet appeared.
3. Focus on finding the purchased item, defined as the purpose of shopping only to find the item that you really want to buy.

Beatty and Ferrell (1998) describe the indicators to measure the felt urge to buy impulsively as:

1. Number of sudden urges that arise to buy impulsively.
2. Not planned to purchase.
3. The desire to buy after looking at goods.
4. No strong urges.
5. Sudden urges that arise to buy impulsively

According to Badgaiyan, Verma and Dixit (2016), there are two dimensions to assess impulse buying which consist of:

1. Cognitive Aspects, the cognitive aspect meant in here is the lack of consideration and planning elements in the purchases made.
2. Affective Aspect, the affective aspects include emotional impulses that suddenly rise the feelings or desires to make purchases based on heart desires, which simultaneously include feelings of pleasure, joy and even disappointment and regret after buying without planning.

Based on these variables, this study constructs the hypothesis as follows:

$H_1$: It is suspected that there is a significant impact of shopping enjoyment on in-store browsing of sport shoe products for generation Y consumers.

$H_2$: It is suspected that there is a significant impact of impulse buying tendency on in-store browsing of sport shoe products for generation Y consumers.

$H_3$: It is suspected that there is a significant impact of in store browsing on felt urge to buy impulsively of sport shoe products for generation Y consumers.

$H_4$: It is suspected that there is a significant impact of felt urge to buy impulsively on impulse buying of sport shoe products for generation Y consumers.

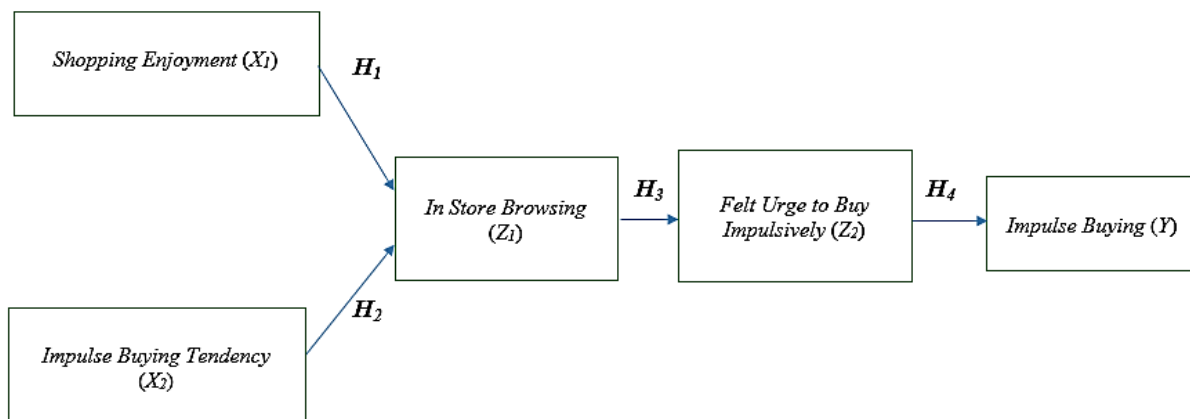The research framework is depicted in Figure 1.

**Figure 1.** Research Framework

## RESEARCH METHOD

This study follows the quantitative research procedure. Quantitative research emphasizes theory testing through measuring research variables using statistical procedures (Jogiyanto & Abdillah, 2015). Quantitative research methods are also used to find new concepts or hypotheses by first developing propositions and hypotheses and then testing with quantitative data method until finally arriving at the findings in the form of new hypotheses or tested hypotheses (Ferdinand, 2014). This study uses explanatory research with a quantitative approach, because in this study the method used is the explanatory method. Explanatory research aims to explain the relationship between two or more variables (Silalahi, 2009). This study will examine whether shopping enjoyment, impulse buying tendency affect impulse buying with in store browsing and felt urge to buy impulsively as intervening variables.

Populations can be people or groups of people, communities, organizations, goods, objects, events or reports, all of which have characteristics and must be defined specifically and not ambiguously (Silalahi, 2009). The population in this study are consumers of the Y generation. Research sample is a subset of the population, consisting of several members of the population. This subset is taken because in some cases it is not possible to examine all members of the population, therefore a representative of the population is called a sample (Ferdinand, 2014). In this study, the sampling technique is using non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities to all units in a selected population as the research sample. This sampling procedure explains that the researcher selects or takes samples from a population whose information is not known (Jogiyanto & Abdillah, 2015, p.65). The sampling technique used is purposive sampling, which

according to Ferdinand (2006) is a way of making decisions based on certain criteria. The number of sample in this study is up to 350 people.

The data for anakysis in this study are obtained from the primary data. Primary data are collected from the distribution of questionnaires in the field to the Y generation sport shoes consumers in Surabaya. The data collection procedure in this study is to ask store visitors inside major malls in Surabaya to fill in the research instrument in the form of a questionnaire. Questionnaires are an efficient data collection mechanism if it is clear what is required and how to measure the variables of interest (Silalahi, 2009). In this study, the method of filling out the questionnaire is using the Likert scale method. By using a Likert scale, respondents indicate their choices and opinions about a statement by choosing number one to five. The Likekert scale used is a scale of 5 (Cooper & Schindler, 2008), with categories as follows:

Strongly Disagree (SD) : Score 1
Disagree (D) : Score 2
Neutral (N) : Score 3
Agree (A) : Score 4
Strongly Agree (SA) : Score 5

This study uses SmartPLS software to process and analyze the data. Data processing techniques follows the SmartPLS procedures: the outer model test, inner model test, and hypothesis test.

## RESEARCH RESULT AND DISCUSSION

### Outer Model Test

The outer model test in this study will be used to test the validity and reliability. The validity test includes the convergent validity test and the discriminant validity test. Meanwhile, the reliability test will include composite reliability.

## Convergent Validity

The results of data processing from the convergent validity test can be known through the loading value. Through the loading value, the validity of the data can be known in order to measure the accuracy of the indicator. The measurement results that have been declared valid can be used to carry out further analysis in this study. The indicator is considered valid if the result of the loading value is > 0.50 (Chin, 1998).

Information:
X1 : Shopping enjoyment
X2 : Impulse buying tendency
Z1 : In store browsing
Z2 : Felt urge to buy impulsively
Y : Impulse buying

**Table 1.** Convergent Validity

|      | X1    | X2    | Z1    | Z2    | Y     |
|------|-------|-------|-------|-------|-------|
| X1.1 | 0.791 |       |       |       |       |
| X1.2 | 0.788 |       |       |       |       |
| X1.4 | 0.680 |       |       |       |       |
| X1.6 | 0.594 |       |       |       |       |
| X2.1 |       | 0.771 |       |       |       |
| X2.3 |       | 0.694 |       |       |       |
| X2.4 |       | 0.786 |       |       |       |
| X2.5 |       | 0.733 |       |       |       |
| Z1.1 |       |       | 0.767 |       |       |
| Z1.2 |       |       | 0.711 |       |       |
| Z1.3 |       |       | 0.691 |       |       |
| Z2.1 |       |       |       | 0.771 |       |
| Z2.3 |       |       |       | 0.765 |       |
| Z2.4 |       |       |       | 0.691 |       |
| Y1   |       |       |       |       | 0.772 |
| Y2   |       |       |       |       | 0.683 |
| Y3   |       |       |       |       | 0.653 |
| Y4   |       |       |       |       | 0.755 |
| Y5   |       |       |       |       | 0.675 |
| Y6   |       |       |       |       | 0.751 |
| Y7   |       |       |       |       | 0.708 |
| Y8   |       |       |       |       | 0.749 |
| Y9   |       |       |       |       | 0.643 |
| Y10  |       |       |       |       | 0.760 |

Table 1 shows that all loading values of all indicators for every variable, namely shopping enjoyment (X1), impulse buying tendency (X2), in store browsing (Z1), felt urge to buy impulsively (Z2) and impulse buying (Y), have met the minimum validity value of higher than 0.50. The results of the loading values from X1.1 to Y10 have met the minimum value requirement, so it can be concluded that the indicators in this study are valid convergently.

## Discriminant Validity

Discriminant Validity can be seen from three tests, namely cross loading, latent variable correlations and the AVE value.

**Table 2.** Cross Loading

| Indicator | X1    | X2    | Z1    | Z2    | Y     | *Remark* |
|-----------|-------|-------|-------|-------|-------|----------|
| X1.1 | 0,791 | 0,417 | 0,385 | 0,303 | 0,289 | Valid |
| X1.2 | 0,788 | 0,459 | 0,421 | 0,344 | 0,405 | Valid |
| X1.4 | 0,680 | 0,248 | 0,286 | 0,248 | 0,149 | Valid |
| X1.6 | 0,594 | 0,177 | 0,372 | 0,447 | 0,227 | Valid |
| X2.1 | 0,350 | 0,771 | 0,325 | 0,340 | 0,446 | Valid |
| X2.3 | 0,302 | 0,694 | 0,280 | 0,280 | 0,432 | Valid |
| X2.4 | 0,370 | 0,786 | 0,313 | 0,346 | 0,469 | Valid |
| X2.5 | 0,370 | 0,733 | 0,292 | 0,379 | 0,447 | Valid |
| Z1.1 | 0,380 | 0,302 | 0,767 | 0,490 | 0,419 | Valid |
| Z1.2 | 0,475 | 0,327 | 0,711 | 0,278 | 0,204 | Valid |
| Z1.3 | 0,254 | 0,247 | 0,691 | 0,334 | 0,266 | Valid |
| Z2.1 | 0,446 | 0,316 | 0,440 | 0,771 | 0,409 | Valid |
| Z2.3 | 0,298 | 0,310 | 0,421 | 0,765 | 0,348 | Valid |
| Z2.4 | 0,367 | 0,424 | 0,365 | 0,816 | 0,574 | Valid |
| Y1   | 0,365 | 0,533 | 0,453 | 0,495 | 0,772 | Valid |
| Y2   | 0,246 | 0,406 | 0,318 | 0,380 | 0,683 | Valid |
| Y3   | 0,284 | 0,435 | 0,284 | 0,369 | 0,653 | Valid |
| Y4   | 0,251 | 0,448 | 0,254 | 0,395 | 0,755 | Valid |
| Y5   | 0,279 | 0,318 | 0,328 | 0,473 | 0,675 | Valid |
| Y6   | 0,276 | 0,507 | 0,269 | 0,378 | 0,751 | Valid |
| Y7   | 0,255 | 0,364 | 0,277 | 0,422 | 0,708 | Valid |
| Y8   | 0,267 | 0,455 | 0,225 | 0,421 | 0,749 | Valid |
| Y9   | 0,311 | 0,398 | 0,300 | 0,356 | 0,643 | Valid |
| Y10  | 0,234 | 0,442 | 0,254 | 0,385 | 0,760 | Valid |

Based on Table 2, all cross-loading values of each item when compared to others has a greater value, so it can be stated that all items are valid. Therefore, there is no need for items to be removed or discarded. Valid indicates that the measuring instrument used in this study is appropriate, therefore the data can be used for further testing.

**Table 3.** Latent Variable Correlations

| Variable | X1    | X2    | Z1    | Z2    | Y     |
|----------|-------|-------|-------|-------|-------|
| X1 | **1.000** | 0.467 | 0.519 | 0.474 | 0.389 |
| X2 | 0.467 | **1.000** | 0.406 | 0.451 | 0.601 |
| Z1 | 0.519 | 0.406 | **1.000** | 0.517 | 0.419 |
| Z2 | 0.474 | 0.451 | 0.517 | **1.000** | 0.575 |
| Y  | 0.389 | 0.601 | 0.419 | 0.575 | **1.000** |

Table 3 shows the latent variable correlations of a construct which are better than other constructs, so that through these results all constructs can be declared as valid, meaning that the construct is in accordance with this study (Ghozali, 2014).

**Table 4.** AVE Value

| Variable | AVE | Remark |
|:---:|:---:|:---:|
| X1 | 0,515 | Valid |
| X2 | 0,558 | Valid |
| Z1 | 0,524 | Valid |
| Z2 | 0,616 | Valid |
| Y | 0,513 | Valid |

Table 4 reveals the results of the Average Variance Extracted (AVE) for each variable. The results of the AVE for the four topics have the value over 0.50, so that through these results, it is known that all variables can be declared as valid which means they are appropriate.

## Composite Reliability

The last stage of the outer model test is to find the composite reliability, which is used to measure the reliability of a construct. If the composite reliability value shows a number > 0.70, then the construct is reliable, otherwise if the number shows a result < 0.70 then the construct is not reliable.

**Table 5.** Composite Reliability

| Variable | Composite Reliability | Remark |
|:---:|:---:|:---:|
| X1 | 0,808 | Reliable |
| X2 | 0,834 | Reliable |
| Z1 | 0,767 | Reliable |
| Z2 | 0,828 | Reliable |
| Y | 0,913 | Reliable |

Table 5 shows all composite reliability values of higher than 0.70, that indicates all variables can be declared reliable so the measuring instrument used in this study can be trusted because of its consistency.

**Table 6.** Cronbach Alpha

| Variabel | Cronbach Alpha | Keterangan |
|:---:|:---:|:---:|
| X1 | 0,682 | Reliable |
| X2 | 0,735 | Reliable |
| Z1 | 0,552 | Reliable |
| Z2 | 0,689 | Reliable |
| Y | 0,894 | Reliable |

Table 6 shows the results of the Cronbach Alpha value which is basically used to support and strengthen the reliability test in the PLS. All variables can be declared reliable because the Cronbach Alpha values are more than 0.6 and the in-store browsing variable is still acceptable or quite reliable as the Cronbach Alpha value is more than 0.5.

## Inner Model Test

The inner model test assessment is carried out by looking at the R-square value which can define how much impact the independent variables have on the dependent variable.

**Table 7.** R-square

| Variable | R-square |
|:---|:---:|
| In store browsing | 0.304 |
| Felt urge to buy impulsively | 0.267 |
| Impulse buying | 0.330 |

Table 7 shows that in store browsing is influenced by two variables, namely shopping enjoyment and impulse buying tendency. When viewed from the R-square value of 0.304, it can be interpreted that the effect is 30%. The impact of shopping enjoyment and impulse buying tendency on in store browsing is relatively small. Felt urge to buy impulsively is influenced by in-store browsing and has an R-square value of 0.267 or 26.7%. Impulse buying has an R-square value of 0.330 so that it can be interpreted that all variables have 33% impact on impulse buying, which is relatively not too high.

## Hypothesis Test

The hypothesis test of this study is determined based by the T-statistic value. The significance level used is 5% with a significant T-statistic value of 1.96. If the T-statistic value shows a number higher than 1.96, the hypothesis is accepted, and vice versa.

**Table 8.** T-Statistics

| | Original Sample | Mean | Standart Deviation | T-Statistics |
|:---|:---:|:---:|:---:|:---:|
| X1 → Z1 | 0,421 | 0,422 | 0,050 | 8,484 |
| X2 → Z1 | 0,209 | 0,216 | 0,052 | 4,057 |
| Z1 → Z2 | 0,517 | 0,521 | 0,047 | 10,902 |
| Z2 → Y | 0,575 | 0,578 | 0,040 | 14,318 |

Table 8 shows that:

a. Shopping enjoyment has a significant impact on in-store browsing, with a T-statistic value > 1.96, which is 8.484. The first hypothesis in this study is not rejected.

b. Impulse buying tendency has a significant impact on in store browsing, with a T-statistic value > 1.96, which is 4.057. The second hypothesis in this study is not rejected.

c.  In store browsing has significant impact on felt urge to buy impulsively, with a T-statistic value > 1.96, which is 10.902. The third hypothesis in this study is not rejected.

d.  Felt urge to buy impulsively has a significant impact on impulse buying, with a T-statistic value > 1.96, which is 14.318. The fourth hypothesis in this study is not rejected.

## DISCUSSION

### The Effect of Shopping Enjoyment on In Store Browsing

This study finds that shopping enjoyment has a positive and significant impact on in-store browsing, with a statistical T value greater than 1.96, which is 8.484. Based on the highest mean value of shopping enjoyment and in store browsing variables, it can be said that the Y generation likes to use their free time by shopping and they can spend a lot of time while looking at the mall. By taking advantage of free time by shopping, the intensity to look around at the mall will be higher. Then, with the influence of the atmosphere in the mall, someone may enter a store and have a look at the store. This study supports the results of the research by Beatty and Ferrel (1998) and Suprapto et al. (2021) about shopping enjoyment, so it can be concluded that shopping enjoyment has an effect on in-store browsing because when the customers enjoy shopping, they will have longer time doing in-store browsing.

### The Effect of Impulse Buying Tendency on In-Store Browsing

This study finds that impulse buying tendency has a positive and significant impact on in-store browsing, with a T statistic value greater than 1.96, which is 4.057. Based on the highest mean value of impulse buying tendency and in store browsing variables, it can be stated when the Y generation see something interesting while shopping, they will buy it immediately, and they can spend a lot of time wandering at the mall. By spending a lot of time while wandering at the mall, they are likely attracted to a product that is in the store, and buy it impulsely, even though initially they have no intention to buy it, as seen in new sport shoes models. This study supports the results of a research by Beatty and Ferrell (1998) about impulse buying tendency. It can be concluded that impulse buying tendency has an impact on in-store browsing because the tendency will also appear while doing in-store browsing.

### The Effect of In-Store Browsing on Felt Urge to Buy Impulsively

This study finds that in-store browsing has a significant and positive impact on felt urge to buy impulsively, with a T statistic value greater than 1.96, namely 10.902. Based on the highest mean value of the variables felt urge to buy impulsively and in store browsing, it can be inferred that the Y generation can spend a lot of time while wandering in the mall and they feel a sudden urge to buy sport shoes. With spending more time in stores and browsing at sport shoes, the Y generation consumers can feel a sudden urge to buy them because it is influenced by the environment around the store, such as discounts, promos, and also pressures from seeing many people buying products. This study supports the results of research by Beatty and Ferrell (1998) and Mohan (2013) about in-store browsing. It can be concluded that in-store browsing has an impact on felt urge to buy impulsively because browsing goods in stores for a long time can cause a feeling to buy spontaneously without any prior intention.

### The Effect of Felt Urge to Buy Impulsively on Impulse Buying

This study found that felt urge to buy impulsively has a significant and positive impact on impulse buying, with a statistical T value greater than 1.96, namely 14,318. Based on the highest mean values of felt urge to buy impulsively and impulse buying variables, it can be concluded that the Y generation feels a sudden urge to buy sport shoes and make purchases unplanned. With the sudden urge to buy sport shoes experienced by consumers, they tend to make unplanned purchases, which means they buy spontaneously when they have seen sport shoe products at the mall without any plans to buy beforehand. This study is in accordance to the results of Beatty and Ferrell (1998) research and Suprapto et all (2021) research which conclude that felt urge to buy impulsively influences impulse buying. When people already have a desire to buy something, they will immediately buy without considering further the consequences of their actions after making the unplanned purchase.

## CONCLUSION

The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport

shoes. This study concludes that shopping enjoyment has a significant positive influence on in store browsing of sport shoes among the Y generation. Impulse buying tendency has a significant positive influence on in store browsing of sport shoes among the Y generation. In store browsing has a significant positive influence on felt urge to buy impulsively of sport shoes among the Y generation. Felt urge to buy impulsively has a significant positive influence on impulse buying of sport shoes among the Y generation.

This study has several implications for sport shoe store managers and owners. The Covid-19 pandemic has imprisoned society for months by staying at home, with limited social interactions, lockdowns, and restricted human mobility. As the government is relaxing the restrictions, people visit malls and other public places to hang out with friends and relatives. Society becomes more health conscious, too, by engaging in sports and other outdoor activities. These happenings provide opportunity for sport shoe business to reap the market by offering suitable products and in-store programs. As majority of the respondents spends their money at least once to buy sport shoes annually, shoe stores can trigger impulse buying by improving in-store browsing experience. Store managers and owners can lure the consumers to buy sport shoes by providing the latest designs and enhancing store atmosphere. The Y generation still prefer to visit onsite stores when they buy sport shoes.

This study imposes some limitations, such as the time frame of the study which was conducted right after the government of Indonesia relaxing the social restriction, the size of the population which was limited to some big cities only, the sport shoe product choices which somehow restricted the consumers to buy impulsively due to delivery halts during the pandemic, and in-store stimuli which offered limited promotions, sales, or other offers. In the future, it is possible to revisit the framework with wider population and samples to capture the impulse buying among the Y generation. It is also suggestible to add independent variables to give a better comprehension on impulse buying as the shoe business is now running in the conventional ways through physical stores and in the cyber ways through multiple online platforms.

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