

ABSTRACT

Increase purchasing power of Indonesia people make Starbucks to add more stores in Indonesia. Consumers is no longer come to Starbucks only to drink coffee but the coffee shop is now into a destination many people to perform certain activities. In addition, Indonesian consumer is not the smart consumer in consume coffee like Starbucks so they do not see the benefit of the product purchased. Before making a purchase, an individual has a certain motivation to make a purchase. Motivation shopping for a pleasure so do not pay attention to the benefits of the purchased product called hedonic shopping motivations.

Through this research will be measured variable hedonic shopping motive which include adventure shopping, social shopping, gratification shopping, role shopping, and value shopping as well as variable consumer purchasing decision. In addition, this research evaluate the effect of variable hedonic shopping motive on consumer purchasing decisions at Starbucks Coffee Trans Studio Mall Bandung.

Data collected through questionnaires with 30 items of questions to 100 respondents who had made a purchase at Starbucks Coffee Bandung Trans Studio Mall. The sampling technique using purposive sampling method and data analysis method used is multiple linear regression analysis.

Based on the results of data processing, hedonic shopping motive element that motivates spending Starbucks Coffee Bandung Trans Studio Mall is a adventure shopping, gratification shopping, role shopping, and value shopping. Meanwhile, hedonic shopping motive element that is not the motivation of shopping at Starbucks Coffee Bandung Trans Studio Mall is a social shopping and shopping ideas. Based on the evaluation of the effect of the elements on hedonic shopping motive showed that the variables adventure shopping, social shopping, shopping gratification, role shopping, shopping idea, and the idea of shopping proven to significantly influence consumer purchase decisions at Starbucks Coffee Bandung Trans Studio Mall.

Based on the research results, Starbucks needs to provide information about products sold to adventure shopper can find something new and interesting and feel happy during the shopping process, and Starbucks also need to consider the atmosphere of the store and improve supporting facilities that gratification shopper shop to reduce stress or to forget for a moment about consumer problems. Starbucks also need to make promotion or discounting that value shopper feel the advantages of shopping at Starbucks and Starbucks to develop the product so that the product can be used as a gift for the shopper role for others.

Keywords : Shopping Motivation; Hedonic Shopping Motive; Consumer Purchase Decision; Starbucks Coffee; Bandung