Instore Promotion and Hedonic Shopping Motivation Influence Impulse Buying with Time Availability, Money Availability, and Task Definition as Moderating Variables at Digital Payment (OVO)

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Abstract: **Facing free trade and the development of technology in the current era of globalization requires companies to encourage strategies and innovations to survive the business competition, especially in the Information Technology (IT) sector, especially in fintech companies. IT improvement can also function as a tool in every company's management decision-making in increasing market competitiveness. One of the pioneers of digital payment fintech in Indonesia is OVO, a fintech that is purely aimed at digital payments. The rapid growth of digital payment companies cannot be separated from the company's strategy to attract people to change payment patterns that have been cash or using cards to payments using digital payments via smartphones. The variables that determine impulse purchases are instore promotion, hedonic shopping motivation, time availability, money availability, and task definition. This study aims to analyze (1) the effect of instore promotion on impulse buying behavior, (2) the impact of hedonic shopping value on impulse buying behavior, (3) the moderating effect of money available on the relationship between hedonic shopping value and impulse buying behavior, and (4) the impact of time available moderation on the relationship between hedonic shopping, value and impulse buying behavior. The sampling method of this study used a purposive sampling technique that took samples with special criteria, namely, 33% of OVO digital payments were used in Jabodetabek and 67% outside Jabodetabek. The research data was obtained using a questionnaire distributed to 300 OVO users. The data analysis technique used to test the research hypothesis is a multivariate analysis using the Structural Equation Modeling (SEM) method. The results found that the Instore Promotion variable and Hedonic Shopping Value variable positively affected Impulse Buying. The Hedonic Shopping Value variable positively influences the Impulse Buying variable through the Time Availability variable. The Hedonic Shopping Value variable positively influences the Impulse Buying variable through the Money Availability variable. While Hedonic Shopping Value variable has a negative influence on Impulse Buying variable through Task Definition variable**

Index Terms: Instore Promotion, Hedonic Shopping Motivation, Time Availability, Money Availability, Task Definition, Impulse Buying.

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I. INTRODUCTION

In the current era that is entering free trade and the development of technology in the era of globalization now requires companies to encourage strategies and innovations in order to survive from business competition, especially in the field of improving Information technology. company competitiveness (Venkatesh, Moris & Davis, 2003). As various business sectors that utilize IT services in developing business, trade (Gujarati, 2016). Even today, IT development has reached the financial sector by changing the form of cash payments to cashless.

Movement of cashless payment instruments is become faster in developed countries because people think that they are concerned with efficiency and effectiveness (McGrath, 2006). This is also supported by the Government of Indonesia with the National Non-Cash Movement Program (GNNT) with the aim of increasing the use of cashless in community which is strongly supported by Bank of Indonesia as a manifestation of cashless program. The use of electronic transactions itself is increasing rapidly due to the growth of financial technology companies. Desai (2016) explained that many fintech companies have created applications and solutions that allow people to make and receive payments using accounts tied to their mobile phones, without the need to open a bank account.

Currently in Indonesia there are more than 176 official financial technology companies. This number is estimated to continue to increase, due to increasing needs of the community. This has resulted in electronic money or e-wallet being more commonly used by the public. This phenomenon cannot be separated from the incessant promotion of digital payment fintech companies. Based on data from iPrice.com in 2020, identified 10 e-wallets with the most users in Indonesia are listed in the following figure.
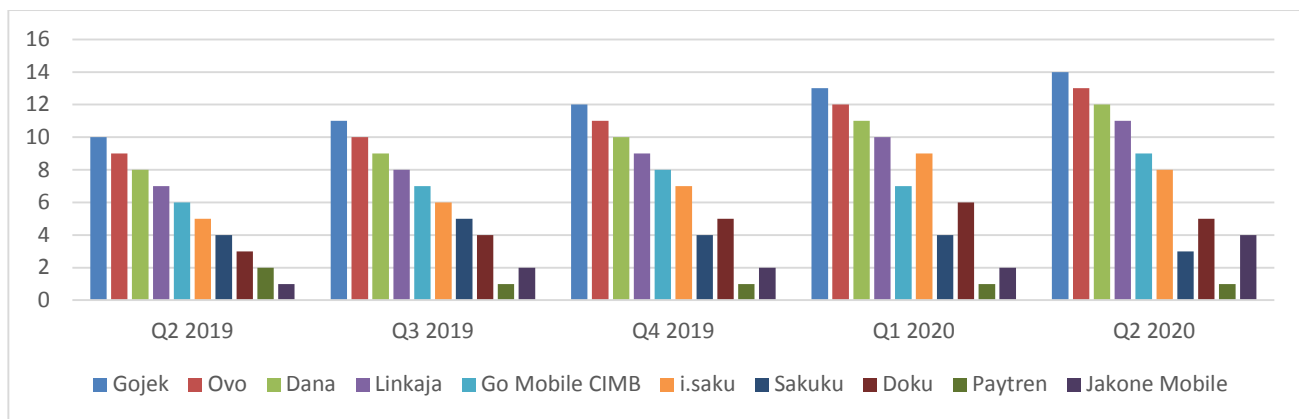
Figure 1 E-Wallet User Data in Indonesia
Source: Iprice, 2010

As the picture shows, Gojek and OVO are the two big ones with the highest number of users. One of the pioneers of fintech digital payments in Indonesia is OVO, which is a fintech that purely aims for digital payments. OVO is a digital payment company owned by the Lippo Group company that tries to accommodate the needs of the community related to the National Non-Cash Movement (GNNT) through the Android and IOS applications embedded in smartphones. OVO has a reward point system known as OVO Point which aims to maintain and increase user interaction. The rapid growth of digital payment companies cannot be separated from the company's strategy to attract people to change payment patterns that have been cash or using cards to payments using digital payments via smartphones. One of the promotional efforts carried out is instore promotion in the form of cashback which is placed at merchant locations.

According to Divianto (2013: 95), Instore promotion is a form of promotion carried out by retailers and product owners. In this case, instore promotion has the aim of accelerating the movement of goods that will affect the level of sales. Wasis' research (2015) states that the existence of non-cash electronic payment instruments can play a major role in encouraging middle class economy in Indonesia to be more consumptive. In Wasis' research (2015) also stated that life in developed countries there is an increase in the character of impulsive buying due to cashless use, where people buy goods without planning. To fulfill this habit, a certain amount of balance is something that needs to be fulfilled. Impulsive buying according to Utami (2010) occurs when there is a high desire to buy a product or service in a relatively fast time by consumers. This occurs when consumers feel an immediate urge to make a purchase immediately. In impulse buying usually do not reflect thoughts in shopping let alone be emotionally interested in a product or service, in order to meet satisfaction as quickly as possible and consumers do not pay attention to the negative impact of buying actions (Kacen and Lee, 2002).

Affective behavior is based as an individual factor of consumers in making purchasing decisions that are impulsive buying. According to Yu and Bastin (2010) research, hedonic shopping value has an important role in impulse buying and is closely related to each other. Research (Park, Kim, and Forney, 2013) states that when consumers do shopping for the purpose of fulfilling hedonic satisfaction, then product purchases are due to impulse purchases, not because of the initial purchase plan. This causes the fulfillment of needs is hedonism or because of the positive emotions of consumers. The amount of budget or extra money (money availability) is a situational variable that has a positive tendency to influence impulsive buying. The availability of money with impulsive buying is directly related, because money is a facilitator in purchasing the desired object. The availability of money is believed to create a more positive mood and reduce negative mood in shopping situations, which will have an impact on the urge to buy (Beatty & Ferrell, 1998).

One of other factors that influence impulse buying behavior is time availability. This is opposite of deadlines, which can increase unplanned purchases. Deadlines are proven to reduce impulsive buying, because there are limitations to doing searches in the store environment. Individuals with more available time will look for more details, while individuals who have limited time will cause feelings of frustration and negative reactions to the store environment (Beatty & Ferrell, 1998). Task definition under the context of consumer behavior is a certain situation to decide the occurrence of purchase objectives. According to (Beatty and Ferrell, 1998) consumers who already have certain tasks in mind will tend to slightly surround the shopping area and as a result will not make impulse buying decisions.

Basically, several previous studies conducted a discussion about impulsive buying. Key and Srivastava's research (2017) examines the predictors of hedonic shopping value intentions from the perspective of hedonic shopping as different dimensions of hedonic shopping value dimensions such as pleasure, social interaction, novelty, escape and external rewards moderated by situational characters. Result of this study is that impulsive buying intentions are positively related to all five dimensions of hedonic shopping value. The situational characteristics of money and time availability positively moderate this relationship. The task definition moderates relationship between impulsive buying intentions and the hedonic shopping value dimension negatively.

It was also explained earlier that OVO's strategy to attract people to use OVO in transactions is through promotion. Research by Hulten and Vanyushyn (2014) examines how promotion through channels such as direct marketing, television advertising and in-store shows affects impulse buying of clothing products. The results of this study found that consumers who have positive attitudes towards direct mail marketing and television advertising also respond positively to the promotions carried out. Thus, there is an interactive effect between the three promotional channels that increases the tendency of impulse buying by consumers. From the above background and the research gap from the research of Hulten and Vanyushyn (2014) and Key and Srivastava (2017), the researchers are interested in combining the variables from two studies to examine Influence of Instore Promotion and Hedonic

Shopping Motivation on Impulse Buying with Time Availability, Money Availability, and Task Definition as Moderating Variables in Digital Payment (OVO).

Based on the description above, the problems in this study are: (1) Is there an influence of instore promotion on impulse buying behavior, (2) Is there an influence of hedonic shopping value on impulse buying behavior, (3) Is money available moderate the relationship between hedonic shopping value and impulse buying behavior, (4) Can time available can moderate the relationship between hedonic shopping value and impulse buying behavior, (5) Is task definition can moderate the relationship between hedonic shopping value and impulse buying behavior.

II. THEORETICAL FRAMEWORK

According to Kottler (2013), the appeal of in-store marketing lies in the fact that consumers often make the final decision on their purchases in-store. Previous research on in-store has put a lot of emphasis on in-store atmosphere or store atmosphere. In-store marketing can imply a great opportunity for a brand to influence consumers towards a purchase, regardless of whether it is on the shopping list or not. The indicators used in the in-store promotion variable are: (1) Discount. Price discount according to Tendai & Crispen (2009) is a reduction in the price of a product or service provided by the seller to the buyer. Discounts can be in the form of discounts, for example, a price reduction of 30% on a product or it can also be in the form of a price reduction if you buy a certain number of products. (2) Free Sample. According to Tendai & Crispen (2009) giving free samples is a promotional technique to potential customers by offering products or services without paying. Free samples can be provided by offering products or services to potential consumers to attract potential consumers to buy and use the product or service. Sampling is the most effective and most expensive way to introduce a new product. (3) Promotion Layout. According to Tendai & Crispen (2009), the strategic appearance or layout of the promotion can be designed to help increase sales, especially through unplanned purchases by consumers. This strategy can be used to identify the similarity of goods that consumers will buy from a promotional layout and then can attract the attention of potential consumers to participate in other promotions. (4). Promotion Information. Promotional information aims to inform and offer products and services to attract potential consumers to buy or consume. With promotional information, manufacturers or distributors expect an increase in sales figures. According to Laroche (2003) promotional information can influence consumers in making product purchases.

Hedonic motivation leads someone to buy for reasons of pleasure. Hedonic shopping motivation is the motivation to shop for pleasure that is not based on needs and benefits. According to Kang and Poaps (2010), hedonic value is an activity that is motivated by the desire to have fun and play. Therefore, hedonic values reflect the shopping experience which includes fantasy, arousal, sensory arousal, enjoyment, pleasure, curiosity, and escape. As values, hedonism shopping / hedonic shopping value can be identified from several reasons for example enjoyment, pleasure, social experience, and values related to the entertainment aspect of shopping. According to Nopnukulvised, Aldin & Bowen (2019), the hedonic value of shopping is the entertainment potential and emotional value of the shopping experience. The hedonic value of shopping is an overall assessment of the benefits of experiences such as fun and entertainment. According to research by Yu & Bastin (2010) that hedonic shopping value explains the potential value of shopping entertainment and allows for a synergistic relationship between consumers and reference groups. Hedonic Shopping Value has five dimensions, namely: novelty, fun, praise from others, escapism, social interaction.

Park, et.al (2013) defines impulsive buying behavior as an action that is carried out suddenly where speed in decision making overrides consideration of information or other alternative choices. Arnould, Price, and Zinkhan (2016: 678) state that impulsive buying behavior occurs when a person experiences a sudden and irresistible desire to buy. The indicators used in the impulsive buying variable are: Unplanned purchases, Purchases that are not on the shopping list, Purchases that have weak urgency, Purchases due to emotional impulses

The amount of budget or money is more of a situational variable that has a positive tendency to influence impulse buying. The availability of money with impulse purchases is directly connected, because money is a facilitator in the purchase of the desired object. The availability of money is believed to create a more positive mood and reduce negative mood in shopping situations, which will have an impact on the urge to buy (Beatty & Ferrell, 1998). The indicators used in the money availability variable according to Dey & Srivastaya (2017) are Ability to make unplanned purchases, Budget availability, Additional budget for preferred products

One of the other factors that can influence impulse buying behavior is the availability of time. Consumers who have free time may have the opportunity to buy more products or services that were not planned. The free time that consumers have can increase the opportunity for impulse purchases, because there is a lot of time in searching for goods in the store environment. Individuals with more available time will look for more details, while individuals who have limited time will actually cause feelings of frustration and negative reactions to the store environment (Beatty & Ferrell, 1998). The indicators used in the time availability variable according to Dey & Srivastaya (2017) are: Spare time, No rush when shopping, Time pressure when shopping.

The definition of task (task definition) according to Dale Yoder in Moekjiat (1998; 9) is something that is used to develop one part or one element in a job. Meanwhile, according to Stone in Moekjiat (1998: 10), argues that a task is a special work activity carried out to achieve a certain goal. It can be said that the definition of tasks performed by consumers can influence consumers in doing shopping activities. The indicators used in the task definition variable according to Dey & Srivastaya (2017) are: Purchase Purpose, The discovery of items sought

III. METHOD AND CONCEPTUAL FRAMEWORK

The research method used in this research is quantitative research. According to Sugiyono (2013:14), quantitative research is research that is not too concerned with the depth of information, quantitative research does not refer to how deep the information is, the priority is to record as much information as possible from the existing population, thus creating the results sought. On the other hand, Arikunto's (2013: 27) research has attempted to use numbers, starting from gathering information, understanding the information, and displaying the results.

Based on method, this research uses survey research, this is because this type of research collects data about characteristics, actions, comments from a representative group of respondents who are assumed to be the population. Survey research is research that takes illustrations from a population and uses questionnaires as the main information gathering tool, universally by testing hypotheses. Survey research is always related to illustration, so survey research is also called survey illustration.

According to Sugiyono (2013), population can be interpreted as a whole of individuals who have special characteristics determined by researchers to further analyze their characteristics and produce a conclusion. The population in this study are all people in Indonesia who have an OVO digital payment application. By the end of 2021 the OVO application has been installed on 307 million devices. According to Sugiyono (2013) sample can be interpreted as part or number and characteristics possessed by the population.

Based on data released by OVO that at the end of 2018, it was stated that the OVO application had been installed on more than 307 million devices. In this study, the researcher narrowed it down by determining the sample size which was carried out using the Slovin technique according to Sugiyono (2013: 68). According to Hair (1995) the determination of the number of samples can use the number of indicators multiplied by 5 to 10. In this study using 6 variables with the number of indicators as many as 30 indicators, so the number of samples needed is 300 respondents

The sampling technique in this study used a non-random sampling technique, namely purposive sampling. Thus, in this study using a purposive sampling technique which establishes certain criteria that must be met by the samples used in the study. This is because not all samples have criteria that match the observed phenomena. The requirement in selecting the sample in this study is whether the respondent has an OVO application. In addition, the conditions that must be met as a sample are respondents who have used OVO as a digital payment at least once. This is done so that the respondents who become the sample are respondents who have and use the OVO application, so that the profile of the respondents in using OVO can be described. Referring to the data of 33% OVO users in Jabodetabek, the sampling in this study was 33% of OVO users in Jabodetabek and the rest from outside Jabodetabek.
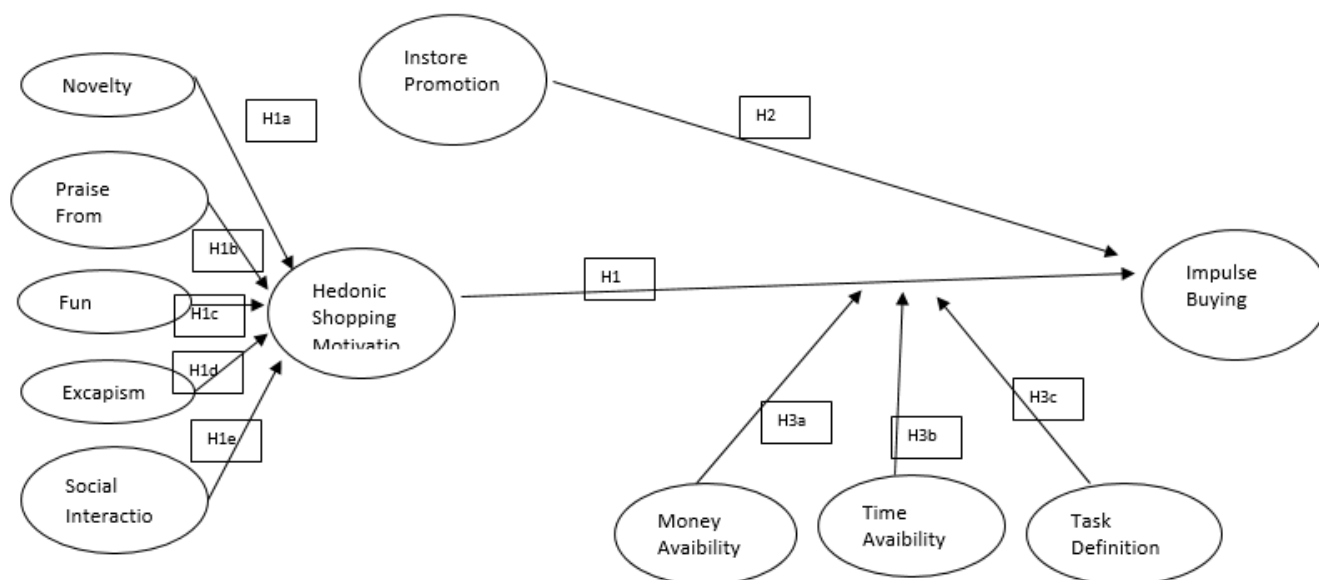

Figure 1 Conceptual Framework

This study uses 2 types of variables, namely the dependent variable and the independent variable. The independent variable is the variable that affects or is the cause of the change or the emergence of the dependent variable (bound). In this study the hedonic shopping value variable and the instore promotion variable are independent variables because these two variables are variables that affect the impulse buying variable as the dependent variable. The dependent variable is the variable that is influenced or that becomes the result, because of the independent variable. The dependent variable in this study is the impulse buying variable. In this study, there are also moderating variables, which are variables that strengthen or weaken the relationship between independent and dependent variables. Money availability, time availability, and task definition variables are moderating variables used in this study. This is because these variables are variables that strengthen or weaken the relationship between hedonic shopping motivation variables as independent variables and impulse buying variables as the dependent variable.

The respondents in this research have several characteristics include gender, age, profession, education level, domicile, marital status, monthly expenses, ovo app usage, and information about OVO. Characteristics of respondent further explained in the form of descriptive analysis. Descriptive analysis is a method used to present quantitative data in descriptive form. Descriptive analysis describes or describes the data as it is. Data is usually presented in the form of graphs or tables and can also be in the form of numbers such as the results of calculating the average or standard deviation.

Table 1 Data Description

No	Variables		Percentage
1	Gender	Male	37% (111)
		Female	63% (189)
2	Age	<20 years	8.67% (26)
		Between 20-30 years	53.33% (160)
		>30 years	38% (114)
3	Profession	Student	7.3% (22)
		State Owned Employee	24% (72)
		Private Employee	33.3% (100)
		Entrepreneur	18.3% (55)
		Housewife	17% (51)
4	Education Level	Junior High School	11% (33)
		Senior High School	24% (72)
		Diploma	19.7% (59)
		Bachelor	25.3% (76)
		Master	20% (60)
5	Domicile	Jakarta	14% (42)
		Bogor	2% (6)
		Depok	4% (12)
		Tangerang	7% (21)
		Bekasi	6% (18)
		Banjarmasin	36% (108)
		Balikpapan	24% (72)
		Pontianak	7% (21)
6	Marital Status	Married	53 (159)
		Not Yet Married	47% (141)
7	Monthly Expenses	< IDR 2.000.000	25% (75)
		IDR 2.000.000-2.999.000	27% (81)
		IDR 3.000.000-3.999.000	20% (60)
		>4.000.000	28% (84)
9	OVO App Usage	Food and Beverages	25% (75)
		Shopping	26% (78)
		Watching Movies at Cinema	15% (45)
		Grab Bike/Car	12% (36)
		Travel Ticket	22% (66)
10	Information About OVO	Magazine	7% (21)
		Internet	28% (84)
		Grab Application	41% (123)
		Friends	6% (18)
		Family	18% (54)

Source: Primary Data

The data description in table 1 shows that 300 respondents are 189 female respondents (63%) and 111 male respondents (37%). This is consistent with research by Danzinger (2006) and Hine (2002) which states that women will shop more often and enjoy shopping more than men. Based on age, it shows that 160 respondents between 20-30 years and 26 respondents <20 years (8.67%). This is because in this range are respondents who are included in the millennial generation which incidentally is a generation that currently has great potential as a market. This is in accordance with Harris' research (2017) which states that the millennial generation is a generation that has the characteristics of a balance between work and personal life, so that it can encourage this generation to prioritize happiness in life which can be obtained by spending money on things they like by doing shopping. Based on profession, it shows that 100 respondents work as private employee (33.3%) and 22 respondents as students (7.3%). This is in accordance with research by Vyas (2013) which states that profession has a positive and significant impact on shopping, so that respondents who have better jobs will have more opportunities to do shopping. Based on education level, it shows that 76 respondents are bachelor degree (25.3%) and 33 respondents are in junior high school (11%). This is in accordance with Hasanah (2013) which states that knowledge or education has a positive effect on purchasing decisions, this is because with high education, someone will tend to get more information from other people or from the mass media to further encourage them to make purchases. Based on domicile, it shows that 42 respondents are lives in Jakarta (14%), 108 respondents are lives in Banjarmasin (36%) and 72 respondents are lives in Balikpapan (24%). This is in-line with Tjiptono (2010) which states that the location requires careful considerations including access or ease to be reached by public transportation facilities, good visibility, namely the existence of a location that can be seen clearly, the location is in traffic or is on a road. an area where many people pass by which can provide opportunities for impulse buying.

Based on marital status, it shows that 159 respondents are married (53%) and 141 respondents are not yet married (47%).This is in accordance with the statement of Kotler and Armstrong (2006:135) which states that each role carries a status that reflects the general appreciation given by society in the sense that each role affects buying behavior. So that the role of a married person can be said to have a lot to fulfill (wife and children) which can affect the intensity of spending on that role compared to singles who at least meet their own needs. Based on monthly expenses, it shows that 84 respondents have monthly expenses in >4.000.000 (28%) and 60 respondents have monthly expenses in IDR 3.000.000-3.999.000. This can allow respondents in this range to make more frequent impulse purchases in the form of shopping more often than other ranges. Because in other ranges, it is possible for respondents to have a smaller income or also respondents to do shopping using cash compared to using digital payments. Based on OVO app usage, it shows that 78 respondents use OVO for shopping (26%) and 36 respondents use OVO for buy travel ticket (22%). This is because OVO carries out an instore promotion strategy and digital media that is spread and evenly distributed everywhere, making consumers very familiar with using OVO as a payment transaction in shopping. Likewise, the use of OVO for travel tickets is still quite low because consumers are more familiar with using the account transfer method. The same applies to using OVO to watch movies, which consumers are also more familiar with using Dana, which is one of the digital wallet applications (e-Wallet) that can be used for various non-cash and non-card transactions. Based on information about OVO, it shows that 123 respondents know OVO from Grab application and 18 respondents know OVO from friends. This is because this is a digital age that allows consumers to find information about OVO from the internet and the Grab application, rather than from magazines and other media.

In the SEM validity test using the measurement model with Confirmatory Factors Analysis (CFA). CFA can be done to test the validity on the basis that the observed variables are imperfect indicators of latent variables or certain underlying constructs (Wijanto, 2015). Validity and reliability tests were conducted to measure whether the questions used to measure the sub-indicators in the questionnaire had met the statistical requirements. CFA is a factor analysis technique based on theories and concepts that have been understood or determined in advance, then a number of factors are formed, as well as what variables are included in each of the formed factors and their purpose is definite. The validity test can be said to be valid if it has a C.R value above 1.96 and P < 0.05. Result of SEM validity test is shown in Table. 2.

Table 2 Result of SEM Validity Test

			Estimate	S.E.	C.R.	P	Label
HSV13	<---	HSV	1.000				
HSV12	<---	HSV	1.177	.253	4.655	***	
HSV11	<---	HSV	1.525	.314	4.864	***	
HSV10	<---	HSV	1.835	.366	5.014	***	
HSV9	<---	HSV	1.600	.325	4.923	***	
HSV8	<---	HSV	1.560	.314	4.963	***	
HSV7	<---	HSV	1.582	.329	4.809	***	
HSV6	<---	HSV	1.561	.326	4.786	***	
HSV5	<---	HSV	1.638	.329	4.970	***	
HSV4	<---	HSV	1.410	.293	4.810	***	
HSV3	<---	HSV	1.328	.285	4.653	***	
HSV2	<---	HSV	1.288	.272	4.733	***	
HSV1	<---	HSV	1.514	.307	4.937	***	
IR1	<---	IP	1.000				
IR2	<---	IP	1.308	.190	6.864	***	
IR3	<---	IP	1.129	.169	6.680	***	
IR4	<---	IP	.364	.096	3.793	***	
IB1	<---	IB	1.000				
IB2	<---	IB	.987	.089	11.088	***	
IB3	<---	IB	1.180	.108	10.975	***	
IB4	<---	IB	1.039	.100	10.362	***	
TA3	<---	TA	1.000				
TA2	<---	TA	1.216	.193	6.311	***	
TA1	<---	TA	.643	.111	5.781	***	
MA3	<---	MA	1.000				
MA2	<---	MA	.868	.133	6.507	***	
MA1	<---	MA	1.174	.192	6.111	***	
TD2	<---	TD	1.000				
TD1	<---	TD	.980	.185	5.293	***	
TD3	<---	TD	.849	.160	5.315	***	

Based on the table above, it can be seen that all the questions on the hedonic shopping value, instore promotion, impulse buying, task definition, time availability and money availability. All questions have a C.R value above 1.96 and $P < 0.05$. so that all questions are said to be valid. Description: the sign (*) indicates the probability is very small. Reliability test is a test to measure an indicator of a variable or construct. Questionnaires can be said to be reliable if someone's answer to the statement is consistent or stable or in other words consistent. The way to calculate reliability can be done by looking for variance extracted (VE), with an AVE value of 0.50. The AVE value can then show the total variance in the statements described by the latent variable. Result of SEM reliability test is shown in Table. 5.

Table 3 Result of SEM Reliability Test

Variable	CR	AVE
Instore Promotion (X1)	0.762288	0.710743
Hedonic Shopping Value (X2)	0.752391	0.7537619
Time Availability (X3)	0.772288	0.687619
Money Availability (X4)	0.782288	0.660367
Task Definition (X5)	0.807338	0.699582
Impulse Buying (Y)	0.849338	0.705475

From this analysis, it can be seen that instore promotion value is above 0.50, hedonic shopping value is above 0.50, time availability is above 0.50, money availability is above 0.50, task definition is above 0.50, and impulse buying is above 0.50, so it is said that the items of all research variables are reliable. In this section, an analysis of data is carried out to prove that whether data used in study are in specified conditions. The skewness parameter can be observed by looking at the CR value which is in the +2.58 range with a significance level of 0.05. From the results of research data processing which shows that there is no C.R. Next for the skewness which is outside the + 2.58 range. Result of SEM normality test is shown in Table. 4.

Table 4 Result of SEM Normality Test

Variable	skew	c.r.	kurtosis	c.r.
IR1	-0,174	-0,872	0,181	0,451
IR2	-0,109	-1,043	0,214	0,535
IR3	-0,134	-1,171	0,771	1,929
IR4	0,065	0,323	0,942	1,355
HSV1	-0,57	-1,85	0,85	1,125
HSV2	0,113	0,563	0,23	0,575
HSV3	-0,719	-1,594	1,004	1,511
HSV4	-0,38	-1,901	0,241	0,602
HSV5	-0,692	-1,458	0,353	0,882
HSV6	-0,288	-1,438	0,069	0,172
HSV7	-0,396	-1,952	0,535	1,338
HSV8	-0,434	-1,168	0,048	0,119
HSV9	-0,6	-1,001	0,419	1,047
HSV10	-0,059	-0,296	0,836	1,091
HSV11	-0,387	-1,933	1,77	1,925
HSV12	-0,467	-1,337	0,486	1,215
HSV13	-0,527	-1,636	0,458	1,146
TA1	-0,448	-1,24	0,334	0,836
TA2	-0,049	-0,244	-0,084	-0,211
TA3	-0,294	-1,468	-0,121	-0,303
MA1	-0,094	-0,47	-0,1	-0,25
MA2	-0,471	-2,357	-0,013	-0,032
MA3	-0,305	-1,525	0,606	1,516
TD1	-0,609	-1,043	1,213	2,032
TD2	-0,294	-1,469	0,712	1,779
TD3	-0,518	-1,588	1,1	1,75
IB1	-0,288	-1,438	0,069	0,172
IB2	-0,396	-1,952	0,535	1,338
IB3	-0,6	-1,001	0,419	1,047
IB4	-0,059	-0,296	0,836	1,091

By evaluating the value of skew and kurtosis with a value below ±3.0 on each indicator of each variable, it can be said by testing the level of normality. The normality test was carried out by referring to the critical ratio (CR value) criteria of + 1.96 at a significance level of 0.05 (5%). It can be concluded that if the data does not meet the two criteria, then it is said that the data is not normal.
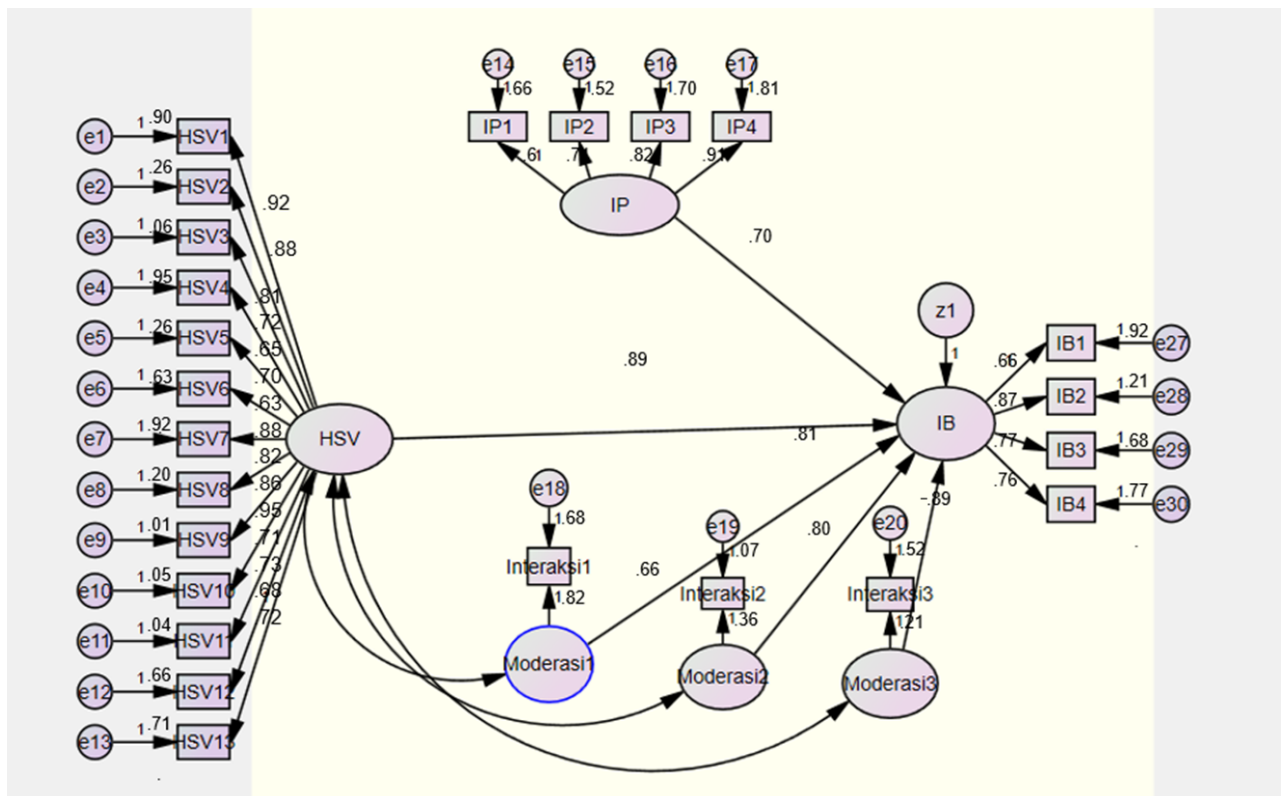
Figure 2 Result of SEM Analysis of Full Moderation Model

In Table Figure 2 it can be said that all loading factors in the full moderation SEM model have values above 0.5 (loading factor > 0.5) based on research (Hair et al, 2010; Ghozali, 2008) which states that the minimum loading factor is 0.5. It can be said that all loading factors are acceptable. An explanation of the Goodness of Fit Index for the full moderation SEM model is shown in the following table.

Table 5 Result of Goodness of Fit Index Criterion

Goodness of Fit Index	Cut of Value	Result	Model Evaluation
Chi Square	<124.3	36,446	Appropriate
Probability	≥ 0.05	0,653	Appropriate
AGFI	≥ 0.90	0,912	Appropriate
GFI	≥ 0.90	0,923	Appropriate
TLI	≥ 0.95	0,962	Appropriate
CFI	≥ 0.95	0,954	Appropriate
CMIN/DF	≤ 2.00	0,968	Appropriate
RMSEA	≤ 0.08	0,053	Appropriate

In this study, hypothesis testing was conducted based on research data processing using SEM analysis. Hypothesis testing is done by analyzing the CR (Critical Ratio) and P (Probability) values from the Regression Weights data processing, compared with the previously described limits, namely the CR (Critical Ratio) value above 2.00 or the value and P (Probability) value. below 0.05. If the output shows a value that meets these requirements, then the proposed research hypothesis can be accepted and approved.

Table 6 Hypothesis Test

			Estimate	S.E.	C.R.	P	Label
IB	<---	HSV	,893	314,332	2,003	,048	par_31
HSV	<---	Novelty	,632	222,391	2,026	,045	par_32
HSV	<---	Fun	,553	,146	3,774	***	par_33
HSV	<---	PFO	,582	,187	2,582	,010	par_34
HSV	<---	Escapism	,925	,115	8,029	***	par_35
HSV	<--	SI	,607	213,632	2,053	,038	par_36
IB	<--	IP	,701	1,126	3,012	***	par_37
IB	<--	Interaction1	,659	2,235	2,915	,005	par_38
IB	<--	Interaction2	,805	3,235	2,881	,003	par_39
IB	<--	Interaction3	,891	2,514	2,516	,012	par_40

Test Criteria: Reject H0 if P value < 0.05 or |z| value > 1.96 or β > 1.96

Decision:
Hypothesis 1   : Accepted (β = 0.893, and P = 0.048)
Hypothesis 1a : Accepted (β = 0.632, and P = 0.045)
Hypothesis 1b : Accepted (β = 0.553, and P = very small)
Hypothesis 1c : Accepted (β = 0.582, and P = 0.010)
Hypothesis 1d : Accepted (β = 0.925, and P = very small)
Hypothesis 1e : Accepted (β = 0.607, and P = 0.038)
Hypothesis 2   : Accepted (β = 0.701, and P = very small)
Hypothesis 3a : Accepted (β = 0.659, and P = 0.005)
Hypothesis 3b : Accepted (β = 0.805, and P = 0.003)
Hypothesis 3c : Accepted (β = 0.891, and P = 0.012)

IV. DISCUSSION AND RESULT

In this study, hypothesis testing was conducted based on research data processing using SEM analysis. Hypothesis testing is done by analyzing CR and P values from Regression Weights data processing, compared with the previously described limits, namely CR value above 2.00 or β value and P value below 0.05. If output shows a value that meets these requirements, then the proposed research hypothesis can be approved. There are 9 hypotheses proposed. The result of hypothesis testing in AMOS analysis is as follows.

The first hypothesis in this study is that there is a positive influence between hedonic shopping value on impulse buying. Based on data processing, it is known that the value is 0.893, CR value for effect of hedonic shopping value on impulse buying is 2.003 with a P value of 0.048. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that hypothesis 1 of the study is accepted because hedonic shopping value has a positive influence on impulse buying.

Hypothesis 1a in this study state that there is a positive influence of novelty dimension on hedonic shopping value on impulse buying. Based on data processing, it is known that the β value is 0.632, the CR value between the novelty dimensions of hedonic shopping value and impulse buying is 2.026 with a P value of 0.045. These two values show results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that the research hypothesis 1a is accepted because the novelty dimension in hedonic shopping value has a positive influence on impulse buying.

Hypothesis 1b in this study state that there is a positive influence of the fun dimension on hedonic shopping value on impulse buying. Based on data processing, it is known that the β value is 0.553, CR value for the influence of the fun dimension on hedonic shopping value on impulse buying is 3.774 with a P value of 0.00001. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that the research hypothesis 1b is accepted because fun dimension in hedonic shopping value has a positive influence on impulse buying.

Hypothesis 1c in this study state that there is a positive influence of praise from others dimension on hedonic shopping value on impulse buying. Based on data processing, it is known that the β value is 0.582, CR value for the influence between the praise from others dimensions on the hedonic shopping value variable on impulse buying is 2.582 with a P value of 0.010. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that research hypothesis 1c is accepted because praise from others dimension on hedonic shopping value has a positive influence on impulse buying.

Hypothesis 1d in this study state that there is a positive influence on the dimension of escapism on hedonic shopping value on impulse buying. Based on data processing, it is known that the β value is 0.925, the CR value for the influence between the dimensions of escapism on the hedonic shopping value variable on impulse buying is 8.029 with a P value of 0.00013. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that research hypothesis 1d can be accepted because dimension of escapism in hedonic shopping value has a positive influence on impulse buying.

Hypothesis 1e in study state that there is a positive influence between the dimensions of social interaction on hedonic shopping value on impulse buying. Based on the data processing, it is known that the β value is 0.607, the CR value for the influence of the social interaction dimension on hedonic shopping value on impulse buying is 2.053 with a P value of 0.038. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that research hypothesis 1e can be accepted because the social interaction dimension in hedonic shopping value has a positive influence on impulse buying.

Hypothesis 2 in this study statae that there is a positive influence on instore promotion on impulse buying. Based on data processing, it is known that the β value is 0.701, the CR value for the influence between the instore promotion variable on impulse buying is 3,012 with a P value of 0.000013. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that hypothesis 2 research can be accepted because instore promotion has a positive influence on impulse buying.

Hypothesis 3a in this study state that there is a positive influence on money availability on impulse buying. Based on data processing, it is known that the β value is 0.659, the CR value for the influence between money availability on impulse buying is 2.915 with a P value of 0.049. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that the research hypothesis 3a can be accepted because money availability has a positive influence on impulse buying.

Hypothesis 3b in this study state that there is a positive influence between time availability on impulse buying. Based on data processing, it is known that the β value is 0.805, the CR value for the effect of time availability on impulse buying is 2.881 with a P value of 0.003. These three values indicate results that meet the requirements, which are above 2.00 for the CR and below 0.05 for

the P value. Thus, it can be said that the research hypothesis 3b can be accepted because time availability has a positive influence on impulse buying.

Hypothesis 3c in this study state that there is a negative influence between task definition on impulse buying. From the data processing, it is known that the β value is -0.891, the CR value for the effect of task definition on impulse buying is 2.516 with a P value of 0.012. The three criteria meet the requirements, namely above 2.00 for the CR and below 0.05 for the P value. Thus, it can be said that the research hypothesis 3c can be accepted because task definition has a negative influence on impulse buying.

V. CONCLUSION AND RECOMMENDATION

The conclusion driven from this research are as follows:

1. The coefficient value of the Instore Promotion path to Impulse Buying is 0.701. This figure shows that Instore Promotion has a positive effect on Impulse Buying. This indicates that the greater the value of Instore Promotion, the more influential it will be on Impulse Buying.
2. The path coefficient value of Hedonic Shopping Value on Impulse Buying is 0.893. This figure shows that Hedonic Shopping Value has a positive effect on Impulse Buying. This indicates that the greater the value of Hedonic Shopping Value, the more influential it will be on Impulse Buying and vice versa.
3. The coefficient value of the Hedonic Shopping Value path to Impulse Buying through (moderated by) Time Availability is 0.66, meaning that Time Availability indirectly affects Impulse Buying. So it can be said that Hedonic Shopping Value has an influence on Impulse Buying through Time Availability. In this case, the greater the Hedonic Shopping Value, the greater the Impulse Buying value.
4. The coefficient value of the Hedonic Shopping Value path to Impulse Buying through (moderated by) Money Availability is 0.80, meaning that money Availability indirectly affects Impulse Buying. So it can be said that Hedonic Shopping Value has an influence on Impulse Buying through Money Availability. In this case, the greater the Hedonic Shopping Value through money availability, the greater the Impulse Buying value.
5. The coefficient value of the Hedonic Shopping Value path to Impulse Buying through (moderated by) Task Definition is -0.89 meaning that Task Definition indirectly affects Impulse Buying. So it can be said that Hedonic Shopping Value has a negative influence on Impulse Buying through Task Definition. In this case, the greater the Hedonic Shopping Value through task definition, the smaller the Impulse Buying value.

The recommendations from this research are as follows:

1. For the marketers especially marketers of Mister Tako, it is suggested to increase the number of variants and additional toppings that suitable for Indonesian people. Furthermore, marketers of Mister Tako can provide promotions such as price discount based on quantity in order to increase sales of Mister Tako product
2. For future research, it is suggested to consider other factors, such as psychological on consumer purchase decision. Other sampling methods and techniques also can used in future research, such as purposive sampling techniques, because this sampling method is more accurate than accidental sampling method.

VI. ACKNOWLEDGMENT

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