

## Pengaruh approach dan avoidance motivation terhadap nilai belanja hedonis = The effect of approach and avoidance motivation towards hedonic shopping value

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### Abstrak

Penelitian ini mengungkapkan pengaruh Approach dan Avoidance motivation terhadap konsumsi hedonis. Sejauh ini banyak penelitian yang berusaha mengungkap penyebab sikap positif terhadap retail seperti berlama-lama di dalam toko, intensitas belanja kembali yang tinggi dan sebagainya. Serta meneliti apa yang memicu sikap negatif terhadap toko seperti tidak betah, enggan mengunjungi toko, dsb.

Penelitian ini berusaha mengungkapkan apakah ada pengaruh antara dua sifat dasar manusia terhadap konsumsi hedonis. Penelitian ini juga menunjukkan perbedaan antara pria dan wanita. Hasil dari penelitian ini menunjukkan bahwa approach motivation benar mempengaruhi hedonic shopping value konsumen department store. Sedangkan avoidance motivation tidak mempengaruhi hedonic shopping value konsumen department store.

.....This study reveals the influence of approach and avoidance motivation for hedonic consumption. So far a lot of research trying to uncover the cause of a positive attitude towards retail such as lingering in the store, shopping intensity, etc. As well as examining what triggered negative attitude toward the store such as uncomfortable feeling while shopping, reluctant to visit the store, etc.

This study tried to reveal whether there is influence between two basic human motivations to hedonic consumption. This study also shows the differences between men and women in hedonic shopping. The results of this study indicate that the approach motivation really affect hedonic shopping value in department store customers. Otherwise avoidance motivation does not affect hedonic shopping value.