

Wilayah belanja shopaholic mahasiswa universitas indonesia berdasarkan motivasi belanja = Shopaholic's shopping region of female students at University of Indonesia based on shopping motivation

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Abstrak

One of many activities that human do within a space is consumption. Presently, the life style trend of the community has become more hedonistic as well as consumptive. This, in turn, has created the shopaholic phenomenon. The purpose of this research is to know where are the shopping regions of the shopaholics among University of Indonesia's female student based on hedonic shopping motivations which includes adventure shopping, gratification shopping, value shopping, social shopping, idea shopping and role shopping. The analysis used in this research is spatial and descriptive analysis.

The result showed that shopping region of the adventure shopping shopaholics tended to be clumped on the heart of Jakarta with the type of shopaholics who preferred shopping location closer to their living area. Meanwhile, shopping regions of other shopaholic types are more scattered. The gratification shopping, social shopping and value shopping shopaholics preferred shopping locations that are far from their living area. The role shopping shopaholics chose shopping locations with moderate distance from their living area. Meanwhile some of the idea shopping shopaholics chose shopping locations close to their living area and some preferred shopping locations far from their living area.