

# *THE INFLUENCE OF HEDONIST BEHAVIOR AND UTILITARIAN BEHAVIOUR TOWARDS PURCHASING DECISION ON ORIFLAME COSMETIC PRODUCTS AT THE BATAM STATE POLYTECHNIC BUSINESS MANAGEMENT COLLEGE*

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**Abstract** - This study aims to determine the effect of hedonist behavior and utilitarian behavior on purchasing decisions of Oriflame cosmetics products at Politeknik Negeri Batam business management students partially and simultaneously. This study uses a quantitative descriptive approach method using validity test, reliability test, normality test, autocorrelation test, multiple linear regression analysis, significance test t and significance test f. Tests were carried out using Statistical Package for the Social Science (SPSS) version 20. The sample contained in this study amounted to 65 people. Based on the tests conducted it can be seen that hedonic behavior and utilitarian behavior partially influence purchasing decisions and together (simultaneous) hedonic behavior and utilitarian behavior influence the purchasing decision.

**Keywords:** *Hedonist behavior, utilitarian behavior, purchasing decisions.*

## I. INTRODUCTION

### A. Background

Consumer behavior is an interesting aspect to learn and observe. Consumer behavior can be said to be important to note by a company where it affects economic activities ranging from production to sales or marketing processes so that consumers make purchases of products. The Purchases by consumers between each individual must have different objectives between one individual and the other. The difference in the purchase objective of each individual is based on encouragement that gives self fulfillment both in terms of fulfillment of needs and desires. The impulse that arises is called the motivation that arises due to the gap between the conditions expected with the actual conditions [4]

Based on differences from the purpose of the purchase, consumers are differentiated into two behaviors, namely hedonist behavior and utilitarian behavior, where both types of behaviors are always present in each individual consumer either separately or together. Hedonist means a view that gives the material enjoyment and pleasure as the main goal in life.

While utilitarian behavior is the opposite behavior of hedonistic behavior.

Speaking of needs and pleasure, according to [1] cosmetic products have become a primary need and beauty tools are familiar to use women, including coed or female learners. Cosmetic products can be foreign products and domestic products sold in Indonesia, one of the overseas products that exist in the Indonesian market is Oriflame products. Oriflame is a Swedish company that was founded in 1967 by two brothers, namely Robert af Jochnick and Jonas af Jochnick. Currently Oriflame has evolved into an international cosmetic company with a direct selling system in more than 60 countries, one of which is Indonesia. The Oriflame company offers high-quality natural cosmetic and skincare products that have their own appeal to the buyers. The resulting products are prepared for all ages, for teenagers and adults according to the needs of consumers. The development of cosmetics products also took part in increasing the value of consumer consumption, the company is required to regularly follow the cosmetic trends. According to the behavior of hedonists consider having goods or products that have just come out is something fun and mandatory to follow. These consumers will strive to acquire these items even though they may not be so they need. Unlike the utilitarian consumers, utilitarian consumers are more concerned with the benefits of a product they want to get or have. Consumers utilitarian have some consideration before finally making a decision whether it is necessary or whether to buy a product. Each consumer has one or both of these behaviors simultaneously in making a purchase decision.

Purchase decisions can be made if the consumer knows the product or the item is in accordance with the desired or needed. There are five-stage models in determining purchasing decisions, among them is the introduction of problems of

necessity, the search for information about the desired product, an alternative evaluation whereby consumers compare from Some similar products, consumer buying decisions in determining the products that are finally obtained to meet the needs and the latter is post-production behavior that determines the end consumer action to re-purchase Product or search for other similar products.

**B. Formulation of the Problem**

Based on the above background, then the problem formulation in this study is as follows:

To the extent of the influence of hedonist behavior, utilitarian behavior on the purchasing decision of Oriflame cosmetic products at the Business management Politeknik Negeri Batam and to extent of the influence of hedonist and utilitarian behavior simultaneously on the decision of the purchase of the Oriflame cosmetic Business management student in Politeknik Negeri Batam.

**C. Purpose of the Research**

The objectives of this study are to know the extent of the influence of the hedonist behavior and utilitarian behavior on the purchasing decision on Oriflame cosmetic products in the business Management College of Politeknik Negeri Batam and to find out the extent of hedonist behavior and utilitarian behavior to influence simultaneously on the purchase decision of Oriflame cosmetic products at Business Management Politeknik Negeri Batam.

**D. Benefit of the Research**

As for the benefits obtained from the research conducted by researchers are as follows:

- Practical benefits as an input ingredient for Oriflame cosmetic products business, related to Hedonist and Utilitarian behavior towards consumer satisfaction and also to assist in developing business Managed both individually and in groups.
- Theoretical benefits of as a measure in developing and adding insight to knowing the behavior of each consumer in the business world and to Provide information and resources for other parties in the face of similar problems.

**II. LITERATURE REVIEW**

**A. Hedonist Behavior**

The behavior of hedonists is a belief in enjoying a fulfilling and enjoyable life. The behavior of hedonistic has six dimensions in regulating the level of a consumer hedonistic namely: adventure, social, gratification, idea, role, and value shopping. These six dimensions are described as follows:

- Adventure Shopping is a consumer who has a desire to shop or buy a product is a fun challenge.
- Social Shopping is a dimension that considers consumers to get pleasure in shopping.
- Gratification Shopping is one alternative to reduce and forget about problems or stress that are being encountered.

- Idea Shopping is a dimension where consumers just follow the trend.
- Role Shopping is a way for consumers to feel that shopping for others is a great thing to do.
- Value Shopping has the meaning of exciting challenges in shopping for consumers when getting goods with special price offers such as discounts, sale items or products at a cheap price.

**B. Utilitarian Behavior**

According to [6] utilitarian behavior has three benefits that help the consumer in obtaining the maximal utility of the product obtained, as for the three benefits as follows:

- Saving is interpreted as consumers think that there are benefits in cheaper price savings.
- Quality is a higher benefit in increasing customer satisfaction.
- Convenience is a time saving in obtaining an item.

**C. Purchase Decisions**

Purchase decisions in making purchase decisions, consumers through five stages. These five stages are the introduction of problems, information retrieval, alternative evaluation, purchasing decisions and post-purchase behavior.

- Problem introduction the purchase process starts when the buyer realizes a problem or need that is triggered by the internal or external draft.
- Information search at this level one is only more interested in information about a product. Then at the next level, someone enters the active information search.
- Alternative evaluation in this stage of consumers looking for the benefits of the product, consumers see each product has the ability to deliver the benefits necessary to satisfy the needs.
- Purchase decisions two common factors may affect between purchase intent and purchase decision. The first factor is the attitude of others and the second factor is a situational factor that can not be anticipated beforehand that may arise to change the intent of the purchase.
- Postwar behavior after purchasing decisions, consumers may experience conflicts in favor of a decision that has been taken, whether or not the consumer will be re-purchased.

**D. Framework**

The description or concept of thinking in this study is as follows:

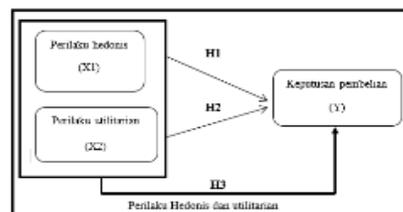


Fig. 1. Framework

### III. METHODS

#### A. Design / Type of Research

This research uses a quantitative research type with a descriptive approach. According to [7] descriptive research is a research done without making comparisons, or linking between variables to one another. Meanwhile research using quantitative methods is a research data of numbers and analyses using statistics.

#### B. Population and Samples

This research focus on the active business management sorority from the 2016 to the generation of 2018, excluding the courses accounting year 2016 because it is implementing an internship and thesis process. From these characteristics, the observation is done in meeting the criteria of the sample to be obtained, from the observation done then a total of students who have used Oriflame cosmetics products as much as 2 times amounting to 65 people and The total that will be sampled in this study. The study used measurements with the Likert scale. The instruments used in this study were made in the form of a checklist and each answer had a score of scores.

#### C. Data collection technique

The data collection technique using questionnaire and answer will be measured using a Likert scale. The following is the score given to the questionnaire used in this study.

#### D. Validity and Reliability

Validity test is used to measure a questionnaire's validity. A questionnaire is said to be valid or valid if questions on a questionnaire can reveal something that the questionnaire will measure to test the validity can use the formula:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n\sum x^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

Information:

$r_{xy}$  = Correlation coefficient

$\sum X$  = Number of scores for item X

$\sum Y$  = Total score (all items)

N = Number of respondents

Reliability of reusability test aims to measure the reliability of a questionnaire that is an indicator of a variable. A questionnaire is reliable if the respondent's answer to the question is considered consistent or stable from time to time. To states that reliability can be determined using the formula:

$$R_{11} = \left(\frac{K}{K-1}\right) \left(\frac{1 - \sum ab^2}{\sigma b^2}\right)$$

Information:

R = instrument reliability coefficient (Cronbach)

K = number of questions

$\sum \sigma b^2$  = total item variance

$\sum \sigma t^2$  = total variance

#### E. Classic Assumption Test

- Normality Test

Normality test according to [7] test normality will test the data of the free variables (X) and the bound variable data (Y) on the resulting regression equation, whether the distribution is normal or abnormal.

- Autocorrelation Test

The autocorrelation test autocorrelation is a condition in which the regression model there is a correlation between the residual in a certain period of T with the residual in the previous period (T-1), a good regression model is that there is no autocorrelation problem

#### F. Test of Multiple Regression Analysis

Multiple Linear regression test the study used a double Linear regression analysis technique aimed at testing hypothesized truth, i.e. hedonist behavior and utilitarian behavior affecting the purchase decisions of Oriflame products on Coed business Management Politeknik Negeri Batam.

#### G. Hypothesis testing

- T test (partial test)

Test T according to [3] in the analysis of multiple linear regression aims to test independent variables (X) that partially affect the dependent variable (Y)

- F test (simultaneous test)

The F Test is used to determine the significant level of influence of independent variable (X) in equal (simultaneous) to the dependent variable (Y)

### IV. RESULTS AND DISCUSSION

#### A. Results

The result in this research were grouped into several categories including age, courses, product used Giordani and The One. 1) Based on age, respondents get 77% of customers is in the age range of 17-22 years and age range 23-28 years with the number of respondents as many as 15 people with percentage is 23% and the lowest percentage is 0% in the age range of >28 years with the number of respondents as many as 0 people; 2) Based on courses, there are 48% of department Of Applied Business respondents with 31 respondents, 32% of managerial accounting with 21 respondents and 20% accounting with 13 respondents; 3) Based on product used Giordani, the highest percentage is 35% used Bronzing Pearls and the number of respondents as many as 16 people from 45 user and the lowest percentage of 0% is nobody chooses eyebrow, concealer, eye shadow and powder, 4) Based on product used The One, the highest percentage is 31% used Lipstick/lip teen/ lip gloss and the number of respondents as many as 25 people from 80 user and the lowest percentage of 1% is used product of concealer, eye shadow and eye brow with respondents as many as 1 people for each of these products.

### B. Discussion

- *There is a significant influence between the hedonist behavior variables against purchasing decisions.*

Based on the results of statistical data test that has been done is known that if T count > this IE 2.404 > 1.99834 with a significance of 0.019 is smaller than the signification rate ( $\alpha$ ) 0.05 then H0 rejected H1 accepted, so it can be concluded that the behavior Hedonistic (X1) has significant and positive effect on the purchase decision (Y). This research is in line with research conducted by Erna (2016) with the results of the study that the value of hedonistic significantly affects the purchasing decision.

- *There is a significant influence between utilitarian behavior variables to purchase decisions*  
Based on statistical data test results that have been done known that if T count > this IE 11.724 > 1.99834 with significance 0.000 smaller Of the significance rate ( $\alpha$ ) 0.05 then the H0 rejected H1 accepted, so it can be concluded that the utilitarian behavior (X2) affects positively and significantly against the purchase decision (Y).
- *There are simultaneous influences (together) between hedonist behavior and utilitarian behavior to purchase decisions*

Based on statistical data test results that have been conducted known that if F count > F table is 68,946 > 3.15 with The significance f count is 0.000 smaller than 0.05 then H0 rejected and H1 accepted, so it can be concluded that the behavior of hedonistic and utilitarian behavior jointly (simultaneous) affects the purchase decision of Oriflame cosmetic products in the business Management College of Politeknik Negeri Batam.

## V. CONCLUSIONS AND RECOMMENDATIONS

### A. Conclusions

- The results of a partial test, the independent variable that is the behavior hedonistic (X1) gives a positive and significant influence on the dependent variable that is the purchase decision of Oriflame cosmetic products in business management Politeknik Negeri Batam. This can be seen from the results of a hypothesis test stating that the behavior of hedonistic (X1) resulted in a value of 2.404 > 1.99834 with significance 0.019 > 0.05 of its significance level, thus inferred H0 rejected H1 accepted
- The test results are partial; the utilitarian behavior variable (X2) gives a positive and significant influence on the dependent variable that is the purchase decision of Oriflame cosmetic products in the business Management business management Politeknik Negeri Batam. It can be seen from the results of a hypothesis test stating that the utilitarian behavior resulted in the value of 11.724 > 1.99834 with a significance of 0.000 smaller than the

signification rate ( $\alpha$ ) 0.05, thus inferred H1 was accepted and H0 rejected.

- Simultaneous testing results (together), independent variables of the hedonist (X1) behavior and Utilitarian behavior (X2) have a significant influence on the dependent variables that are the purchase decision of Oriflame cosmetic products on the Coeds Business management of Politeknik Negeri Batam. The results of the hypotheses testing stating the value 68,946 > 3.15 with the significance of F count is 0.000 > 0.05 then H1 is accepted and H0 is rejected.

### B. Recommendations

- PT Orindo Alam Ayu as an official company distributor of Oriflame in Indonesia should pay attention to consumer criteria based on the behavior of either hedonist or utilitarian behavior. Hedonist behavior is a behavior driven by the desire to achieve a pleasure, so the Oriflame company needs to maintain the quality of the product so that consumers feel happy and increase consumer confidence in cosmetic products Oriflame.
- The consumer who adheres to utilitarian behaviour will choose Oriflame products efficiently and rationally, so that Oriflame companies need to pay attention to consumer comfort by creating good quality products according to the price given.
- Oriflame cosmetic products that are seeded for business management students at the Politeknik Negeri Batam is The One product with a total selector of 85 people, this is expected to assist the direct distributor (Consultant) in upgrade your Oriflame product. But it does not close the possibility to still market or offer a product of Giordani in the business management college of Politeknik Negeri Batam.
- For further research can add qualitative research methods and add interview data collection techniques to get better results.

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