# THE EFFECT OF HEDONIC LIFESTYLE, HEDONIC MOTIVATION AND QUALITY OF PRODUCTS TO INTEREST RECYCLING TUPPERWARE PRODUCT

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## Abstract

*This study aims to analyze the influence of hedonic lifestyle, hedonic motivation and product quality simultaneously and partially to the interest of buy back Tupperware product in Jambi City. The population is Tupperware consumers in PT. Nazila Jambi Nugraha which amounted to 28,106 members. After doing research data that can author though only 139 questionnaires. Data collection method in this study using survey method, followed by statistical methods to test the hypothesis is by multiple linear regressions (multiple regressions). The results showed that the hedonic lifestyle, hedonic motivation and product quality had a positive and significant influence on repurchase interest. Where product quality has a more dominant influence when compared to two other variables. Based on the results of the study for it is expected to the future management company can continue to maintain and improve product quality one of them is by diversifying the product.*

**Keywords**: *Hedonistic lifestyle, hedonic motivation, quality of products and repurchase intention.*

## Introduction

The development of business in the 21st century has grown very rapidly and experiencing continuous metamorphoses. Every business actor in each business category is required to have sensitivity to every change that occurs and puts orientation to customer satisfaction as the main goal (Kotler, 2009). Along with its development, the current marketing is no longer just happen with face to face between seller and buyer market only, but far from that current marketing has happened a lot of change. One of them is through network business or more often known as MLM (Multi Level Marketing) .As for the products sold are also diverse, ranging from cosmetics and body care, household appliances, to clothing and accessories, food, and nutritional products.

One business that is now a lot of competition is a business that produces home appliance products. This is due to the household products that are always needed by everyone, so many companies that produce these products with a variety of specific brands. Tupperware is one company that sells home appliances products. This product is marketed through an authorized distributor owned by the Tupperware company. Tupperware is a well-known brand in the world and has been a place of heart for consumers as high-quality home appliances.

But lately competition of household products made of plastic is very tight and many emerging new brands that have keungulan respectively, both in terms of color, shape and quality. So make the number of members of Tupperware member recruitment at PT. Nazila Jambi Nugraha tends to decline in the past four years.

The dynamics of competition in today's business world have required companies to constantly implement various strategies in order to win the hearts of consumers. Companies should be able to apply the right strategy in attracting consumers to buy back The company can create consumer demand by motivating consumers to buy their products. In this case the company needs to attract consumers by looking at the lifestyle of consumers who are targeted marketing, as well as by maintaining the quality of products that do not disappoint for consumers, because the qualityprodukbaikyangakanmudahiamingatbyconsumers. This will make a product get attention from consumers. And also encourage consumers to find out the product. Search information is one form of consumer action in showing attitudes that have an interest in a product. So in accordance with the problems posed in the research, the purpose of this study is "Analyzing the influence of hedonic lifestyle, hedonic motivation and product quality simultaneously and partially to the interest in buying Tupperware products back in Jambi City."

**Literatur Review**

**Theoretical Basis**

*Hedonis Lifestyle*

The hedonic lifestyle is a lifestyle whose activities to seek life pleasure, such as spending more time outdoors, playing more, being happy at the city crowd, enjoying buying expensive things that they enjoy, and always wanting to be the center of attention (Amstrong, 2008). Meanwhile, according to Susianto (2008) hedonist lifestyle is the person who directs its activities to achieve the enjoyment of life. Characteristics can be seen from various attributes of hedonic lifestyle that is happy to seek attention, tend to impulsive, less rational thinking, tend to follow (follower) and easily influenced, spend more time to have fun, have an instant style view, likes to collect luxury and tech tall and tend to want an item spontaneously.

According to Kotler (2009) Lifestyle is a lifestyle that describes the activities, interests and opinions of individuals who interact with the environment and how to measure it by using psicografics. Psicograpics is an instrument for measuring lifestyles, using qualitative and biased measurements used to analyze very large data. Psychologists are typically used to look at market segments: 1) Activity or activity; 2) Interest (Interest); and 3) Opinion.

*Hedonist Motivation*

Motivation is the driving force in a person who forces him to act, especially actions to meet their needs (Schiffman and Kanuk, 2010). While Robbins (2015) says motivation is the desire to do something and determine the ability to act to satisfy individual needs. Hedonist is a view of life which considers that the pleasures and pleasures of matter are the main purpose of life. For these adherents, fun, parties, and conservation are the main goals of life, whether they are pleasing to others or not. Hedonist is defined as a view of life which considers that the pleasures and pleasures of matter are the main purpose of life (Wikipedia, 2016).

Based on this matter, it can be concluded that hedonic motivation is a thing that moves people to fulfill their needs, especially the fulfillment of the pleasure and enjoyment of the material as the main form of purpose in life. Many factors that motivate consumers to go shopping.M.M. Arnold examines hedonic consumers who have the motivation to shop and look for items to gain satisfaction in shopping and value. Consumer motivation in shopping make a positive contribution to the consumer to make a purchase a product or service. One of the factors of consumer motivation in shopping according to Arnold (2003) is the hedonic motivation reflects the instrument that presents directly the benefits of an experience in spending, such as: fun, new things. Arnold (2003) further explained that the dimensions of hedonic motivation can be measured by: 1) Adventure shopping; 2) Social shopping; 3) Gratification shopping; 4) Idea shopping; 5) Role shopping; and 6) Value shopping.

*Product Quality*

The product according to Kotler (2009) is anything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the desires or needs. Conceptually the product is a subjective understanding of the producer or something that can be offered as an attempt to achieve organizational goals through fulfillment of consumer needs and activities, in accordance with the competence and capacity of the organization and market purchasing power. While the quality according to Kotler and Armstrong (2007) is a characteristic of the product in the ability to meet the needs that have been determined and latent. Meanwhile, according to Garvin and Timpe in Alma (2011) quality is the advantage possessed by the product.

According to Kotler dan Amstrong (2007) product quality is "*the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes*". Product quality is basically formed by some indicators according to Vincent Gaspersz in Alma (2011) dimensions of product quality consist of: 1) Performance; 2) Features; 3) Reliability; 4) Conformance to specification; 5) Durability); 6) Serviceability; and 7) Aesthetics.

*Buying Offers*

Buying interest is a buying interest based on past purchasing experiences. The high buy interest reflects the high level of customer satisfaction when deciding to adopt a product. Repurchase Intention is an intense to buy back a product twice or more, both on the same or different products (Zeng, Zuohao, Rong, & Zhilin, 2009). Kotler and Keller (2009) say interest is a state in a person in the subjective dimension of possibilities that includes relationships among people themselves in some actions. Hawkins & Mothersbaugh (2010) adds that consumers can continue to repurchase even if they have no emotional attachment to a products or goods. Consumers may be satisfied or dissatisfied after purchasing products that result in repurchase intention.

In order for consumers to buy back the same product there must be a motivation to incur a repurchase desire to meet their every need, as well as increase the number of purchases and result in a commitment to reuse the product where the desire is related to consumer psychology (Hawkins, Best and Coney, 1998). Therefore,

the variables of repurchase interest can be formed from three indicators according to Hawkins, Best and Coney, (1998) namely the frequency of purchase, customer commitment and positive recommendations.

**Framework**

The dynamics of competition in today's business world have required companies to always do various strategies in order to win the hearts of consumers. Companies should be able to apply the right strategy in attracting consumers to re-purchase. Companies can create consumer demand by motivating consumers to buy their products. In this case the company needs to attract consumers by looking at the lifestyle of consumers who become marketing targets, as well as by maintaining the quality of products that do not disappoint for consumers, because the quality of good products that will be easy to remember by consumers. This will make a product get attention from consumers. And also encourage consumers to find out about the product. Search information is one form of consumer action in showing attitudes that have an interest in a product. This research tries to relate hedonic lifestyle, hedonic motivation and product quality to Tupperware product's buy-back interest, so that the flow of thoughts in this research can be described as presented in the following chart form.
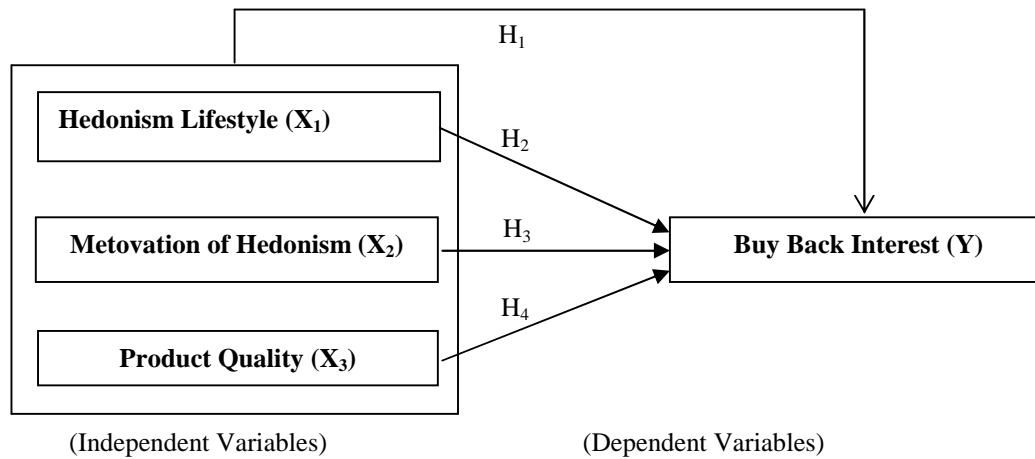


**Figure 1. Framework**

**Hypothesis**

Based on the formulation of the problem and some assumptions that have been stated earlier can be formulated hypothesis which is a provisional suspicion. The authors formulate a hypothesis regarding the problem under study as follows:

$H_1$ : The hedonic lifestyle, hedonic motivation and product quality simultaneously and partially influence the buying interest.

$H_0$ : Hedonistic lifestyle, hedonic motivation and product quality simultaneously and partially have no effect on repurchase interest.

**Methods**

**Population and Sample**

Population in this research is Tupperware consumer in PT. Nazila Jambi Nugraha which amounted to 28,106 members. The size or number of samples in this study was determined based on the theory put forward by Malhotra & Birks. After doing research data that can author though only 139 samples. Sample in this research is taken with convinience sampling technique, that is sampling method from member of population based on spontaneity factor, meaning anyone who directly met with researcher and according to its characteristic.

**Types of Research**

Based on the purpose of the research, the type of research used is explanatory research (explanatory research). The explanatory research is a study conducted to explain the causal relationship between research variables through hypothesis testing (Singarimbun and Effendi, 2012). The research approach used in this research is quantitative approach. The quantitative approach begins with theory, which is derived into a research hypothesis using deductive logic accompanied by measurement and operationalization of variables.

Furthermore, generalization based on the results of statistical data so that it can be taken conclusion as research findings to answer the problems being faced.

## Data Analysis Method

This study uses multiple linear regression analysis (Multiple Regression Analysis). Model in this research are: $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$

| | | | |
|---|---|---|---|
| Y | = Buying Offers | $X_1$ | = Hedonical Lifestyle |
| a | = Constants | $X_2$ | = Hedonist Motivation |
| $b_1, b_2, b_3$ | = Regression Coefficient | $X_3$ | = Product Quality |
| e | = Standar Error | | |

### *Coefficient of Determination ($R^2$)*

The Coefficient of Determination (KD) essentially measures how far the model's ability to explain variations of dependent variables. The coefficient of determination value is from zero (0) and one (1), the small value of R2 means the ability of independent variables to explain the variation of the dependent variable is very limited. A value close to one means the independent variables provide almost all the information needed to predict the variation of the dependent variable. The coefficient of determination analysis is used to see how much the independent variable (X) affects the dependent variable (Y) expressed in percentage.

### *F Test (Simultan)*

This test is intended to know the significant influence of independent variables on dependent variables together, ie whether hedonic lifestyle, hedonic motivation, and product quality together affect the interest in buying Tupperware products again. Decision is taken based on comparison between significance value obtained with degree of trust ( ) is 0,05.

- If alpha < 0.05, then reject $H_0$ and accept $H_1$
- If alpha > 0.05, then accept $H_0$ and reject $H_1$

### *T Test (Parsial)*

This test is used to find out partially how much influence the level of significance of independent variables (independent) to the dependent variable (dependent). The decision taken on t test is also based on comparison between significance value obtained with degree of trust ( ) that is 0,05.

- If alpha < 0.05, then reject $H_0$ and accept $H_1$
- If alpha > 0.05, then accept $H_0$ and reject $H_1$

## Results And Discussions

### Description of Respondents' Respondents Above Research Variables

*Description of Hedonist Lifestyle Variable ($X_1$)*

Descriptive results of the hedonic lifestyle of the nine proposed statements show that the average value included in the range of 3.4 - 4.1 is on the Good criteria. Which explains why consumers agree to buy Tupperware products because of a consumer hedonic lifestyle in buying Tupperware products . Whether it is Activity, Interest, and Opinion.

*Description of Hedonist Motivation Variable ($X_2$)*

Descriptive results of hedonic motivation of the fifteen proposed statements show that the average scores included in the 3.4 - 4.1 range are within the Good Criteria. Which explains that consumers agree to buy Tupperware products due to consumer hedonic motivation in purchasing Tupperware products. Whether it is Adventure Shopping, Social Shopping, Gratification Shopping, Idea Shopping, and Role Shopping.

*Product Quality Variable Description ($X_3$)*

The descriptive results of the product quality of the fourteen proposed statements show that the average scores included in the 3.4 - 4.1 range are on the Good criteria. Which explains that consumers agree if the quality of the Tupperware product is good. Whether it is from Performance, Features, Reliability, Conformance to specification, Durability, Serviceability and Aesthetics.

*Description of Buyback Buy Variable (Y)*

Descriptive results of repurchase interest from the three proposed statements indicate that the average scores included in the 3.4 - 4.1 range are in the Good Criteria. Which explains why consumers agree that consumer buying interest can be seen from consumer attitudes that are repeatedly re- re-purchase Tupperware products; always buy Tupperware products; and always recommend Tupperware products to others.

**Statistical Tes Results**

The requirement to use multiple regression analysis is the fulfillment of classical assumptions. In order to obtain an efficient and unbiased bias or BLUE (Best Linear Unbias Estimator) value from one multiple regression equation with least squares method, it is necessary to test to find out which regression model produced fulfills the requirements of classical assumption. In this research will be presented the classical assumption test commonly used, namely Normalities Test Muktikolinearity Test and Heterokedastisitas Test. From result of test which done by using SPSS 21.0 aid as a tool in this research is obtained result that the data in this research is normal distribution, it is proved from result of significance value (Asymp Sig. 2-tailed) bigger than 0,05, that is (0,560> 0,05) so it can be concluded that the data in this study is normally distributed.

Then from the multicollinearity test results known that the calculation of Tolerance value showed no independent variable has Tolerance value less than 0.10, which means there is no correlation between independent variables. In addition, the calculation of Variance Inflation Factor (VIF) also shows the same thing there is no independent variable that has VIF value more than 10. So it can be concluded that there is no multicolinearity among independent variables in the regression model. Furthermore, the results of heterokedastisity test known scatterplots seen that the points spread randomly and spread both above and below the number 0 on the Y axis. It can be concluded that there is no heterokedastisitas on the regression model, so that the regression model is appropriate to predict the use of accommodation services based on input variable independent. Based on the assumption test results it has been fulfilled Requirements to use multiple regression analysis.

*Hypothesis Testing*

Regression analysis is used to see the effect of independent variables on dependent variable. Based on multiple regression estimation with SPSS 21.0 program obtained result like Table 1 below.

**Table 1. Regression Estimation Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .333 | .957 | | .348 | .728 |
| | GyHdp_X1 | .086 | .033 | .200 | 2.631 | .010 |
| | MotH_X2 | .067 | .023 | .264 | 2.919 | .004 |
| | KProd_X3 | .074 | .019 | .358 | 3.790 | .000 |

a. Dependent Variable: MBeli_X4

In accordance with the results of the research in Table 1, obtained multiple liniear regression equation, namely:

$$Y = 0,333 + 0,086.X_1 + 0,067.X_2 + 0,074.X_3 + e$$

✓ Constant Value = 0.333

The value of positive constant shows the positive influence of the independent variable (hedonic lifestyle, hedonic motivation and product quality), meaning that if the independent variable is constans or not implemented well then the value of buying Tupperware product is 0.333 scale / unit.

✓ Hedonist Lifestyle (X1) = 0.086

It is the regression coefficient of the dormant lifestyle variable (X1) to the variables of repurchase interest (Y). Which means that each addition of a dormant lifestyle value will raise the value of

repurchase interest by 0,086, or in other words if the dedication lifestyle can be increased its quality by 100 scale, then it will be followed by an increase in Tupperware product 100% buy back.

✓ Hedonist Motivation (X2) = 0.067

It is the regression coefficient of hedonic motivation variable (X2) to the variables of interest buy back (Y). Which means that each addition of one hedonic motivation value will raise the value of repurchase interest by 0,067, or in other words if hedonis motivation can be increased the quality of 100 scale, then it will be followed by the increase of tupperware product to buy 100 scale.

✓ Product Quality (X3) = 0.074

Represents the coefficient of variable quality regression of product (X3) to the variable of buy interest (Y). Which means that each addition of one product quality value will raise the value of repurchase interest by 0,074, or in other words if the quality of the product can be increased the quality of 100 scale, then it will be followed by the increase of tupperware product buy back interest of 100 scale.

*Coefficient Determination Test Results ($R^2$)*

The coefficient of determination is between zero and one. If R = 0 means between independent variable (independent variable) with dependent variable has no relation, whereas if R = 1 means between independent variable (Independent variable) with dependent variable (Dependent variable) has strong relation. So the results obtained from this study fit in Table 2.

**Table 2. Coefficient of Determination**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .723[a] | .522 | .512 | 1.490 |

a. Predictors: (Constant), KProd_X3, GyHdp_X1, MotH_X2

The R value of 0.723 indicates a double correlation (deducon lifestyle, hedonic motivation and product quality) with re-buying interest. Considering the variation of R Square Value of 0,522, it means the percentage of donation influence the variable of dedonic lifestyle, hedonic motivation and product quality to the interest of buy back for product equal to 52,2%, while the rest equal to 47,8% influenced by other variable not included in model this.

*F Test Result (Simultaneous)*

Test F basically shows whether all the independent variables included in the model have a simultaneous or simultaneous effect on the dependent variable. To test the hypothesis used F Test statistic obtained by using SPSS 21.0 program through anova table as shown in the following table:

**Table 4. Test Results F Simultaneously**

**ANOVA[a]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 328.153 | 3 | 109.384 | 49.239 | .000[b] |
| 1 | Residual | 299.905 | 135 | 2.222 | | |
| | Total | 628.058 | 138 | | | |

a. Dependent Variable: MBeli_X4

b. Predictors: (Constant), KProd_X3, GyHdp_X1, MotH_X2

*Answering the First Hypothesis*

From ANOVA test or F test using SPSS 21.0 obtained Fcount of 49.239 with p-value probability value 0.000, because the level of significance is much more <0.05 (0.000 <0.05) Therefore $H_0$ is rejected and $H_1$ accepted, so it can be concluded that the null hypothesis ($H_0$) is rejected and the alternative hypothesis ($H_1$) is accepted that means it proves the variable of the deductive lifestyle, the hedonic motivation and the product quality together significantly influence the variable of product buy interest.

*Test Result t (Partial)*

This test aims to test whether each independent variable to the dependent variable (Partial Test) .This test is done by using t test is to see the value of probability or p-value of each regression coefficient independent variable, t test aims to determine whether each independent variable in the model has a significant effect on the dependent variable.

**Table 4. Test Result t (Partial)**

**Coefficients<sup>a</sup>**

| Model | | t | Sig. |
|---|---|---|---|
| 1 | (Constant) | 0.348 | 0.728 |
| | GyHdp_X1 | 2.631 | 0.010 |
| | MotH_X2 | 2.919 | 0.004 |
| | KProd_X3 | 3.79 | 0.000 |
| a. Dependent Variable: MBeli_X4 | | | |

*1) Hedonis Lifestyle Tests ($X_1$) Against Buying Interest (Y)*

From the result of regression test in Table 4 above by using SPSS 21.0 we get the t count of dyestuff lifestyle variable ($X_1$) 2,631, with significance value equal to 0,010, due to the significance level < 0.05 (0.010 < 0.05) it can be concluded that hedonic lifestyle $X_1$) effect on the interest to buy back (Y) tupperware products. This means there is a linear relationship between the hedonic lifestyle ($X_1$) with the interest in the buy (Y) Tupperware product.

*2) Hedonis Motivation T Test ($X_2$) Against Buying Interest (Y)*

From the result of regression test in Table 4 above by using SPSS 21.0 we get the t count of hedonic motivation variable ($X_2$) 2,919, with significance value 0,004, because the significance level < 0.05 (0.004 < 0.05) it can be concluded that hedonic motivation ($X_2$) have an effect on Tupperware product (Y) buyback interest. This means that there is a linear relationship between the hedonic motivation ($X_2$) with the interest in buying back (Y) Tupperware products.

*3) Product Quality Test ($X_3$) on Buying Interest (Y)*

From the result of regression test in Table 4 above by using SPSS 21.0 we get the number of t count of product quality variable ($X_3$) equal to 3,790, with significance value equal to 0.000, because the level of significance < 0.05 (0.000 < 0.05) it can be concluded that product quality ($X_3$) have an effect on Tupperware product (Y) buyback interest. This means there is a linear relationship between the quality of products ($X_3$) with the interest to buy back (Y) Tupperware products.

**Conclusions and Recommendations**

**Conclusions**

Based on the results of research and discussion in this thesis, it can be concluded as follows:
a. The hedonic lifestyle, hedonic motivation and product quality simultaneously (together) have a significant effect on Tupperware product's buy-back interest.
b. The partially hedonic lifestyle has a significant influence on the interest in buying Tupperware products.
c. Partial hedonic motivation has a significant effect on Tupperware product buying interest.
d. Product quality partially poses a significant influence on Tupperware product's buy-back interest..

**Recommendations**

Based on the above conclusions can be submitted suggestions to the management of companies and academics as follows:
a. Tupperware must continue to diversify, create innovation and distinctive advantages of the resulting product in order to have a good competitiveness with competitors.
b. Considering the consumer hedonist behavior that is currently buying the product is not merely the merits of a product, but there are other things that motivate consumers in buying a product, therefore it is expected that the company will continue to treat the bonus given to the consumer and provide attractive bonuses others to achieve consumer desires.
c. Companies are required not only tends to understand lifestyle factors, there are many other factors that can influence purchasing decisions such as consumer psychology and other marketing mix.
d. It is expected that the company's management, especially the marketing department is able to apply to make consumers as a source of input to assess the quality of products and partners in running the business.

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