

THE EFFECT OF CARDINAL TRAITS ON COMPULSIVE BUYING ON ZARA PRODUCT PURCHASES IN JAKARTA-BANDUNG

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ABSTRAK

This study aims to examine the effect of cardinal traits on compulsive buying mediated by hedonistic shopping. The research objects set in this study are women and men aged 18-60 years who have bought and used Zara brand clothing products in Jakarta and Bandung. The research methodology used was quantitative methodology, by making Likert scale questionnaires, in the number of research respondents as many as 125 people. This research phase is a classical assumption test, multiple regression, hypothesis test, and sobel test using an online calculator from Preacher with the help of statistical program of social science (SPSS) version 26. The results showed hedonistic shopping that successfully mediated two cardinal traits variables, including extraversion, and openness to compulsive buying, it is hoped that this study will gain knowledge about strategies that must be done to regulate and assess compulsive buying

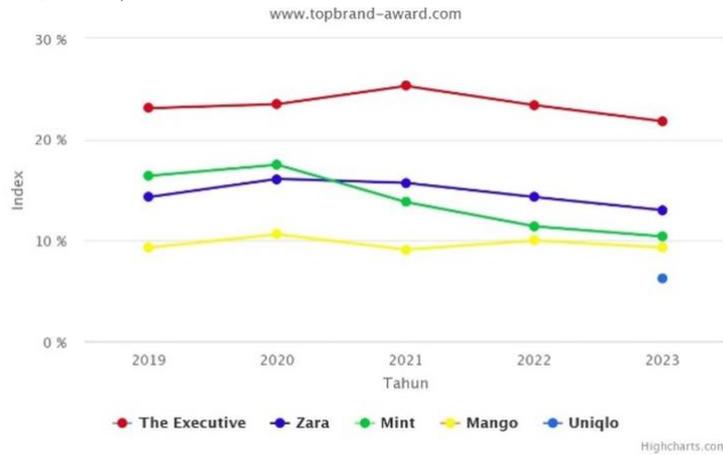
Keywords: neuroticism, extraversion, openness, hedonistic shopping, compulsive buying

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INTRODUCTION

Some people feel *that fast fashion* is not a good thing, this is due to the increase in consumerism culture in Indonesian teenagers which if left unchecked will become a compulsive trait in the future. It is very common to buy goods with a good model at an affordable price, this is simply because of the desire or lifestyle to buy things that are not really needed, just to be satisfied (Oktadiani, 2020). Waste and spending money that is owned without rules, will encourage someone to be hedonistic and try to get money by any means, the negative impact and danger is not being able to meet future needs optimally and causing social jealousy (Yuniar., 2022). According to Teten Masduki, Minister of Small and Medium Enterprises Cooperatives (MenkopUKM), 2023 will be the year when all the potential of the Indonesian fashion industry will develop. According to Aldhy Darmayo, as *Head of Category Development* Tokopedia, the number of transactions and sales in the fashion category increased 2.5 times compared to 2022. The demand for the fashion industry is increasing today, due to consumer demand, especially *fast fashion* (Almira., 2023). Implementing major changes in the *fast fashion industry*, especially reducing *impulsive buying* is not easy. Even if left unchecked, *impulsive buying* will continue to become *compulsive buying* (Reba., 2022). There are several things that can affect *compulsive buying*, one of which is the shopping experience and *cardinal traits* that behave *hedonistic shopping* (Tarka et al., 2022). *Cardinal traits* are dominant characteristics of a person that greatly influence decision making (Cherry., 2023). *Cardinal traits* have five big personality traits or commonly referred to as the big five *models of personality* consisting of *neuroticism*, *extraversion*, *openness*, *conscientiousness*, and *agreeableness* (Tarka et al., 2022). *The big five model of personality* is the dimension that will be examined in this study. *Compulsive buying* is strongly tied to self-esteem and approval from others. So that people who do *compulsive buying* are very difficult to restrain

their desire to shop. *Compulsive buying* wastes time and money just to buy things that don't matter (Roberts et al., 2014).



Gambar 1 Top Brand Index 2023

Source: Top Brand Index 2023

In 2023, The Executive ranks first with an index of 21.80%, second place Zara with an index of 13%, third place Mint with an index of 10.40%, fourth place Mango with an index of 9.30%, and last place Uniqlo with an index of 6.20%. Based on the picture above, Zara has always experienced a decline in the index since 2021. This indicates a decrease in *compulsive buying* in Zara products. Based on the explanation of the Top Brand Award, there are three parameters of Top Brand which are carried out face-to-face and questionnaire, namely Top of Mind, Last Usage, and Future Intentions. Top Brand Index (TBI) is obtained by calculating the weighted average for each parameter: Top of Mind, Last Usage, and Future Intention. The value of each of these parameters is obtained by calculating the percentage of brand frequency and then by calculating the overall brand frequency, and there is an indication of a decrease in *compulsive buying* in Zara products, mediated by *hedonistic shopping*. This study wanted to analyze whether *hedonistic shopping* and *compulsive buying* occurred in the two big cities. Based on the description above, the purpose of this study is to examine the influence of *cardinal traits*, *hedonistic shopping*, and *compulsive buying dimensions*. The novelty of this study uses the object assessed, namely the international *fast fashion* brand with a research focus on the cities of Jakarta and Bandung. The big five models of personality represent the factors that lead *hedonistic shopping* to the initiating nature of *compulsive buying experiences* (Tarka et al., 2022). The limitations of researchers in terms of time and energy, so this study only takes three dimensions from the big five models of personality, namely *neuroticism*, *extraversion*, and *openness*.

METHOD

To test the hypothesis, this study will operationalize variables, make questionnaires as research instruments, test the validity and reliability of instruments, collect data from respondents with valid and reliable research instruments, process data, and then conduct hypothesis testing.

The perception of consumers who are experienced in buying Zara products in Jakarta and Bandung about cardinal traits, hedonistic shopping, and compulsive buying when buying Zara products is classified as variables in this study. The explanation of each measure or indicator of each variable is shown in table 1.

NO	VARIABLES AND THEIR DEFINITIONS	DIMENSION	INDICATOR
1	<p><i>Cardinal traits</i> are dominant characteristics of a person that greatly influence decision making (Mowen & Spears, 1999). According to Allport (1961) <i>Cardinal traits</i> are traits that are manifestly visible in a person, few in number, and form a dimension of personality. Dimensioned as many as 5 – 10 traits that form the basis of individual differences.</p>	<p><i>Neuroticism</i> is defined as the psychological instability of the consumer of his emotions, (Tarka et al., 2022). People whose emotions are unstable have several variations of emotions, such as insecurity, failure, shyness (Mowen & Spears., 1999) and dissatisfied with life (Souiden et al., 2019).</p>	<ul style="list-style-type: none"> - Feeling safe when shopping at Zara stores. - A feeling of satisfaction when you can buy Zara products - The feeling of pleasure when successfully buying Zara products. - Feeling more confident when buying Zara products. <p>Source: Mowen & Spears (1999).</p>
1		<p><i>Extraversion</i> is a person who really wants validation from those around him (Tarka et al., 2022). So that <i>extraversion</i> individuals seek positive social attention such as pleasure, energy, and joy when they find attention reactions from other individuals (Chugani & Irwin., 2020).</p>	<ul style="list-style-type: none"> - A comfortable feeling when with people who use Zara products. - A feeling of pride when wearing Zara products. - Feeling of enthusiasm when entering the Zara store. - The feeling is more cheerful when entering the Zara store. - The feeling of pleasure is praised when wearing Zara products. <p>Source: Mowen & Spears (1999).</p>
		<p><i>Openness</i> is someone who is open to new experiences through curiosity and imagination (Tarka et al., 2022). <i>Openness</i> results in consumer passion when shopping, such as exploring various aesthetically pleasing products in stores (Andreassen et al., 2013).</p>	<ul style="list-style-type: none"> - View Zara products as creative products. - See Zara products as products that have artistic value. - View Zara products as products of aesthetic value. - See Zara products as innovative. <p>Source: Mowen & Spears (1999).</p>
2	<p><i>Hedonistic shopping</i> is a consumer who focuses on finding pleasure in shopping without thinking about the future (Moen., 2016). The feeling that arises in people who have <i>hedonistic shopping experience</i> is a positive feeling when they succeed in fulfilling their desires in</p>		<ul style="list-style-type: none"> - A good feeling when shopping for Zara products. - Shopping for Zara products in stores is like having a world of its own. - Shop for Zara products to forget about problems. - The good feeling when you find Zara products are on sale.

shopping (O'guinn & Faber, 1989).	<ul style="list-style-type: none"> - Often shop for Zara products without planning. - It's a pleasure to spend time shopping for Zara products in stores. - Want to always have the latest Zara products.
Sumber: Arnold & Reynolds (2003).	
<p>3 <i>Compulsive buying</i> is consumers who shop only to improve <i>mood</i>, improve self-image, get social support, and cope with stress (Tarka et al., 2022). <i>Compulsive buying</i> is a consumer who has an obsession with shopping and enjoys making repeat purchases (Ridgway et al., 2008).</p>	<ul style="list-style-type: none"> - Shop for Zara products without planning. - Shop for Zara products to satisfy a momentary craving. - Think about Zara products often. - Many Zara products are stored in the closet. - Really like to shop for Zara products without thinking about it.
Source: Ridgway et al (2008).	

This research will involve a sample of the population of Zara product consumers with an age range of 18 - 60 years who have previously had experience shopping and using Zara products (Tarka et al., 2022). The cities of Jakarta and Bandung were chosen as the focus of this research because the city of Bandung is known as the city of *fashion* (Susanti., 2023). The number of samples in this study was set at 125 people.

Profile Responden

Information	Sum	(%)
Age		
18 – 30	115	92
31 – 40	10	8
41 – 50	0	0
51 - 60	0	0
Gender		
Woman	88	70.4
Law – Law	37	29.6
Domisili		
Jakarta	58	46.4
Bandung	67	53.6
Work		
School Student	6	4.8
University Student	56	44.8
Self-employed	23	18.4
PNS	5	4
Other	35	28
Income		

< Rp 3.000.000	62	49.6
Rp 3.100.000 – 5.000.000	30	24
Rp 5.100.000 – 7.000.000	17	13.6
Rp 7.100.000 – 9.000.000	8	6.4
> Rp 10.000.000	8	6.4
Are you aware of Zara products?		
Yes	125	100
No	0	0

The sampling technique used in this study is *purposive sampling* which is included in *non-probability sampling*. According to Sekaran & Bougie (2017) *Purposive sampling* is a limited sampling technique with a specific purpose that can provide the information needed. The type of research carried out is quantitative research by quantifying qualitative data so that the data obtained will be in the form of numbers. Primary data is data collected directly by researchers (Sekaran & Bougie., 2017). While this researcher data comes from respondents according to the characteristics of the population that has been filled in by individuals as a unit of analysis that matches the characteristics of the research sample. Next, after the data is disseminated directly, it is then tested for validity and reliability. While the tool used to measure validity and reliability is the *statistical program of social science* (SPSS) version 26

RESULTS AND DISCUSSION

No	Statement	Validitas	Information	Reliabilitas	Information
		R count (<i>Person correlation</i>)		<i>Cronbach's alpha</i>	
<i>Neuroticism</i>					
1	I feel safe while shopping at Zara stores.	0.740	<i>Valid</i>	0.807	<i>Reliable</i>
2	I feel satisfied when I successfully buy Zara products.	0.817			
3	I was happy when I successfully bought Zara products.	0.856			
4	I am more confident when buying Zara products	0.792			
<i>Extraversion</i>					
1	I feel comfortable when I am with people who use Zara products.	0.799	<i>Valid</i>	0.870	<i>Reliable</i>
2	I feel proud when I wear Zara products.	0.846			
3	I felt enthusiastic when I entered the Zara store.	0.788			
4	I felt more cheerful when I entered the Zara store.	0.831			
5	I feel good about being praised when using Zara products.	0.804			
<i>Openness</i>					

The Effect of Cardinal Traits on Compulsive Buying on Zara Product Purchases in Jakarta-Bandung

1	I see Zara's product is a creative product.	0.874						
2	I see Zara products are products that have artistic value.	0.917	<i>Valid</i>	0.915	Reliable			
3	I see Zara products are <i>aesthetic products</i> .	0.880						
4	I see Zara's products as innovative.	0.900						
<i>Hedonistic Shopping</i>								
1	I shop for Zara products just to feel the fun.	0.637						
2	I shop at Zara stores like I have a world of its own.	0.846						
3	I shopped for Zara products to forget about the problem.	0.801						
4	I was happy when I found that Zara's products were on sale.	0.494	<i>Valid</i>	0.870	Reliable			
5	I shop for Zara products often without planning.	0.745						
6	I love spending time shopping for Zara products in stores.	0.833						
7	I want to always have the latest Zara products.	0.840						
<i>Compulsive Buying</i>								
1	I love shopping for Zara products on the spur of the moment.	0.869						
2	I shop for Zara products to satisfy a momentary craving.	0.831						
3	I often think of Zara products.	0.828	<i>Valid</i>	0.903	Reliable			
4	I keep a lot of Zara products in the closet.	0.855						
5	I often shop for Zara products without thinking about it.	0.878						

Classical Assumption Test Results

Equation I

The influence of the cardinal traits dimension on hedonistic shopping, the cardinal traits dimension on compulsive buying as well as testing the influence of hedonistic shopping on compulsive buying which is formulatively presented in the form of similarities as according to Sugiamana (2014) as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

X1 = Neuroticism

X2 = Extraversion

X3 = Openness

Y = Hedonistic shopping

a = Konstanta

b = The coefficient of increase of the variable is bound if there is an increase of one unit of the independent variable.

Normality Test

The Kolmogorov Smirnov test is a technique used to test normality by looking at its significance numbers. The normality test criterion is if the significance number is (sig) $\geq 0,05$ Then the data is normally distributed, otherwise if the significance number (sig) $< 0,05$ then the data is not normally distributed (Ghozali, 2013).

<i>One-Sample Kolmogorov-Smirnov Test</i>		
<i>Unstandardized Residual</i>		
N		125
<i>Normal Parameters</i>	<i>Mean</i>	0.000
	<i>Std. Deviation</i>	3.212
<i>Most Extreme Differences</i>	<i>Absolute</i>	0.070
	<i>Positive</i>	0.060
	<i>Negative</i>	-0.070
<i>Test Statistic</i>		0.070
<i>Asymp. Sig (2-tailed)</i>		0.200

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Uji Multicolineaite

The measure is able to indicate where the level of the independent variable can be described by other independent variables. In addition, the value usually used in this test is a tolerance value of > 0.10 where the value is equal to the VIF value < 10 which means that the model can be said to be free from multicollinearity (Ghozali, 2013).

Model	<i>Coefficients^a</i>						<i>Collinearity Statistics</i>	
	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		<i>t</i>	<i>Sig.</i>	<i>T</i>	<i>VIF</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>					
1 (Constant)	2.623	2.027			1.294	0.198		
Neuroticism	-0.105	0.178	-0.045		0.590	0.556	0.445	2.245
Extraversion	1.067	0.116	0.741		9.186	0.000	0.403	2.483
Openness	0.271	0.136	0.156		1.992	0.049	0.428	2.336

a. Dependent Variable: Hedonistic Shopping

Heteroscedasticity Test

The glacier test is used to perform this test by progressing the absolute residual value of the estimated model to the independent variable. However, if there is no independent variable that

has a significant effect on the absolute residual value or the significance value is above 5%, then the condition indicates no heteroscedasticity.

<i>Coefficients^a</i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	<i>(Constant)</i>	1.997	1.259		1.587	0.115
	<i>Neuroticism</i>	0.172	0.111	0.206	1.550	0.124
	<i>Extraversion</i>	-0.181	0.072	-0.349	-2.504	0.114
	<i>Openness</i>	0.071	0.084	0.115	0.847	0.398

a. *Dependent Variable: abs Latest*

Double Regression Test

Based on the table above, the multiple regression equation can be obtained as follows:

$$Y = 2.623 - 0.105 X_1 + 1.607 X_2 + 0.271 X_3$$

Referring to the results of multiple regression analysis 1, it is known that each of the neuroticism variables is -0.590, extraversion is 9.186, and openness is 1.992. While the value of the neuroticism β coefficient is 0.045, extraversion is 0.741, and openness is 0.156. This means that the variables of extraversion and openness have a positive and significant effect on hedonistic shopping while neuroticism does not have a positive and significant effect on hedonistic shopping. This can be seen from the tcount greater than the ttable of 1.6772.

MODEL	<i>UNSTANDARIZED COEFFICIENT</i>		<i>STANDARIZED COEFFICIENT</i>	<i>T VALUE</i>	<i>SIG</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (constant)	2.623	2.027		1.294	0.198
<i>Neuroticism</i>	-0.105	0.178	-0.045	-0.590	0.556
<i>Extraversion</i>	1.067	0.116	0.741	9.186	0.000
<i>Openness</i>	0.271	0.136	0.156	1.992	0.049

a. *Dependent Variable: Hedonistic Shopping*

Equation II

The multiple regression equation for the fourth hypothesis is formatively presented in the form of an equation as according to Sugiana (2014) as follows:

$$Z = a + b_5X_1 + b_6X_2 + b_7X_3 + b_8Y$$

Normality Test

The Kolmogorov Smirnov test is a technique used to test normality by looking at its significance numbers. The normality test criterion is that if the significance number (sig) \geq 0.05 then the data is normally distributed, on the other hand if the significance number (sig) $<$ 0.05 then the data is not normally distributed (Ghozali, 2013).

<i>One-Sample Kolmogorov-Smirnov Test</i>		
<i>Unstandardized Residual</i>		
<i>N</i>		125
<i>Normal Parameters</i>	<i>Mean</i>	0.000
	<i>Std. Deviation</i>	1.472

<i>Most Extreme Differences</i>	<i>Absolute</i>	0.070
	<i>Positive</i>	0.040
	<i>Negative</i>	-0.050
<i>Test Statistic</i>		0.070
<i>Asymp. Sig (2-tailed)</i>		0.200

- a. *Test distribution is Normal.*
- b. *Calculated from data.*
- c. *Lilliefors Significance Correction.*
- d. *This is a lower bound of the true significance.*
- e. *Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.*

Multicollinearity Test

The measure is able to indicate where the level of the independent variable can be described by other independent variables. In addition, the value usually used in this test is a tolerance value of > 0.10 where the value is equal to the value of VIF < 10 which means that the model can be said to be free from multicollinearity (Ghozali, 2013).

		<i>Coefficients^a</i>				<i>Collinearity Statistics</i>	
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		<i>T</i>	<i>VIF</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>		
1	<i>(Constant)</i>	-1.279	1.510		-0.847	0.399	
	<i>Neuroticism</i>	-0.096	0.132	-0.047	-0.724	0.470	2.251
	<i>Extraversion</i>	0.088	0.112	0.070	0.786	0.434	4.214
	<i>Openness</i>	-0.029	0.102	-0.019	-0.281	0.779	2.413
	<i>Hedonistic Shopping</i>	0.745	0.067	0.859	11.069	0.000	3.157

a. *Dependent Variable: Hedonistic Shopping*

Heteroscedasticity Test

The glacier test is used to perform this test by progressing the absolute residual value of the estimated model to the independent variable. However, if there is no independent variable that has a significant effect on the absolute residual value or the significance value is above 5%, then the condition indicates no heteroscedasticity

		<i>Coefficients^a</i>				
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	<i>(Constant)</i>	3.152	1.034		3.048	0.003
	<i>Neuroticism</i>	-0.033	0.090	-0.048	-0.363	0.717
	<i>Extraversion</i>	0.097	0.077	0.230	1.265	0.208
	<i>Openness</i>	0.011	0.070	0.022	0.159	0.874
	<i>Hedonistic Shopping</i>	-0.113	0.046	-0.385	-2.444	0.116

a. *Dependent Variable : abs terbaru 2*

Uji Regresi Berganda

Model	Unstandardized Coefficient		Standardized Coefficient	T VALUE	Sig.	
	B	Std. Error	Beta			
1	(constant)	-1.279	1.510		-0.847	0.399
	Neuroticism	-0.096	0.132	-0.047	-0.724	0.470
	Extraversion	0.088	0.112	0.070	0.786	0.434
	Openness	-0.029	0.102	0.019	-0.281	0.779
	Hedonistic Shopping	0.745	0.067	0.859	11.069	0.000

a. Dependent Variable: Compulsive Buying

Based on the table above, the multiple regression equation can be obtained as follows:

$$Z = - 1.279 - 0.096 X1 + 0.088 X2 - 0.029 X3 + 0.0745 Y$$

Referring to the results of multiple regression analysis 2, it is known that each of the neuroticism variables is -0.724, extraversion is 0.786, openness is -0.779, and hedonistic shopping is 11.069. While the value of the neuroticism β coefficient is -0.047, extraversion is 0.070, openness is 0.779, and hedonistic shopping is 0.859. This means that the variables neuroticism, extraversion, openness, do not have a positive and significant effect on compulsive buying while hedonistic shopping has a positive and significant effect on compulsive buying. This can be seen from the tcount greater than the ttable of 1.6772.

Sobel Test

The sobel test aims to determine the role of hedonistic shopping in mediating the indirect effects of neuroticism, extraversion, and openness on compulsive buying. This sobel test was conducted using an online sobel test calculator from Kristopher J. Preacher 2014.

Relationships between hypothesized variables	A	B	SA	SB	Sobel test results (t _{calculate})	Criteria for receiving sobel test results	Interpretasi
Hedonistic shopping → neuroticism → compulsive buying	-0.105	0.745	0.178	0.067	0.555	t _{count} > t _{table} = 1.6772	Hedonistic shopping does not successfully mediate neuroticism against compulsive buying
Hedonistic shopping → extraversion → compulsive buying	1.067	0.745	0.116	0.067	0.000		Hedonistic shopping memediasi extraversion terhadap compulsive buying
Hedonistic shopping → openness → compulsive buying	0.271	0.745	0.136	0.067	0.049		Hedonistic shopping memediasi openness terhadap compulsive buying

Based on the table above, the test results of the role of hedonistic shopping in mediating the influence of neuroticism, extraversion, and openness on compulsive buying. The sobel test was

obtained from the calculation of hedonistic shopping in mediating the influence of neuroticism by 0.555, extraversion by 0.000, and openness by 0.049, which results were smaller than t table of 1.6772 so that the results could explain that hedonistic shopping did not succeed in mediating the influence of neuroticism, extraversion, and openness on compulsive buying.

Hypothesis Test Results

Hipotesis	Relationships Between Variables	T _{count}	Sig.	Interpretation of Hypothesis Test Results	
H1a	<i>Neuroticism</i> → <i>Hedonistic Shopping</i>	-0.590	0.556	H0 failed to be rejected.	Working hypotheses are not supported by empirical data.
H1b	<i>Extraversion</i> → <i>Hedonistic Shopping</i>	9.186	0.000	H0 successfully rejected.	Working hypothesis supported by empirical data.
H1c	<i>Openness</i> → <i>Hedonistic Shopping</i>	1.992	0.049	H0 successfully rejected.	Working hypothesis supported by empirical data.
H2a	<i>Neuroticism</i> → <i>Compulsive Buying</i>	-0.724	0.470	H0 failed to be rejected.	Working hypotheses are not supported by empirical data.
H2b	<i>Extraversion</i> → <i>Compulsive Buying</i>	0.786	0.434	H0 failed to be rejected.	Working hypotheses are not supported by empirical data.
H2c	<i>Openness</i> → <i>Compulsive Buying</i>	-0.281	0.779	H0 failed to be rejected.	Working hypotheses are not supported by empirical data.
H3	<i>Hedonistic Shopping</i> → <i>Compulsive Buying</i>	11.069	0.000	H0 successfully rejected.	Working hypothesis supported by empirical data.
H4a	<i>Neuroticism</i> → <i>Hedonistic Shopping</i> → <i>Compulsive Buying</i>	-0.589	0.555	H0 failed to be rejected.	Working hypotheses are not supported by empirical data.
H4b	<i>Extraversion</i> → <i>Hedonistic Shopping</i> → <i>Compulsive Buying</i>	7.087	0.000	H0 successfully rejected.	Working hypothesis supported by empirical data.
H4c	<i>Openness</i> → <i>Hedonistic Shopping</i> → <i>Compulsive Buying</i>	1.961	0.049	H0 successfully rejected.	Working hypothesis supported by empirical data.

Based on the results of the first hypothesis test, it shows that two hypotheses succeeded in rejecting H0 and one hypothesis failed to reject H0. This shows that neuroticism variables do not have a positive and significant effect on hedonistic shopping. While the variables of extraversion and openness have a positive and significant effect on hedonistic shopping. The results of this study are different from previous studies where the variables neuroticism, extraversion, and openness positively affect hedonistic shopping (Tarka et al., 2022). Furthermore, the second hypothesis has the results of the study failed to reject H0, showing that the three hypotheses, the variables neuroticism, extraversion, and openness did not have a positive and significant influence on compulsive buying. The results of this study are different from previous studies, where the three variables have a positive and significant effect on

compulsive buying (Tarka et al., 2022). Based on the results of the third hypothesis test, it shows success in rejecting H0. This means that hedonistic shopping variables have a positive and significant effect on compulsive buying. This research is supported by previous research (Tarka et al., 2022).

The fourth hypothesis of hedonistic shopping as an intervening variable only succeeded in mediating two variables, namely the variables extraversion and openness. Hedonistic shopping did not successfully mediate neuroticism variables. Previous research, Tarka et al (2022) shows that the hedonistic shopping variable successfully mediates all three variables. Based on the explanation that has been submitted, therefore the results of this study are an update from previous research, in a similar context.

CONCLUSION

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