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The effect of hedonic and utilitarian shopping value on impulsive buying behaviour to airline passenger moderated by digital airport experience at soekarno hatta international airport, jakarta

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ABSTRACT

Non-aeronautical business is becoming more important and crucial source of revenue and profit for Soekarno Hatta International Airport (CGK) to develop. Understanding the passenger behavior in the airport, especially shopping behavior is needed. With the unique condition of airport, the objective of the research is to understand the effect of hedonic and utilitarian shopping value to impulsive buying behavior of passenger in the airport. Apart from that, the moderated effect of digital airport experience is also proposed to examine, which believe psychologically will encourage the desire to shop. Using non probability purposive sampling technique, 150 respondent is collected with the following criteria was a passenger of airlines in the CGK Airport and having a transaction in the CGK Airport. A structural equation model is adopted to measure the relationship between all the variables. The study found that hedonic and utilitarian shopping value in the airport have significant relationship with the passenger buying intention. The higher passenger buying intention that affected by hedonic and utilitarian shopping value, the higher rate of passenger impulsive buying activities will be. However, digital airport experience, as one of development focus of CGK Airport, does not have significantly relationship as a moderator variable with passenger impulsive buying. Hence, develop impulsive marketing strategy in CGK Airport, is essential to boost the performance and profitability of non-aeronautical business.

Keywords: Airport management, Stimulus-organism-response theory, Impulsive buying behaviour

INTRODUCTION

The impact of covid 19 outbreak in the past two years give a big impact to the performance of aeronautical business of the airport. International Airport of Soekarno Hatta, Jakarta (CGK), as one of the top airports in Southeast Asia with a large domestic route and flight, has experienced a substantial impact, with passenger numbers falling by 62 percent in 2020 and 65 percent in 2021 when compared to 2019. With little flexibility in operating expenditures coupled with capital costs that are largely fixed, the current crisis represents an unprecedented challenge for the airport industry's financial viability. As a result, non-aeronautical revenue at airports is a crucial sector for the airport community to be developed. At modern international airports, it is common that a greater percentage of revenue generation is from such non-aeronautical-centred business.

Retail concessions and duty-free, auto parking and car rentals, food and beverage, advertising, and real estate rentals are all common non-aeronautical services pursued by most airports, which retail and food & beverages is typically the largest and most important revenue sources for major airports. Aside from different kind of sources, passenger spending rate became the usual indicator of the non-aeronautical business performance. Soekarno Hatta International Airport (CGK) as one of the biggest airport in Indonesia has a big challenge in the context of non-aeronautical business development, since their passenger spending rate is underperformed. Compared to the spending rate average of all airport in South East Asia, CGK passenger spending rate is still below. Compared to the closest peers, Changi International Airport (SIN), which their biggest market of passenger is come from Indonesia could achieve Rp700-800 thousands, CGK passenger spending rate also still far below with a passenger spending rate is Rp35-45 thousands. This is suspected because the development process was not carried out by understanding in advance how the spending behaviour of the Passengers at the Airport so that they could not answer the needs of the Passengers. Airport retailing is the largest market in the broader international travel retail business, understanding passenger buying behaviour at airports is critical to boosting commercial revenues. Increasing spending behaviours is undeniably one of the most important components of shopping/retail business success, edging out such competitors (Albayrak et al.,2016).

Consumer shopping behaviour has become a topic that is widely discussed and has become an aspect of many researches in the retail sector. Since, shopping at an airport is differs from shopping on the street or in a mall. The key distinction between two shopping modes is that shoppers go to a mall for the exclusive goal of purchasing, whereas travellers go to an airport for the sole purpose of traveling. This poses a new issue for airport management: identifying the optimum product mix to meet the tastes of various passenger typologies with various demographic features. Several study identified that travellers' positive feelings at a shopping establishment have been shown to increase unplanned purchasing. Therefore, it is important for airports which are filled with travellers to know how to encourage them to have intention to do impulsive buying, which most of their decisions are still driven by an irresistible intention to buy, in orders at the end increase the passenger spending rate. İn this case, to encourage passenger to di impulsive buying, understanding the motivation and stimulus would be critical to do by CGK.

İn several previous research, hedonic and utilitarian shopping value has been commonly used to understand the customer buying behaviour since would give insight from both product and non product related factors. Kesari & Atulkar, (2016) in their study stated that both the shopping values utilitarian and hedonic play an important role in the customer's life style. Hedonic and utilitarian shopping values represent two fundamental motivations that could effectively

explain various shopping behaviours especially their intention (Childers et al., 2002). However, only a few researchs has been conducted specifically in Indonesia, since the behaviour of customer might be different according the their demographics and environment condition. Thus, in order to provide insight for CGK to understand passenger purchasing behaviour, in this current study, researchers aim to investigate the effect of hedonic shopping value and utilitarian shopping value in the airport on passenger impulse buying behaviour.

İn order to give a better insight, research also will consider the situational factors of airport, which focused on digital airport experience, that believed has give emotional effect to the passenger that will also motivate them to do buying activities as also suggested in previous research. Based on the explanation above and several major gaps from previous research, research will be conduct to answer these problems:

a. First, relatively little research has dealt with this vital topic as a whole, only limited to Passenger Buying Intention.
b. Second, although products, important cognitive and affective variables, such as hedonic and utilitarian value, related to Passenger buying behaviours have been rarely examined, especially in Indonesia.
c. Third, In the context of Digitalization in the Passenger Airport Experience, very rarely research has been done to understand Passenger buying behaviour by considering the moderator effect of the Airport Digital Experience.

1. LITERATUR REVIEW

This research uses Stimuli – Response – Organize theory (SOR) framework as the base model that constructed. Hedonic and utilitarian shopping value as the stimulus that believed would motive the passenger buying intention as the organize that led them to do impulse buying as the final response. S-O-R theory has been widely applied in marketing contexts, especially for retail customer experience research. Its importance in retail settings has been articulated by various scholars from different areas such as decision to buy (Demangeot and Broderick, 2016; Lucia-Palacios et al., 2016), impulse buying (Chang et al., 2013), service fairness (Namkung and Jang, 2010), etc. Digital aiport experience would become additional variable in the construct that will moderate the organize and response relationship.

1.1. Hedonic shopping value

Hedonic consumption is associated with fantasies, emotions, and pleasure (Holbrook and Hirschman, 1982). Hedonic consumption is defined as "those components of consumer behaviour that relate to the multisensory, fantasy, and emotive aspects of one's encounter with items," according to Hirschman and Holbrook (1982, p. 92). Arnold and Reynolds (2003) investigated hedonic shopping motivation and identified six categories of shopping motivation: adventure, social, gratification, idea, role, and value. Hedonic shopping value is a consumer's overall appraisal of the emotional and experiential rewards and sacrifices associated with entertainment/escapism when shopping (Overby and Lee, 2006). Consumers may tend to immerse themselves in the shopping environment and enjoy the excitement or pleasure during the “hunting” process.

Based on the expertise explanation above, in this study that will focus on shopping behaviour of passenger in the airport, hedonic shopping value can be defined as the extent of which an individual believes that shopping activities in the airport give them experience of pleasure, enjoyment, entertainment and at the same time the feeling of self-respect.

1.2. Utilitarian shopping value

A utilitarian aspect relates to practical and rational evaluations (Chaudhuri & Holbrook, 2001; Voss et al., 2003), and it is more cognitive-driven and goal-oriented (Batra & Ahtola, 1991; Bhat & Reddy, 1998; Botti & McGill, 2011). Utilitarian value is define as "the result of some form of purposeful pursuit of a desired consequence"; it is task-oriented and reasonable, and can be considered work. Traditional utilitarian appraisal is functional, instrumental, and cognitive in nature (Ryu et al., 2010). The utilitarian dimension of products or services refers to how efficient, task-specific, and cost-effective they are (Overby and Lee, 2006). According to Kim (2006: 57), there are two indicators of utilitarian value, namely efficiency, and achievement. the utilitarian shopping motivation is based on the efficiency of the shopping process, and is associated with goal-oriented customers with the purpose of shopping task completion.

Based on the expertise explanation above, in this study which focus on shopping behaviour of Passenger in the airport, Utilitarian shopping value can be defined as the extent of which an individual believes that shopping activities in the airport still give them value of efficient, functional, and supportive to the need of passenger in their travel process and at the same time, the product provided has a value that is proportional to the money spent.

1.3. Passenger buying intention

Intention is simply defined as how hard persons are willing to try and how much determinations they are planning to use towards performing a behaviour. Behavioural intention (BI) refers to “a person’s subjective probability that he will perform some behaviour” (Ajzen & Fishbein, 1975). Oliver (2010) described behavioural intentions as individuals’ firm likelihood to conduct a certain purchase/post-purchase related behaviour (e.g., repeat patronage and recommendation) in a specific consumption situation. According to Ajzen (2011), behavioural intentions are motivational factors that capture how much effort a person is willing to make in order to perform a behaviour.

Consistently, behavioural intentions in the present study refer to travellers’ likelihood to revisit shops at a particular airport and recommend shopping at the airport’s shops. In many studies of consumer behaviour, retail, tourism and social psychology, behavioural intentions were considered as the major and most proximal determinants of actual purchasing behaviours (Ajzen, 1991; Oliver, 1999, 2010; Ryu and Han, 2010). Enhancing favourable behavioural intentions is therefore a fundamental requisite for the successful operation of airport shopping centres.

1.4. Airport digital experience

The airport experience was defined by Boudreae et al. (2016, p. 4) as a net impression of all a passenger's encounters in an airport, as judged by 'a passenger's individual standards, expectations, and perceptions. In the context of digitalization in the passenger airport experience it is no exaggeration to say that information technology is a critical stimulus for the airport experience, as it elevates present airport operations to a new level, ultimately leading to the smart airport concept. IT and digital transformation, in theory, allow airports to improve passenger satisfaction and reduce frustration. For example, if internet access is provided during check-in or passport-check wait times, airport passengers may grow more tolerant of long lines (Jiang and Zhang, 2016).

The Fast Travel Initiative which was introduced by IATA in 2007, works successfully because of the strong IT support it receives, which helps travellers save time. Boudreau et al. (2016)

identified ways that technology can help airports enhance the airport passenger experiences as shown as follows: a) Improving airport efficiency: as seen from the implementation of self-service technology (SST) kiosks, or the improvements in the passenger-processing system. b) Easing navigation: the use of IT to help with signage or digital wayfinding. c) Reducing waiting time: utilising technology to monitor waiting time and to expedite processes. d) Providing necessary and real-time information: such as the flight time, flight schedules, baggage on the belt, and special discounts in the duty free. e) Soliciting customer feedback: using social media to engage with passengers in open communication, and to receive feedback. f) Streamlining the customer experience: using mobile applications to order food online or providing payment options at the parking facility to streamline the process. g) Enhancing customer service: facilitating airport staff to be able to handle customer requests immediately and effectively through pad devices or wearable technologies.

1.5. Passenger impulse buying

An unplanned purchase characterized by "relatively quick decision-making and a subjective bias in favour of immediate possession" is referred to as impulse buying (Rook & Gardner, 1993). Consumers may purchase impulsively for non-economic reasons such as delight, fantasy, and social or emotional gratification (Hausman, 2000). Impulse purchases are elicited by affective rather than cognitive processes (Vohs & Faber, 2007). Han, Morgan, Kotsiopulos, and Kang-Park (1991) identified four types of impulse purchases. The first is pure impulse shopping, which refers to escape inclinations that go beyond typical spending patterns as customers seek novelty and uniqueness. The second type of impulsive purchase is reminder impulse purchasing, which occurs when consumers perceive a need for a product or recall a past desire to purchase after being exposed to stimuli. The third type is suggestion impulse purchase, which occurs when customers feel compelled to buy a product despite a lack of prior knowledge or facts. This differs from pure impulse buying in that it is a rational and utilitarian purchase rather than an affective one, and it also differs from reminder impulse shopping in that there is no prior knowledge of the object. Finally is planned impulse purchasing, which occurs when customers go to stores that are hosting special events such as price reductions, gift giveaways, and so on, without having a specific product in mind to buy.

In short, impulse buying includes both cognitive aspects such as deliberation, thinking, and absence of planning, and affective aspects such as pleasure, excitement, and guilt (Beatty & Ferrell, 1998; Rook & Fisher, 1995; Verplanken & Herabadi, 2001). Drawing from previous research, this study uses the following two constructs: cognitive impulse buying and affective impulse buying.

1.6. Hedonic shopping value, utilitarian shoping value, and passenger buying intention

Hedonic shopping values (HSVs) indicate the value derived from "multisensory, fantasy, and emotional" parts of the shopping experience, whereas utilitarian shopping values (USVs) reflect the value derived from "task-oriented, cognitive, and non-emotional" results (Jones et al., 2006). Airport shoppers acquire a variety of opinions about buying at airports based on their experiences. Jones et al. (2006) discovered utilitarian shopping values induced positive shopping experiences, and that this relationship influenced patrons' intentions to return and recommend. Chung (2015) stated that whereas product-related utilitarian aspects of shopping may be necessary to trigger airport travellers' shopping intention.

On other hands, Le et al (2022) suggest that when consumers fall into a comfortable and pleasant emotional state due to the stimulus received from marketing stimuli, it will lead to urge to buy. They would ignore the initial shopping goal and lose control, resulting in impulsive

buying behaviour. Previous research has demonstrated that hedonic shopping value has a significantly positive effect on urge to buy and impulse purchasing behaviour (Beatty & Ferrell, 1998; Chan, Cheung, & Lee, 2017; Zheng et al., 2019). Related research also suggests that the utilitarian aspects of decisions are likely to be emphasized when consumers feel they will have a higher probability of future success in acquiring a particular product (O'Curry and Strahilevitz, 2001).

Based on this empirical support in the literature, the following hypotheses were formulated:

H1: Hedonic Shopping Value has a positive effect on Passenger Buying Intention

H2: Utilitarian Shopping Value has a positive effect on Passenger Buying Intention

1.7. Passenger buying intention, and passenger impulse buying

One of the most significant theories in describing and forecasting behaviour, particularly purchasing behaviour, is the Theory of Planned Behaviour (TPB) (Pavlou and Fygenson, 2006). TPB stated that there is strong link between the intention towards the actual behaviour. Beatty and Ferrell (1998) described the urge to buy impulsively as "the state of desire that is experienced upon seeing an object in the environment" in another study, which defined buying intention as the desire to buy. When exposed to stimuli, a buyer has an unexpected drive to make a purchase (state of mind), according to Rook (1987). Furthermore, Rook's (1987) conception of impulse purchase has been hailed as accurate for impulse buying, with several studies using it to examine impulse purchase contexts (Parboteeah et al. 2009; Beatty and Ferrell 1998).

With two arguments, past studies have used the desire to acquire impulsively as a substantial surrogate for impulsivity (Xiang et al. 2016; Dutta et al. 2003). To begin, customers feel compelled to buy impulsively before engaging in the real impulse buying behaviour. The more impulses a customer has, the more likely he or she is to buy anything on impulse (Beatty and Ferrell 1998). Second, some research attempted to investigate genuine impulse purchase behaviour among customers. However, when respondents were asked to recall their previous impulsive buying experiences, it proved impossible to review genuine impulse behaviour (Luo 2005; Parboteeah et al. 2009; Dutta et al. 2003; Xiang et al. 2016). As a result, the desire to buy impulsively was a powerful indicator of impulsivity when compared to actual impulsive action (Xiang et al. 2016).

Based on this empirical support in the literature, the following hypotheses were formulated:

H3: Passenger Buying Intention has a positive effect on Passenger Impulse Buying

1.8. Airport digital experience, passenger buying intention and passenger impulse buying

In the context of digitalization in the passenger airport experience, it is no exaggeration to say that information technology is a critical stimulus for the airport experience, as it elevates present airport operations to a new level, ultimately leading to the smart airport concept. IT and digital transformation, in theory, allow airports to improve passenger satisfaction and reduce frustration. For example, if internet access is provided during check-in or passport-check wait times, airport passengers may grow more tolerant of long lines (Jiang and Zhang, 2016). Boudreau et al. (2016) identified ways that technology can help airports enhance the airport passenger experiences in every activity that passenger did. Since, the satisfaction that passenger get from the environment experience will affect the positive emotion, then understand about airport digital experience acceptance from the customer will help the studies to get more accurate insight. This is certainly in line with the concept of the “travel stress curve” was

introduced by Scholvinck (2000) to depict changes in the stress levels during the time prior flight departure. From a psychological perspective, the danger of not accomplishing this important objective may cause acute stress and other forms of trait anxiety.

Based on this empirical support in the literature above and considering that airport digital experience is important aspect to be understood in order to give insight about Passenger buying behaviour, the following hypotheses were formulated:

H4: The Relationship between Passenger Buying Intention and Passenger Impulse Buying will be stronger when Airport Digital Experience is high

2. METHOD

The research used quantitative method, which will use respondent's responses to questionnaires regarding Hedonic Value Shopping, Utilitarian Value Shopping, Impulse Buying Intention, Airport Digital Experience, Impulse Buying that collected by survey questionnaire to test the hypothesis give in the research framework in figure 2.1

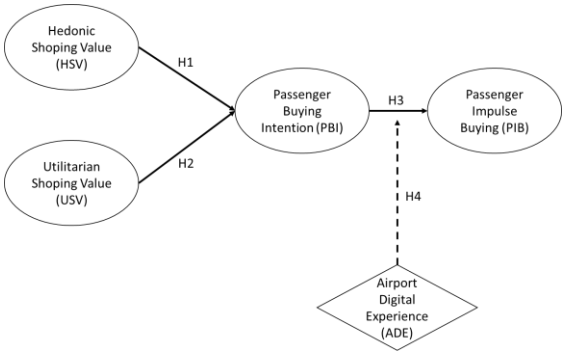

Figure 2.1. Research Framework

Source: Author, 2022

The sample in the research is 150 respondents with the criteria 1) Passenger of Airlines in the CGK Airport, and 2) Passenger Passenger of Airlines having transaction in the CGK Airport, which will measure each variables using likert scale that have five stages that showed how is the level of aggrement to each statement. The result is analyzed using SPSS and Structurual Equation Model – Partial Least Square (SEM -PLS) for the evaluation in order to complete the needs of the data for this research. The reliability and validity will be seen through Cronbach Alpha for at least 0.7 and Pearson's correlation of at least 0.3., with the result shown in table 2.1.

Table 2.1.

Validity and Reliability Test Result

	Item	Pearson Correlation	Cronbach's Alpha	Valid? Pearson >0.3	Reliable? CA>0.7
HSV	HSV1	.844**	0,803	Yes	Yes
	HSV2	.818**		Yes	
	HSV3	.673**		Yes	
	HSV4	.831**		Yes	
USV	USV1	.794**	0,781	Yes	Yes
	USV2	.855**		Yes	
	USV3	.771**		Yes	
	USV4	.687**		Yes	
PBI	PBI1	.860**	0,887	Yes	Yes
	PBI2	.890**		Yes	
	PBI3	.840**		Yes	
	PBI4	.866**		Yes	
PIB	PIB1	.842**	0,829	Yes	Yes
	PIB2	.813**		Yes	
	PIB3	.818**		Yes	
	PIB4	.778**		Yes	
ADE	ADE1	.895**	0,908	Yes	Yes
	ADE2	.916**		Yes	
	ADE3	.929**		Yes	
	ADE4	.800**		Yes	

***. Correlation is significant at the 0.01 level (1-tailed).*
**. Correlation is significant at the 0.05 level (1-tailed).*

Source: Author, 2022

3. FINDINGS AND DISCUSSION

Table 3.1. Hypothesis Testing Results

Ha	Relationship	Patch Coefficient	T Statistics (|O/STDEV|)	P Values	Results
H1	HSV -> PBI	0,467 (Medium)	5,922 **> 1,65**	0,000 **< 0,05**	Supported
H2	USV -> PBI	0,376 (Medium)	4,589 **> 1,65**	0,000 **< 0,05**	Supported
H3	PBI -> PIB	0,639 (Significant)	10,890 **> 1,65**	0,000 **< 0,05**	Supported
H4	Moderating Effect (ADE) - > PIB	0,028 (Weak)	0,346 **< 1,65**	0,729 **> 0,05**	Not Supported

Source: Author, 2022

The result of hypothesis testing on table 3.1 indicates that, the path coefficient on the relationship of hedonic shopping value (HSV) on passenger buying intention (PBI) showed that it has positive effect (0.467) with t-value 5.922 which higher than 1.65 and p-value 0.000 which is lower than 0.05 (5%). According to Joseph F Hair Jr et al. (2016), the effect is significant; therefore, H1 is supported, which means that HSV positively affects PBI, and the effect is medium significant.

According to O'Connell (1998), passengers are no longer limited to traditional offerings like perfumes, fashion items and food and beverages; over the past few decades, they developed a stronger hedonic motivation. For these types of travellers, having fun and taking time to relax is important (Chung et al., 2013). In this study, the indicator of HSV that has the highest outer loading is HSV1 with a score of 0.898, as well as showed on the mean value which is the highest (3.47), with the statement was “Shopping at CGK Airport always gives me a different and interesting experience”. The result confirms that Passenger in CGK Airport tend to have more experience while shopping in the Airport. This finding is consistent with previous research by

Chung (2015) which suggest that non-product-related hedonic aspects of shopping would be more critical, as the results identify a stronger effect of HSV on both patronage intention and retailer interest.

The path coefficient on the relationship of utilitarian shopping value (USV) on passenger buying intention (PBI) showed that it has positive effect (0.376) with t-value 4.589 which higher than 1.65 and p-value 0.000 which is lower than 0.05 (5%). Therefore, H2 is also supported, which means that USV positively affects PBI, and the effect is medium significant. From the utilitarian view, consumers may desire to purchase products in an efficient and timely manner to achieve their goals with minimum irritation, and spend their remaining time in the terminal on other "important" tasks (Chung, 2015).

In this study, the indicator of USV that has the highest outer loading is USV1 with a score of 0.825 with the statement was "I accomplished just what I wanted to on this shopping trip at CGK Airport". while from the mean value distribution, USV4 is the highest (3.57), with the statement was "I could buy what I really need for my travel activities at the CGK Airport". These results confirm that passenger in CGK Airport will be more likely to do shopping activities if the product offered can meet the needs and expectations at that time. Judging from how strong the two sources of shopping value are, HSV does have a stronger effect than USV to encourage passenger buying intention in CGK Airport. However, this is not to say USV is not important; rather, USV is still necessary, to create strong enough shopping motivation of airport travellers.

This study finding is also consistent with previous research by Chung (2015) which suggested that product-related utilitarian aspects of shopping may be necessary to trigger airport travellers' shopping intention. Regarding the effect of those two shopping values, the result is also confirmed by (Jones et al., 2006) which suggest that intentions to repatronize a customer are influenced more by utilitarian value – that sense of accomplishment – rather than hedonic value, but that hedonic value drives satisfaction, word of mouth, and repatronage anticipation, then maintaining a good, readily available merchandise assortment and having convenient store hours may simply be expected in today's retail environment.

The path coefficient on the relationship of PBI on passenger impulse buying (PIB) showed that it has positive effect (0.639) with t-value 10.890 which higher than 1.65 and p-value 0.000 which is lower than 0.05 (5%). Therefore, H3 is also supported, which means that PBI positively affects PIB, and the effect is significant. In this study, the indicator of PBI that has the highest outer loading is PBI2 (0.89) with the statement was "I will engage more in stores at CGK airport again when traveling next time", while the indicator of PIB that has the highest outer loading is PIB1 (0.84) with the statement was "I often make purchases at CGK airport spontaneously and unplanned". The result confirms that the desire of CGK airport passenger to interact more with the store at airport led them to do shopping activities impulsively.

To be concluded, this finding is consistent with previous research by Xiang et al (2016) that suggest the desire to buy impulsively was a powerful indicator of impulsivity when compared to actual impulsive action. In other words, a stimulus from both hedonic and utilitarian shopping value that could motivate the desire of passenger to do shopping activities, will likely have a great potential to push passenger do impulsive buying in CGK Airport.

However, the moderating effect of airport digital experience (ADE) on the relationship of PBI on PIB, shown by the score of path coefficient of 0.028 which is very weak, with t-value 0.346 which is lower than 1.65 and p-value 0.739 which is higher than 0.05 (5%), indicates than H4 is rejected.

Boudreau et al. (2016) identified ways that technology can help airports enhance the airport passenger experiences in every activity that passenger did. Since, the satisfaction that passenger get from the environment experience will affect the positive emotion, with an ease of process and timely efficient which give them more time to do other things in airport. However, it was argued by (Chung, 2015) which suggest that the effects of the air-travel experience and free time before boarding were non-significant. Moreover, the convenience achieved by technological advancements is only one fraction of the whole picture, airport consumers additionally expect a shopping friendly environment so that they can purchase at ease (Fodness & Murray, 2005; Bradley, 2010).

To be concluded, CGK airport passenger may be satisfied with the experience of digital facilities and services that provided by CGK Airport. However, it may just apply for their main goal at the airport, which is travel. While, experience that focus on shopping activities may be will likely more influence the passenger to do shopping activities.

CONCLUSION AND RECOMMENDATION

The result of study confirmed the main construct of SOR Framework that consist of hypothesis 1,2, and 3, while the hypothesis 4 as the additional contruct and also the novelty of study showed that airport digital experience might not be affect the passenger directly to do impulse buying in the airport. İn the context of theoritical fields, this results has give contribution as a complete study of the entire SOR framework on the true implications for passenger impulsive buying at CGK, thus become a reference for the future study.

Based on the results, in the context of practical implication, could be concluded that hedonic and utilitarian shopping values in the CGK shopping environment need to be more developed to motivate buying behavior of passengers since those values felt by passengers at CGK are indeed considered not too strong or can be said to be at a medium level. Experience-based hedonic shopping value becomes the highest preference by the Passengers, thus it would be more crucial for CGK Airport to provide a shopping environment that can satisfy visitors' phenomenological experiences than it would be to provide a setting that only facilitates their task-related purchasing. The value that will develop could start from a specific product or location preferences, such as after security check or food and beverages product.

In addition, CGK can also see how several other airports are implementing an impulsive strategy, such as Changi International Airport which is able to provide products that are sold at lower prices than downtown, of course, this will be a more optimal initial trigger in arousing passenger buying behavior. Image / perception about shopping value is the first thing that needs to be developed, thus in order to create a faster strong perception, CGK could combine the development of Hedonic Value (non-product related) with utilitarian value (product related), since passenger also still tend to buy something that they really need.

Based on the limitation in this study, there are some suggestions for future research based on findings and method used from the current study. First, the sample could be more significant involving passenger which have not done transaction in the Airport to understand also the value that they feel about shopping environment in the airport which didn’t motivate them to do transaction in order to give a better result and generalizability. It is hoped that researchers can also conduct research using a larger number of participants in order to increase the depth of knowledge related to impulsive buying behaviour. Comparison with other Airports in the same area and size could also give a wider and deeper knowledge to understand the behaviour. Second, Hair et al. (2007) suggested that longitudinal studies are a better way to seek cause-

and-effect relationships among variables at different periods, instead of cross-sectional time period.

Third, in terms of the demographic respondent, future research that will conduct should able to capture and cover the diversity kind of passenger in well distribution, such as age, location of origin, profession, travel purpose, etc. It is hoped that researchers could get well results that comprehensively describe the overall behaviour of the diversity of passengers at the airport. Fourth, this study showed the influence of not quite specific enough factors of hedonic and utilitarian shopping value on the desire of passenger to do shopping activities. The further research should consider to develop the factors of both values specifically, such as for the utilitarian like monetary saving, selection, convenience, customized product, paying capacity, buying patterns, etc and for the hedonic like entertainment, exploration, place attachment, social status, personality, lifestyle, etc, which all influence the shopping value of passenger.

Since, the retail or store product that provided in the Airport is very complex and diverse, research that focus on such product could be better to capture the impulsive behaviour of passenger. Since each product that provided in airport have its own different value that passenger felt. The results also would become more applicable for the airport to be consider. The fifth suggestion from this study, considering the complexity of the proposed model, this study only consider the digital airport experience as a situational factor which not capture the whole of CGK Airport situational factor. Since, the nature behaviour of passenger in airport is different than other retail customer. A whole situational factor, such as dwell time, terminal design, journey experience, etc; might affect airport passenger shopping behaviour, should be considered in the future study. Overall, although this study has shown that hedonic and utilitarian purchasing values are significant for airport shopping behaviour, more research is necessary to fully understand airport shopping and develop efficient retail strategies. The last suggestion, to get more deeper understanding on passenger perception, especially about the unsupported hypothesis, qualitative method research need to be conducted.

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