

## Antecedents of Unplanned Purchase of Fashion Products Ramayana Department Store in Ambon City

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### Abstract

*The development of the current era has made the needs of the Indonesian people's lives bigger, so that economic growth is also experiencing rapid development. Business industry players try to compete by implementing various aggressive marketing strategies in order to attract consumer interest as expected. This study aims to analyze antecedents of unplanned purchase of fashion products Ramayana Department Store in Ambon City. This type of research is quantitative research. The research sample is consumers who have bought fashion products at the Ramayana Department Store in Ambon City. The data analysis method used is partial least square (PLS). The results of this study indicate that shopping lifestyle, involvement of fashion products, hedonic shopping motivation, and store atmosphere have a positive and significant effect on unplanned purchase of fashion products Ramayana Department Store in Ambon City.*

### Keywords

shopping; lifestyle;  
fashion; product;  
motivation; purchase



### I. Introduction

The development of the current era has made the needs of the Indonesian people's lives bigger, so that economic growth is also experiencing rapid development. Business industry players try to compete by implementing various aggressive marketing strategies in order to attract consumer interest as expected. Because visiting the mall today is not just for shopping, but 20% of people visit the mall with the aim of wanting to eat at the restaurants in the mall, and the other 30% are just hanging out and just walking around without any shopping intention. Malls or plazas have become a lifestyle for the community, becoming a favorite place for all people from the upper class to the lower classes, in this case it is very important to meet each of these needs. These are the things that must always be observed because if people who visit just pamper the eyes, without buying it will have a bad impact on business people who have businesses in it, thus it becomes a big responsibility for business people to think about the steps that must be taken done, so that when consumers with the intention of visiting just to look around will change their minds and there will be an unplanned purchase. Fashion is part of a lifestyle so that someone by shopping is able to meet the wants and needs of that person, where shopping is one of the things that can show a person's social status in society. In addition, there is a consumer's desire to have a different social status, where lifestyle affects a person, especially in terms of clothes that are able to distinguish them, thus changes in lifestyle can affect consumers to meet their needs. Business industry players are also trying to compete by implementing various aggressive marketing strategies in order to attract consumer interest as expected, as well as the modern retail business industry.

Ramayana department store is one of the retail industries that sells a variety of modern fashion needs such as clothing, accessories, and others. The Ramayana department store was founded by Paulus Tumewu and Tan Lee Chuan, a married couple from South

Sulawesi in 1978. The first Ramayana store was opened on Jalan Sabang, Central Jakarta under the name Ramayana Fashion Store and the position of president director was held by Agus Makmur. It is known that in 1989, Ramayana experienced rapid development by having 13 outlets and the products sold were increasingly diverse, such as household needs, stationary, toys, to dry traditional foods. Meanwhile, by 2022, it has increased to 103 outlets in various regions such as Java, Bali, Sumatra, Kalimantan, Maluku, Sulawesi, and NTT. The increasing number of Ramayana outlets has an impact on consumers to enjoy Ramayana Department Store services by buying and spending time, it is able to produce purchasing decisions for consumers.

Purchasing decisions are an important part of modern retail businesses such as the Ramayana Department Store which is located in Maluku City Mall, and is the only branch outlet in Ambon City so that some people who visit the mall, who used to just eat or take a walk, when passing the outlet will accidentally approach. For some consumers, before making a purchase, they plan in advance about the type, price, quantity and other aspects of the product to be purchased, but at the retail company they apply various strategies so that consumers are more interested in making purchases suddenly without any plans with good marketing strategy such as by determining a strategic location where Ramayana MCM is right on the 2nd floor and leads to coincide with the escalator which when visitors go up to the 2nd floor they are faced with the Ramayana Outlet, has a neat layout of fashion products so that when consumers see it from a distance it can be seen where the part they will go to, coupled with promotions that can be seen clearly on the products on display, it is increasingly attracting consumers to make purchase transactions which we call unplanned purchases, thus making profits and sales experience greater enhancement.

Unplanned purchases are a form of consumer tendency to buy a product reflexively, spontaneously, automatically, and suddenly. Another form of unplanned purchase comes from consumer interest based on quality or there are certain things such as funny, unique, good that attracts consumers to buy without any particular consideration. Unplanned purchase is a form of decision to buy that is made suddenly and immediately decides to buy goods or services, where previously there was no intention to buy them. In general, unplanned purchases occur because there is a uniqueness in the product, product appeal, or a contemporary lifestyle at the Ramayana Department Store.

Factors that cause impulse buying or unplanned purchases are shopping lifestyle, involvement of fashion products, and hedonic shopping motivation. Meanwhile, according to Japrianto and Sugiharto (2011) lifestyle is the way people use time and spend money through services, products, technology, education, and entertainment. Thus, everyone who visits the Ramayana Department Store can see the various brands that have been offered with their own quality and uniqueness, adapting to the needs of each consumer. The many brands that Ramayana Department Store offers make someone decide to buy a product without planning. Shopping is part of a lifestyle that is able to meet one's wants and needs, where shopping is one of the things that can show one's social status in society. In addition, there is a consumer's desire to have a different social status, where lifestyle affects a person, especially in terms of clothing that is able to distinguish a person, thus changes in lifestyle can affect consumers to meet their needs.

The involvement of fashion products is used to estimate behavioral variables related to products, consumer characteristics, and consumer behavior. Product involvement is part of the motivation or interest that comes from a particular situation or stimulus. Involvement itself is a relationship between consumers and objects or products based on the needs, interests, and values of the product itself.

Factors that can also affect unplanned purchases are hedonic shopping motivation. When shopping, consumers are not only interested in the quality of the products sold, but consumers shop based on their pleasure without thinking about the benefits of the products purchased. That is what is called hedonic shopping motivation, which is something that can encourage someone to get material pleasure for himself. Hedonic shopping motivation is the tendency to shop to be able to meet the needs of the soul because there is a desire to get pleasure when shopping.

In addition, the store atmosphere is a factor that has an important effect on the overall experience that consumers get from the shop they visit. According to Kotler, the store atmosphere is the atmosphere that every store has a physical layout that makes it easy or difficult for consumers to move around in it. The store atmosphere or store atmosphere strongly refers to the physical character in the store which is used to build a good impression to attract consumers when they see it (Berman et al., 2018:464). Store atmosphere is a very important thing in making purchasing decisions, where consumers see the creation of a comfortable atmosphere to visit with facilities such as cool room temperatures, neat arrangement of fashion products so that they can add positive emotions from consumers, so that consumers feel happy shopping and feel at home to shop linger to see the fashion products in the Ramayana Department Store in Ambon.

The presence of modern retail shopping centers is one of the phenomena caused by the consumptive lifestyle of consumers. So being the only Ramayana Outlet in Ambon City makes this department store frequented by customers every time they go to the mall, so it is able to influence people's lifestyles to shop in order to meet expectations and needs, especially for fashion needs. Most of the people who have free time to visit the Ramayana Department Store are meant to spend their spare time and refreshing shopping, whether planned or unplanned. The fashion offered by the Ramayana Department Store must offer the latest models, continue to innovate, have a special uniqueness for its consumers, and also always pay attention to comfort from the outside and from the inside to attract customers' attention when entering the store which can thus create unplanned buying behavior.

This study aims to analyze antecedents of unplanned purchase of fashion products Ramayana Department Store in Ambon City.

## **II. Review of Literature**

### **2.1 Shopping Lifestyle**

Lifestyle is the way a person lives his life to spend money, spend time, and how a person buys something as desired (Levy, 2009:131). The process of spending money that a person has will produce new characteristics and traits. Furthermore, lifestyle based on consumer patterns describes a person's choices about how to spend money and time. According to the economic view, lifestyle shows the way a person uses and utilizes income based on the allocation of funds for the needs of various services, products, and other options needed.

Shopping lifestyle is a person's behavior on how to buy an item that is associated with personal views or opinions. Lifestyle is part of a lifestyle that is expressed through opinions, activities, and interests, so that it can explain all the activities a person is doing in the environment. Shopping lifestyle is a form of expression for someone to shop which can describe differences in social status. How a person shop can describe his dignity, habits, and status. The lifestyle here is the clothing category.

Lifestyle is the overall pattern of a person's life, expressed in activities, interests, and opinions that interact with the environment. In general, lifestyle is how a person lives his life by spending time (activities), things that are important to the environment (interests), and about what he thinks about himself and the world around him. Every society has its own lifestyle, so that one group with another group is different in living life, as well as a person's lifestyle is different from others, although it is dynamic but relatively permanent.

## **2.2 Involvement of Fashion Products**

Product involvement is a condition that supports or interests that result from certain situations or stimuli, and properties (Japrianto and Sugiharto, 2011:33). Meanwhile, O'Cass in Japrianto and Sugiharto (2011:33) states that product involvement is part of the interest or motivation resulting from the situation, stimulus, and shown with a certain appearance. Product involvement or fashion involvement is a measure of consumer interest in fashion products such as buying behavior, consumer characteristics, and product involvement that can increase the tendency of hedonic use, generate positive emotions, and have an effect on unplanned purchases. Engagement is a measurement system that is very helpful in explaining consumer behavior and consumer market segmentation.

Furthermore, Mowen and Minor in Suryani (2008:73) reveal that involvement is a measure of a person's interests that are interested or felt through a stimulus. Involvement is a consumer's view of the suitability of objects, events, and activities that are considered appropriate based on consumer characteristics. Involvement is a form of motivation and certain conditions. So that the increasing involvement makes consumers' motivation greater to understand, elaborate, and pay attention to information about purchases. Product involvement corresponds to the extent to which consumers understand concepts related to the model such as knowledge, awareness, reactions, and interests.

Product involvement to predict behavioral variables is explained through the relationship that occurs between consumers and objects according to the needs, interests, and values of clothing products such as consumer characteristics, buying behavior, and product involvement.

## **2.3 Hedonic Shopping Motivation**

The hedonic aspect is related to consumer sentiment, so when shopping, consumers really feel happy, disgusted, angry or feel that shopping is an adventure. Hedonic shopping motivation is consumer motivation that arises to do shopping activities. Because shopping is a pleasure for consumers themselves, so they don't have time to pay attention to the benefits of the products they buy. Hedonic shopping motivation is the motivation or desire of consumers to shop because shopping is a pleasure in itself, so it is not focused on the benefits of shopping for the products purchased (Utami, 2010). Hedonic shopping motivation states that hedonic consumption is an aspect of consumer behavior that has various benefits, such as the pleasure of using a product.

Hedonic shopping describes a person's shopping experience value which includes fantasy, censorship, excitement, and delusion. The hedonic view is a view where consumers often look for products or services to get their consumption experience, which involves emotions and produces a sense of pleasure in them.

## **2.4 Store Atmosphere**

Store atmosphere is one element that must be considered in the retail mix by including a good layout and atmosphere to attract consumers to visit and buy. According to Berman et al. (2018), the atmosphere refers to the physical characteristics used by the store

to develop, image, and attract customers to a store-type company, the atmosphere refers to the characteristics of the physical store, chat logs, vending machines, websites, and others. Store atmosphere is an atmosphere that is planned based on market share to attract two main emotional feelings, namely pleasure and motivation to buy. Levy (2009) explains that store atmosphere is creating a comfortable store atmosphere through vision, layout, lighting, music and aroma, which indirectly affect consumers' perceptions and purchasing moods. The atmosphere of the store is the whole that is conveyed through the physical layout, decoration, and environment. Store atmosphere store means a store in Indonesian where buying and selling transactions take place in general, the design and transaction process of the place is also more modern than a store.

Store atmosphere is a picture of the environment through visual communication, color, music, and lighting, in order to encourage customer perceptions and emotional responses which ultimately affect customer behavior in terms of buying goods. Store atmosphere relates to store managers, for how they have the creativity to be able to manipulate the store building design, interior spaces, layout of each aisle, color, shape and sound. So that what customers experience can be memorable with the aim of achieving a certain effect. Setting the atmosphere in the store can provide benefits such as helping to direct the attention of customers, in this case increasing their interest when entering the store and moving the emotions and reactions of customers, and paying attention to what kind of customers they are targeting in order to determine the positioning of a store.

### **2.5 Unplanned Purchase**

Unplanned purchases are buying activities that are carried out outside of planning or buying something while in a store. The existence of unplanned purchases is actually influenced by a good marketing strategy, while the buying process is emotional and rational. Emotional buying is a purchase because it is dominated by emotional factors, it is hedonic in nature where the object of consumption is related to emotional responses and is seen symbolically. Meanwhile, rational purchases are made based on careful consideration and evaluate the functional properties of the product. Unplanned buying is an activity to buy a product that is influenced by a sudden, strong, and immediate desire. These desires are influenced by emotional conflicts and the tendency to ignore the consequences.

Unplanned buying is an attitude of shopping that occurs unplanned or spontaneously, which is emotionally attracted where the decision-making process is carried out quickly without careful thought and consideration of all available information and alternatives. An unplanned purchase is a situation where a person feels a sudden urge that cannot be contained. While Mowen and Minor (2002) unplanned purchase is a person's decision to buy a product without careful consideration and intention to buy when entering a store. This purchase was made suddenly because of a strong, unplanned desire to buy directly, and without considering the various consequences that would occur.

In accordance with the definition described above, unplanned purchases are concluded as activities to spend money, mostly used for unneeded goods. In general, most of the products purchased without any special planning are fashion products which are dominated by wants not customer needs.

## **III. Research Method**

This type of research is quantitative research. Quantitative research is a systematic scientific study of the parts and phenomena and the causality of their relationships. The

purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena (Octiva et al., 2018; Pandiangan, 2018).

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that the researcher determines to study and then draw conclusions (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015). So in this study, the population used is consumers who have bought products at the Ramayana Department Store in Ambon City. The sample is part of the number and characteristics possessed by the population, so it can be said that the sample is part of the existing population (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). The research sample is consumers who have bought fashion products at the Ramayana Department Store in Ambon City. Determining the appropriate sample size ranges from 100-200 respondents. In this study, the determination of the minimum sample size is (number of indicators + number of variables) x (5 to 10) based on these instructions, so the number of samples taken for this study is the maximum sample =  $(21+4) \times 5 = 125$  respondents. For this sampling the researcher will use a non-probability sample with purposive sampling technique, which is a method for determining samples with certain criteria (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). The following criteria for selecting this sample are consumers who have visited and bought fashion products such as clothes, shoes and others at the Ramayana Department Store, and are at least 17 years old.

The data analysis method used is partial least square (PLS). PLS which is based on variance is made for estimating or predicting. So that it is used as the initial concept that forms the basis for the theoretical basis of the research. PLS focuses on optimizing variants of endogenous constructs that can be described using exogenous constructs or identifying constructs that can optimize the predictive ability of a model (Pandiangan et al., 2022; Tobing et al., 2018).

## IV. Results and Discussion

### 4.1 R-Square

Assessment using partial least square (PLS) begins by reviewing the r-square value in each dependent latent construct. To review the effect of an independent latent construct on the dependent latent construct, it can be seen from the rise and fall of the r-square value whether it has a substantive effect.

**Table 1.** R-Square Value of Unplanned Purchase

R <sup>2</sup>	F	Pr > F	Critical Ratio (CR)
0.6059	36.5193	0.00000	8.1708

Source: Research Results (2022)

Table 1 describes the results of the r-square calculation on the unplanned purchase construct (dependent variable) with a value of 0.60. The table above shows the r-square value of the unplanned purchase construct is 0.6059. The r-square value is divided into three assessments, namely the r-square is considered strong if it has a value of 0.67, medium is 0.33, and weak is 0.19. The high and low value of r-square affects the high and low of the independent construct can have an effect on the dependent construct. In this case, the unplanned purchase construct (dependent construct) has a value above 0.19 and below 0.33 and it can be said that the influence of the independent construct is weak.

## 4.2 Partial Least Square (PLS) Analysis Results

**Table 2.** Effect of Shopping Lifestyle to Unplanned Purchase

Latent Variable	Value	t	Pr >  t	Critical Ratio (CR)	Hypothesis
Shopping Lifestyle	0.1928	2.1366	0.0352	1.8058	Received

Source: Research Results (2022)

**Table 3.** Effect of Involvement of Fashion Products to Unplanned Purchase

Latent Variable	Value	t	Pr >  t	Critical Ratio (CR)	Hypothesis
Involvement of Fashion Products	0.2063	2.1289	0.0358	2.1992	Received

Source: Research Results (2022)

**Table 4.** Effect of Hedonic Shopping Motivation to Unplanned Purchase

Latent Variable	Value	t	Pr >  t	Critical Ratio (CR)	Hypothesis
Hedonic Shopping Motivation	0.2972	3.5560	0.0006	3.0953	Received

Source: Research Results (2022)

**Table 5.** Effect of Store Atmosphere to Unplanned Purchase

Latent Variable	Value	t	Pr >  t	Critical Ratio (CR)	Hypothesis
Store Atmosphere	0.2541	2.9871	0.0036	2.4959	Received

Source: Research Results (2022)

The results of this study indicate that shopping lifestyle, involvement of fashion products, hedonic shopping motivation, and store atmosphere have a positive and significant effect on unplanned purchase of fashion products Ramayana Department Store in Ambon City.

## V. Conclusion

The results of this study indicate that shopping lifestyle, involvement of fashion products, hedonic shopping motivation, and store atmosphere have a positive and significant effect on unplanned purchase of fashion products Ramayana Department Store in Ambon City.

Based on the research conducted, the researchers provide some useful suggestions, as follows:

1. It is hoped that future researchers will be able to examine unplanned buying behavior in a retail environment that is different from what has been studied in this study.
2. For further researchers, it is highly expected that they can develop related variables that are more widespread, because there are many more things that can affect unplanned purchases.
3. For companies in the results of this study to be able to evaluate their performance more in attracting consumer interest, such as more updates for other latest fashion models and especially in improving the atmosphere of the store for the better.

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