

The Influence Of Sales Promotion, Hedonic Shopping Motivation, And Shopping Lifestyle On Impulse Buying In E-Commerce Shopee

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Abstract

Research aim : The aim of this research is to analyze whether there is a significant influence between sales promotion variables, hedonic shopping motivation, and shopping lifestyle both partially and simultaneously on impulsive purchases on Shopee e-commerce at University of Nusantara PGRI Kediri.

Design/Method/Approach : This research uses a quantitative approach with a type of causal research. The population of this research is all University of Nusantara PGRI Kediri students who have made online purchases via the Shopee application. The sampling technique uses incidental sampling with the Lemeshow formula which is known to be 100 respondents. This research uses descriptive statistical data analysis techniques, classical assumption tests, multiple linear regression, coefficient of determination, and hypothesis testing with SPSSv23.

Research Finding : The results of the research show that the variables (1) sales promotion, hedonic shopping motivation, and shopping lifestyle have an effect both partially and simultaneously on impulse buying, (2) the sales promotion variable has a non-positive effect on impulse buying, and (3) hedonic shopping motivation and Shopping lifestyle has a positive effect on impulse buying on Shopee e-commerce at University of Nusantara PGRI Kediri

Keywords : impulse buying, sales promotion, hedonic shopping motivation, shopping lifestyle.

Introduction

The development of technology accompanied by the advancement of the internet has opened up new business-based opportunities online of e-commerce for business actors. In the presence of e-commerce There has been a shift in people's shopping behavior, which used to go shopping directly to the store is now switching to the store. online use e-commerce. One e-commerce which is now widely discussed in Indonesia is Shopee. Shopee ranked first in the third quarter of 2023 with an average of 216.8 million visitors, beating its competitors [1]. Therefore, Shopee became a shopping application online most popular among Indonesians.

Shopee provides a shopping experience online which is easy, secure, and fast for customers through excellence in terms of payments and strong logistics, this is the background of Shopee's increasing user interest. The reason is because shopping is a fun activity [2]. There is a sense of shopping to own the item even though there was no previously planned purchase. This encourages consumers to do impulse buying. Impulse buying can occur when consumers buy unexpected products or brands when entering a store, reading product catalogs, watching television shows, shopping online, etc. [3]. The occurrence of the phenomenon impulse buying at e-commerce Shopee can be affected by: sales promotion, hedonic shopping motivation and shopping lifestyle [4].

Factor sales promotion It encompasses all business operations that plan, price, market and distribute to customers to satisfy the needs of existing and prospective customers [5]. Previous research by [3] explain sales promotion partial effect on impulse buying Instead [6] explain sales promotion partially has no effect on impulse buying at e-commerce Shopee. The next factor, hedonic shopping motivation is an action that involves consumers making purchases with the aim of feeling pleasure [6]. Previous research by [7] What is done to consumers e-commerce BeryBenka states hedonic shopping motivation has no effect on impulse buying, as opposed to reverse with research [5] conducted at Matahari Department Store Manado, hedonic shopping motivation significant partial and simultaneous effect on impulse buying. Other influencing factors impulse buying be shopping lifestyle It is a decision made by individuals when they want to use or spend their money and energy as a lifestyle [8]. Research by [9] prove variables shopping lifestyle significantly partial and simultaneous effect on impulse buying at e-commerce Shopee, contrary to research [10] on consumer fashion products Umama Gallery Jember that variable shopping lifestyle has no significant effect on impulse buying.

This study was conducted to analyze these variables against impulse buying on Shopee e-commerce. Because Shopee is an e-commerce that is currently popular and loved by the public, especially teenagers, to shop for needs online that is easy, practical, and affordable. Based on the background above, the author is interested in conducting research entitled "The Effect of Sales promotion, hedonic shopping motivation, and Shopping lifestyle on Impulse buying on Shopee E-commerce at University of Nusantara PGRI Kediri".

Statement of Problem

Based on the background above, the identification of the problem in this study is the lack of consumer awareness in considering practicality or affordability when making online purchases encouraging them to make impulse purchases, many offline stores experience low sales levels because consumers prefer to shop through Shopee e-commerce because they are interested in sales promotion What is offered, consumers do not understand that hedonic shopping motivation encourages hedonistic spending can lead to adverse effects (financial instability, social isolation, and addiction), and a low understanding of shopping lifestyle motivates consumers to spend money and time on shopping to make excessive purchases.

Research Objectives

The aim of this research is to analyze the influence of sales promotion, hedonic shopping motivation, and shopping lifestyle partially or simultaneously on impulse buying in Shopee e-commerce at University of Nusantara PGRI Kediri.

Method

This study used a quantitative approach with a causal type of research. The variables used are sales promotion, hedonic shopping motivation, and shopping lifestyle. The population of this study is all students of University of Nusantara PGRI Kediri who have made online purchases through the Shopee application. The sampling technique using incidental sampling with the Lemeshow formula is known to as many as 100 respondents. Primary data in this study were obtained from questionnaires (questionnaires and google forms) given to respondents using Likert scales, while secondary data were collected from various sources (scientific journals, books, articles on the internet, and other alternative media) related to the problems discussed in this study. This study used descriptive statistical data analysis techniques, classical assumption tests, multiple linear regression, coefficients of determination, and hypothesis tests with SPSSv23.

Results and Discussion

Descriptive Analysis

Based on the results of a questionnaire distributed by researchers to students of University of Nusantara PGRI Kediri who have made online purchases at Shopee, here are respondent data based on gender and age.

Table 1. Characteristics of Respondents Based on Gender

| Gender | Number of Respondents | Percentage |
|--------|-----------------------|------------|
| Man | 21 | 21% |
| Woman | 79 | 79% |
| Total | 100 | 100% |

Source : Output SPSSv23

Based on table 1, the number of men was 21 people (21%), women were 79 people (79%) from a total of 40 respondents.

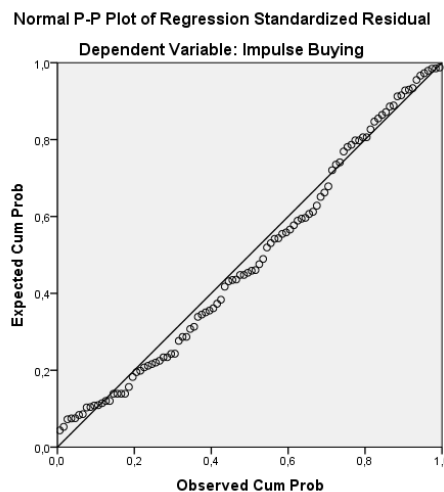
Table 2. Characteristics of Respondents Based by Age

| Age | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| >18-20 years | 24 | 24% |
| >21-25 years | 76 | 76% |
| Total | 100 | 100% |

Source : Output SPSSv23

Based on table 2, 24 (24%) respondents aged > 18 – 20 years, and 76 respondents aged > 21 – 25 years out of a total of 100 respondents.

Classic Assumption Test



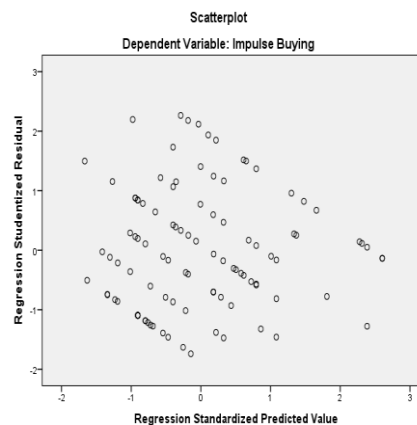
The normality test results of the SPSS v23 output data spread in a diagonal direction and surround it. This means that these variables have a normal distribution.

Table 3. Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|-------|-----------------------------|-------------------------|---------------|
| 1 | (Constant) | Tolerance | BRIGHT |
| | Sales promotion | ,568 | 1,760 |
| | Hedonic shopping motivation | ,323 | 3,098 |
| | Shopping lifestyle | ,409 | 2,446 |

Source : Output SPSSv23

Based on the SPSSv23 test for the sales promotion variable, it shows a tolerance value of $0.568 > 0.1$ and a VIF of $1.760 < 10$, for the hedonic shopping motivation variable a tolerance value of $0.323 > 0.1$ and a VIF value of $3.098 < 10$, and for the shopping lifestyle variable a tolerance value of $0.409 > 0.1$ and a VIF value of $2.446 < 10$. Then the regression model is free from multicollinearity errors.



The heteroscedasticity test results of the SPSS v25 output show spreading points below and above the y-axis, meaning that the regression model does not occur heteroscedasticity.

Multiple Lineage Regression

Table 4. Results of Multiple Linier Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients |
|-----------------------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| 1 (Constant) | 10,459 | 2,140 | |
| Sales promotion | -,140 | ,057 | -,255 |
| Hedonic shopping motivation | ,234 | ,081 | ,397 |
| Shopping lifestyle | ,324 | ,094 | ,421 |

Source : Output SPSSv23

Based on table 4, a constant of 10.459 is obtained, meaning that all independent variables have a positive relationship with the dependent variable. The regression coefficient X1 of -0.140 means that every increase in sales promotion of 1 unit variable X1 will affect impulse buying by -0.140 if the other variables are constant. The regression coefficient X2 of 0.234 means that every price increase of 1 unit of variable X2 affects impulse buying by 0.234 if the other variables are constant. The regression coefficient X3 of 0.324 means that every increase of 1 unit of location, the variable X3 affects impulse buying by 0.324 if the other variables are constant.

Coefficient of Determination

Table 5. Determination Coefficient Test Results

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|-------|----------|-----------------|---|----------------------------|
| 1 | ,641a | ,411 | ,392 | | 1,563 |

Source : Output SPSSv23

Based on table 5, the Adjusted R Square value is 0.392. This means that the magnitude of sales promotion, hedonic shopping motivation, and shopping lifestyle on impulse buying by 39.2%, there are other variables that affect impulse buying by 60.8%, but not examined in this study.

Partial Test

Table 6. Partial Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Say. |
|-----------------------------|-----------------------------|------------|---------------------------|--|--------|------|
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 10,459 | 2,140 | | | 4,888 | ,000 |
| Sales promotion | -,140 | ,057 | -,255 | | -2,455 | ,016 |
| Hedonic shopping motivation | ,234 | ,081 | ,397 | | 2,879 | ,005 |
| Shopping lifestyle | ,324 | ,094 | ,421 | | 3,438 | ,001 |

Source : Output SPSSv23

The results of table 6, show sig. variable sales promotion $0.016 < 0.05$ means H_0 is rejected. This means that sales promotion has a significant effect on impulse buying, sig. the hedonic shopping motivation variable of $0.005 < 0.05$ means that H_0 is rejected. This means that hedonic shopping motivation has a significant effect on impulse buying, sig value. the shopping lifestyle variable is $0.001 < 0.05$ means H_0 is rejected. That is, shopping lifestyle has a significant effect on impulse buying.

Simultaneous Test

Table 7. Simultaneous Test Results

| Model | Sum of Squares | df | Mean Square | F | Say. |
|--------------|----------------|----|-------------|--------|-------|
| 1 Regression | 163,478 | 3 | 54,493 | 22,302 | ,000b |
| Residual | 234,562 | 96 | 2,443 | | |
| Total | 398,040 | 99 | | | |

Source : Output SPSSv23

Results from table 7, sig. $0.000 < 0.05$. This means that H_0 is rejected, then the variables sales promotion, hedonic shopping motivation, and shopping lifestyle are significant to impulse buying.

4. Conclusion

The results showed that (1) sales promotion variables, hedonic shopping motivation, and shopping lifestyle had a partial or simultaneous effect on impulse buying, (2) sales promotion variables did not have a positive effect on impulse buying, and (3) hedonic shopping motivation and shopping lifestyle had a positive effect on impulse buying in e-commerce Shopee at

University of Nusantara PGRI Kediri. Based on the Adjusted R Square value, the variables sales promotion, hedonic shopping motivation, and shopping lifestyle have an influence of 39.2% on impulse buying, so there are other variables that affect impulse buying by 60.8% that were not studied in this study.

This research is only focused on students of the Management study program at University of Nusantara PGRI Kediri. This study reveals the relationship between sales promotion, hedonic shopping motivation, and shopping lifestyle with impulse buying behavior at Shopee, especially at University of Nusantara PGRI Kediri. This research is expected to contribute to an in-depth understanding in the context of online shopping, providing practical guidance for e-commerce businesses, and relevance for the development of college curricula in the face of dynamic job market demands.

The results of this study can be a bridge for future research, especially in the same field of study, namely sales promotion, hedonic shopping motivation, and shopping lifestyle towards impulse buying. For future research, it is expected to find new problems and expand variables so that they are even more accurate. Other variables that can be used for future research are merchandising, store atmosphere, and so on because these variables are related to impulse buying.

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