

## THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON E-IMPULSE BUYING OF LAMONGAN ISLAMIC UNIVERSITY STUDENTS AT SHOPEE.CO.ID

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### ABSTRACT

The ease of getting information about goods in e-commerce, especially shopee, encourages consumers to always want to shop for their lifestyle and to fulfill needs that they don't have or shop hedically, that is a factor for someone to take impulse buying. This study aims to determine the influence of hedonic Shopping Motivation and Shopping Lifestyle partially, simultaneously and dominantly towards Impulse Buying at Shopee.co.id. The population used was 6,016 of the number of students at Lamongan Islamic University, with a sample size of 100 using purposive sampling technique. The method used in this study was the Quantitative Descriptive Method, with the test tools being validity test, reliability test, multiple linear regression test, correlation test. Multiple, Determination Coefficient Test, T test, and F test. The results showed that the variables Hedonic Shopping Motivation (X1) and Shopping Lifestyle (X2) had a partially significant effect on impulse buying. this is shown by the calculation results of the t test obtained by the variable values of Hedonic Shopping Motivation (4.925), and Shopping Lifestyle (6.668) > 1.660. So rejected and accepted. Whereas in the calculation of the F Test there is a simultaneous influence as evidenced by the value of 87.691 > 3.09 So it is rejected and accepted. Based on the calculation of Multiple Linear Regression in the model  $Y = 3.783 + 0.215X1 + 0.308X2$ . It is found that the most dominant variable on Impulse Buying is Shopping Lifestyle (X2) with a regression coefficient value of 0.308. While other variables show numbers below 0.308, namely the variable Hedonic Shopping Motivation (X1) with a value of 0.215.

**Keywords:** Hedonic Shopping Motivation, Impulse Buying, Shopping Lifestyle, Shopee

### INTRODUCTION

In the current development of the era, which is all digital, human life cannot be separated from the internet network. The internet or e-commerce is an information technology so that people use the internet to search for information to make purchases or transactions online. One example of e-commerce is the presence of a marketplace or online store that brings a new phenomenon or a new lifestyle among the public, namely shopping online. And among them is e-commerce shopee.

Shopee is a company engaged in mobile marketplace-based e-commerce which was first present in Indonesia since early 2015 & managed by PT.Shopee International Indonesia which is a subsidiary of Garena based in Singapore. Shopee provides a forum for the Indonesian people to carry out the process of buying and selling goods that are up to date, provide reviews of recommendations regarding quality products so that they can meet lifestyle needs and develop an entrepreneurial spirit for sellers in Indonesia. This is the reason the author conducted research on e-commerce shopee.

The ease of getting information about goods in e-commerce, especially shopee, encourages consumers to always want to go shopping to fulfill their need for goods they don't yet have. One of the reasons why people like shopping is for self-pleasure. They want to collect things that they think they don't have for personal satisfaction. So that there is a feeling of wanting to shop to own the item even though it was not planned beforehand. This is what triggers the phenomenon of impulse buying (Myisha 2020:3).

There are several things that can influence consumers to make spontaneous purchases (impulse buying), namely Hedonic Shopping Motivation, and Shopping Lifestyle. According to Khalid (2020: 11), defines hedonic shopping, namely shopping because you want to get pleasure and shopping is something interesting. Hedonic shopping, namely consumers shop because they feel happy when shopping both in person and online, this feeling of pleasure arises from within a person because shopping can relieve fatigue from various daily activities. Even if it's done online.

According to Widya S, Whyosi (2019: 277), Shopping lifestyle or shopping lifestyle is defined as the behavior shown by buyers in connection with a series of personal responses. They found that shopping lifestyle and impulse buying behavior are closely related. The lifestyle of today's society is very influential in determining a person's buying interest. Because living in a new era at this time is a transitional life carried out by society. When a person has free time and a lot of money, he tends not to be able to control himself when shopping, so this creates the phenomenon of impulse buying, both online and offline in conventional markets.

The factors above are things that can make consumers make spontaneous purchases, and this is a great opportunity for companies to be able to influence consumers to be interested in making purchases spontaneously at online stores such as Shopee. The absence of barriers and time between sellers and buyers makes it easier for companies to get customers. It's just that what needs to be considered in this facility is the number of competitors who are also engaged in the internet network.

## LITERATURE REVIEW

There are several previous studies related to the title of this study, in which there are several variables that influence spontaneous purchases, including:

### **Influence Hedonic Shopping Motivation to Impulse Buying**

Research conducted by Anita Rahmawati (2018) found that the Hedonic shopping motivation variable has a value of 1.9845 greater than 0.05, which means it has a direct effect on simultaneous impulsive purchases, and research was also conducted by Yessica tri, Sujana (2018) said that hedonic shopping also has a significant effect on impulsive buying.

### **Influence Shopping Lifestyle to Impulse Buying**

Research conducted by Astri Nurrohmah F, Farah Oktafani (2018) found that the results obtained were that the shopping lifestyle variable proved to have a significant effect on impulse buying behavior. Based on the coefficient of determination, it can be concluded that the influence of shopping lifestyle is 55.7%, the remaining 44.3% is contributed by variables other than shopping lifestyle which were not examined in this study.

Research was also conducted by Widia Sefiska R, Whyosi S (2019). The results obtained are shopping lifestyle variables that have a positive and significant effect on e-impulse buying by female students of Padang State University on Lazada.co.id.

## METHODS

The research methodology used in this research is the Quantitative Descriptive Method. This research method is based on the philosophy of positivism, that is, by looking at the symptoms or phenomena it can be classified for research on a certain population or sample. This research can also be classified as a survey method, which is a method used to obtain data from certain natural places. data collection first, while data collection in this study used primary data and secondary data. Namely by making observations, distributing questionnaires, tests, structured interviews

The population used in this study were all students of Lamongan Islamic University for the 2019-2022 period, totaling 6,016 students. The data was quoted from the unisla.ac.id website. Sampling for this study used a purposive sampling technique or a sampling technique with certain criteria. In this study, the sample will be a portion of the entire Lamongan Islamic University students, amounting to 100 respondents. The reason for taking 100 respondents was based on the opinion of Sugiyono (2018: 91) that an appropriate sample size in research is between 30 and 500.

Data analysis is one method used to analyze data that has been collected from investigations or to test the truth of a hypothesis that has been proposed. the goal is to limit discoveries to data that is orderly and more meaningful. The data analysis used by researchers in this study is to use: Validity Test, Reliability Test, Multiple Linear Regression Test, Multiple Correlation Test, Coefficient of Determination Test (R<sup>2</sup>), T Test (Partial), F Test (Simultaneous).

## RESULTS

Based on the results of the questionnaire and data processing using the SPSS program that has been carried out, the following are the results obtained from this study, including the following:

### Validity Test

It is known that the results of testing all indicators of each variable, namely Hedonic Shopping Motivation (X1), and Shopping Lifestyle (X2) show that has > than, namely at a significant level (0.05) and df = 100-2 = 98, and shows that the r calculated value is greater than the r table value (0.196), which means that all indicators of these variables are valid.

### Reliability Test

It is known that from this test using the Cronbach Alpha formula, the results show that all Cronbach Alpha values are > 0.60, which means that all variables consisting of Hedonic Shopping Motivation (X1), Shopping Lifestyle (X2) and Impulse Buying (Y) variables in the test This reliability is stated to be reliable and can be trusted.

### Multiple Linear Regression Test

From the multiple linear regression test so that the equation of the multiple linear regression model is obtained as follows:

$$Y = 3.783 + 0.215X1 + 0.308X2$$

So the results of this equation conclude that the most dominant variable influencing impulse buying (Y) is shopping lifestyle (X1) with a value of 0.308. This can be proven by the table below.

**Table 1.** Multiple Linear Regression Test Results

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.783	.992		3.814	.000
	Hedonic Shopping	.215	.044	.378	4.925	.000
	Shopping Lifestyle	.308	.046	.512	6.668	.000

a. Dependent Variable : Impulse Buying

Source: Processed data, 2023

### Multiple Correlation Test

It is known that the results obtained from the R value of 0.802 indicate that there is a strong relationship between the variables Hedonic Shopping Motivation (X1), Shopping Lifestyle (X2) and Impulse Buying (Y) variables on E-commerce Shopee.co.id.

**Coefficient Determination (R<sup>2</sup>) Test**

The coefficient of determination (R<sup>2</sup>) value of 0.644 or 64% indicates how much the dependent variable varies. Which means that 64% of the variables from Impulse Buying can be explained by the two independent variables, namely Hedonic Shopping Motivation (X1) and Shopping Lifestyle (X2). While the remaining 36% is explained by other variables outside of these variables.

**Partial Test (T Test)**

Significance of t-square for each variable has a value of 4.925, and 6.668 respectively Hedonic Shopping Motivation, and Shopping Lifestyle Own t-square > t-table (1,660). Then variable Hedonic Shopping Motivation, and Shopping Lifestyle Has a positive and significant effect on Impulse Buying (Y).The values of this t test can be explained in the following table:

**Table 2. T Test Results**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.783	.992		3.814	.000
	Hedonic Shopping	.215	.044	.378	4.925	.000
	Shopping Lifestyle	.308	.046	.512	6.668	.000

b. Dependent Variable : Impulse Buying

Source: Processed data, 2023

**Simultan Test (F Test)**

The results of Fcount were obtained for 87,691 while f-table is obtained using the formula  $df = (nk-1) = 100-2-1 = 97$ . So Ftable 3.09 is produced so Fcount > Ftable (87.691 > 3.09) then H<sub>0</sub> is rejected so it can be concluded that there is a significant influence simultaneously between the variables Hedonic Shopping Motivation (X1) and Shopping Lifestyle (X2) on Impulse Buying (Y). This calculation can be explained by the table of the results of the F test (simultaneous) as follows.

**Table 2. F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	228.005	2	114.003	87.691	.000 <sup>b</sup>
	Residual	126.105	97	1.300		
	Total	354.110	99			

a. Dependent Variable : Impluse Buying

Source: Processed data, 2023

**DISCUSSION**

After knowing the results of the research above, on this occasion the author found suggestions that might be useful or as consideration and continuity in e-commerce Shopee to achieve the desired goals. For Shopee E-commerce companies, they can maintain and even improve the pattern of strategies to build community culture in order to create a new lifestyle which can be an opportunity for Shopee companies to increase the market.

In addition, based on hedonic shopping research, it has a lower influence compared to Shopping Lifestyle, so it is hoped that it can be used as a race to always maximize again in generating encouragement for hedonic shopping, namely by creating more attractive offering patterns so that consumers feel happy when visiting the mobile shopee and are

more aggressive promote the latest trend models to attract consumers to make purchases either planned or unplanned (Impulse Buying).

### CONCLUSION

Based on the results of research on the Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying of Lamongan Islamic University students on Shopee.co.id, it can be concluded as follows: (1) From the results of this test resulted that the independent variables Hedonic Shopping Motivation ( $X_1$ ) and Shopping Lifestyle ( $X_2$ ) has a partial effect on the dependent variable Impulse Buying. It is known that the variable value Hedonic Shopping Motivation ( $X_1$ ) = 4,925 > t-table 1,660, Shopping Lifestyle ( $X_2$ ) = 6,668 > t-table 1,660 with a significance of 0.000 < 0.05, then  $H_0$  is rejected and  $H_a$  is accepted. Which mean Hedonic Shopping Motivation variable ( $X_1$ ) and Shopping Lifestyle ( $X_2$ ) partially has a positive and significant influence on Impulse Buying ( $Y$ ); (2) Based on statistical tests using SPSS in this study, the statistical test results obtained f-count of 87,691 while f-table is 3.09 with a significant level of less than 0.05 which is equal to 0.000. so that f-count > Ftable then  $H_0$  is rejected so it can be concluded that there is a significant influence jointly between the variables Hedonic Shopping Motivation ( $X_1$ ) and Shopping Lifestyle ( $X_2$ ) on Impulse Buying ( $Y$ ); (3) Based on the calculation results from testing the Multiple Linear Regression Test in the model  $Y = 3.783 + 0.215X_1 + 0.308X_2$ , it is found that the most dominant variable on Impulse Buying is Shopping Lifestyle ( $X_2$ ) with a regression coefficient of 0.308. while the other variables show numbers below 0.308, namely Hedonic Shopping Motivation ( $X_1$ ) with a value of 0.215

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