



**THE EFFECT OF HEDONIC MOTIVATION AND SHOPPING LIFESTYLE ON
IMPULSE BUYING IN TOKOPEDIA APPLICATION USERS (CASE STUDY OF
STUDENTS OF THE FACULTY OF ECONOMICS, JAKARTA STATE UNIVERSITY
CLASS OF 2019)**

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ABSTRACT

This study aims to determine the effect of hedonic motivation and shopping lifestyle on impulse buying among students of the Faculty of Economics, Jakarta State University Class of 2019 who use the Tokopedia application. The research method used is a survey method with a quantitative approach. The population in this study were students of the Faculty of Economics, Jakarta State University Class of 2019 who used the Tokopedia application. The research sample is 100 respondents who are determined by the lemeshow formula because the population size is not known. Data collection techniques using a questionnaire. The data analysis technique used is multiple linear regression analysis. The results showed that there was no partial effect of hedonic motivation on impulse buying, there was a partial effect of shopping lifestyle on impulse buying, and hedonic motivation and shopping lifestyle had a simultaneous effect on impulse buying.

Keywords: Hedonic Motivation, Shopping Lifestyle, Impulse Buying



BACKGROUND

In Indonesia, there are currently many marketplace and e-commerce businesses that have emerged with their uniqueness and various offers provided (Noviolita et al., 2020). According to Nurlinda & Yuliyani (2021) e-commerce emerged to facilitate sellers and buyers in buying and selling products or services without having to meet in person. Likewise, Tokopedia is the first online store in Indonesia. Tokopedia provides business opportunities and sells a wide variety of products at prices that are more affordable than general stores.

One of the efforts implemented to increase e-commerce transactions is to study the behavior of consumers who shop online. An interesting concept of consumer behavior is impulse buying (Syashtra & Wangdra, 2018). Impulse buying is one of the unique characters of Indonesian society. According to Hermawan, there are 10 unique characteristics of consumers in Indonesia, one of which is that Indonesian consumers tend not to have a plan (Hermawan, 2012).

Online shopping gives consumers freedom from barriers that may be experienced in physical stores, increasing the likelihood of impulse purchases (Chan et al., 2017). To meet their needs, consumers often experience unplanned purchases or impulse purchases. Research conducted by The Trade Desk in 2021 shows that eight in 10 Indonesians (82%) shop online at least once per month and one in four make online purchases several times a week or more. Among these online shoppers, there are two distinct personas highlighted in the report which are planner shoppers and impulse shoppers (Desk, 2021).

Companies experiencing intense competition in the market can apply marketing stimuli and use impulse buying as a competitive advantage. Manipulation of factors, stimulating impulse purchases can significantly increase sales (Pradipto et al., 2016). With changes in consumer lifestyles and increasingly fierce competition, marketers must be able to understand every consumer shopping behavior so that consumer satisfaction can be achieved, if consumers are satisfied and in accordance with their wishes, consumers will make repeat purchases (Sholihah et al., 2017). However, according to Edy and Haryanti (2018), when viewed from the consumer's point of view, impulse purchasing behavior or impulse buying behavior can have negative implications, including making consumers tend to spend money excessively, and make purchases that are not useful.



Faculty of Economics students of State University of Jakarta class of 2019 aged 20-23 years are included in the age of young adulthood (Papalia & Martorell, 2014). The daily lives of young adults living in a metropolitan city like Jakarta, have a constant need to achieve some level of social standards as a means to fulfill social needs (Enrico et al., 2014). According to Pradipto et al. (2016) young adults are at a stage of life where they have earned or started to earn disposable income. This gives them the freedom to buy according to their heart's desire. However, their newfound freedom can be problematic as young adults have been identified as a demographic that is more prone to exhibit impulse buying behavior.

Impulse buying behavior driven by hedonistic or pleasure-seeking goals causes consumers to experience desire for products. Moreover, students of the Faculty of Economics, State University of Jakarta, class of 2019 are included in Generation Z. Generation Z is a generation born in 1995 - 2010 who are currently aged 13 - 28 years. Generation Z as a generation that is very familiar with the internet has no difficulty in shopping online and has an understanding that online shopping is a convenience and practicality (Utamanyu & Darmastuti, 2022). Research conducted by Nurlinda and Yuliyani (2021) shows the results that most women aged 17-21 years who are students or students tend to make impulse purchases on the Tokopedia application.

The results of the Katadata Insight Center (KIC) survey on April 13-18, 2021 show that 56.6% of generation Z in Indonesia actively shopped on e-commerce in the last three months (Aria, 2021). According to the results of the Alvara Research Center survey on 1,529 respondents spread across 34 provinces in Indonesia using the multistage random sampling method, clothing is the item most frequently purchased by generation Z and millennials online (Rizaty, 2022). From the 2022 e-commerce survey conducted by the Central Bureau of Statistics, it was also noted that the fashion category was ranked second in the group of types of goods/services that were sold a lot during 2021, namely as much as 16.25% (Statistics, 2022). Besides that, as reported by IDN Times, fashion is also included in the best-selling products on Tokopedia (Int, 2022).

Pratiwi (2017) defines fashion products as products that have special characteristics that are appropriate and represent the style that is trending in a certain period of time. Impulse products are mostly new products, for example, products with unexpectedly low prices. Some kinds of customer goods come from impulsive buying, the most commonly purchased items are clothing, jewelry or accessories that are close to oneself and support appearance.



Based on previous research, impulse buying can be influenced by several factors, including hedonic motivation and shopping lifestyle (Andani & Wahyono, 2018; Aziza et al., 2021; Putra & Kusuma, 2021; Sahetapy et al., 2020; Sholihah et al., 2017; Themba et al., 2021; Ustanti, 2018; Venia et al., 2021; Widagdo & Roz, 2021; Zayusman & Septrizola, 2019). However, in other research conducted by Wafiroh et al. (2020) shows the results that hedonic shopping motives have a positive and significant effect on impulse buying variables, while shopping lifestyle variables have no significant effect on impulse buying in consumers of Umama Gallery Jember fashion products. On the other hand, research by Sari & Hermawati (2020) states the results that shopping lifestyle affects impulsive buying behavior, while hedonic shopping motivation has no effect on impulsive buying behavior.

Based on the problems and previous research described above, the researcher wants to find out about impulse purchases on students of the Faculty of Economics, State University of Jakarta, Class of 2019 who have shopped at the Tokopedia application with the research title "The Effect of Hedonic Motivation and Shopping Lifestyle on Impulse Purchases on Tokopedia Application Users (Case Study of Students of the Faculty of Economics, State University of Jakarta, Class of 2019)".

THEORETICAL FRAMEWORK

Hedonic Motivation

According to Arnold & Reynolds (2003), hedonistic motivation is a purchasing activity driven by life related to the five senses, disappointment and emotions making material pleasure and pleasure the main goal. Tirtayasa et al. (2020) also defines hedonic shopping motives as psychological needs such as satisfaction, prestige, emotions, and other subjective feelings.

Utami (2017) explains that hedonic motivation is consumer motivation to shop because it is a pleasure in itself so that it does not pay attention to the benefits of the product being purchased. According to Utami in Tirtayasa et al. (2020), there are indicators that influence hedonic shopping motivation as follows:

1. Shopping is a very interesting experience
2. Shopping is an alternative to overcome boredom
3. Consumers prefer to shop other than themselves



4. Consumers prefer to find shopping places that offer discounts and low prices
5. Trust in shopping will be created when they spend time with family or friends
6. Consumers shop following the trend of new models.

Shopping Lifestyle

According to Ustanti (2018) shopping lifestyle is a person's habit of allocating money and time for personal enjoyment. Cobb and Hoyer in Ustanti (2018) suggest that to find out the relationship between shopping lifestyle and impulsive buying behavior is to use the following indicators:

1. Responding to buying every advertising offer about various products on online sites,
2. Buying the latest product when you see it on an online site,
3. The brand purchased products have the best quality, believing that the most famous brand (product category) is best purchased in terms of quality, there must be other brands (product categories) that are of the same quality as those purchased.

Impulse Buying

Impulse buying is one of the consumer behaviors in making decisions in a sudden way, making purchases without a plan that acts on its own impulse without long-term consideration (Arifianti & Gunawan, 2020). Engel et al. (1994) explains that impulse buying is a sudden action triggered by product demonstrations or promotions at the point of sale. In impulse purchases there is no information search and the only real evaluation of alternatives occurs after purchase, not before. According to Mowen and Minor (2002), impulse buying is a sudden impulse with full force, persistent and unplanned to buy something immediately, without much attention to the consequences.

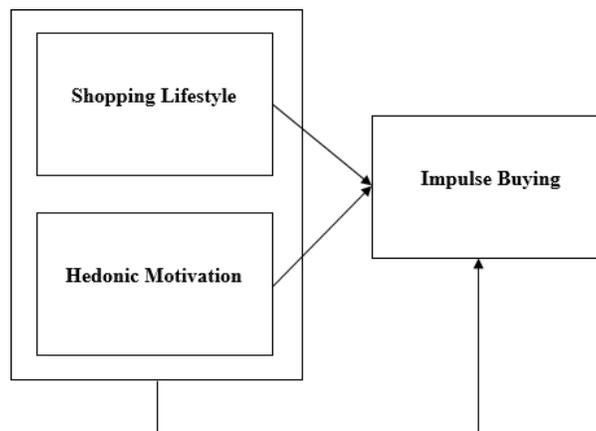
According to Japariato's research in Ustanti (2018), the indicators used to measure impulse buying are:

1. Spontaneity: These purchases are not expected and motivate consumers to buy now, often in response to visual stimuli right on the spot.
2. Power, compulsion, and intensity: There may be motivation to put everything else aside and act in an instant.



3. Enthusiasm and stimulation: The sudden urge to buy is often accompanied by emotions characterized as "fun", "thrilling" or "wild".
4. Indifference to consequences: The urge to buy can be so hard to resist that negative consequences are ignored.

Research Hypothesis



The hypothesis formulation in this study is as follows:

H1: Hedonic motivation affects impulse buying

H2: Shopping lifestyle affects impulse purchases

H3: Hedonic motivation and shopping lifestyle simultaneously affect impulse purchases

METHOD

The research method used in this research is a survey method with a quantitative approach.

Population

The population in this study were students of the Faculty of Economics, Jakarta State University Class of 2019 who used the Tokopedia application.

Sample

The sampling technique used in this study was taken using purposive sampling. Of the several types of non-probability sampling methods, researchers use purposive sampling techniques



because the samples taken by researchers must meet the criteria that are in accordance with this research. The sample selection criteria in this study are as follows:

1. Students of the Faculty of Economics, State University of Jakarta class of 2019
2. Have made purchases of fashion products on Tokopedia at least twice in the last six months

Determining the number of samples in this study using the Lemeshow formula (1997), this is because the population size is unknown. The number of samples needed in this study were 100 respondents.

Data Collection Technique

The data collection technique in this study used a survey method by distributing questionnaires online via Google Form. The questionnaire was conducted on respondents who were 2019 students of the Faculty of Economics, State University of Jakarta and had purchased fashion products on Tokopedia at least twice in the last six months. Indicators of the three variables will be used as statement items as outlined in the research questionnaire with measurements using a Likert scale.

Data Analysis Technique

The data obtained was processed using SPSS version 25 with multiple linear regression analysis techniques.

RESULT

Classic Assumption Test

Normality Test

This normality test is to determine whether the residuals are normally distributed or not using the One Sample Kolmogorov Smirnov test. The test criteria is if the significance value > 0.05 then the data is normally distributed.

The test results are as follows:



One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	0.0000000	
	Std. Deviation	5.12580650	
Most Extreme Differences	Absolute	0.068	
	Positive	0.040	
	Negative	-0.068	
Test Statistic		0.068	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	0.299	
	99% Confidence Interval	Lower Bound	0.288
		Upper Bound	0.311
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			

Source: Ouput SPSS

Based on the results of the normality test, a significance value of $0.200 > 0.05$ is obtained, it can be concluded that the residuals are normally distributed.

Linearity Test

This test is to determine the form of relationship between the independent variable and the dependent variable. The test criteria are if the significance value of deviation from linearity > 0.05 then there is a linear relationship.

The test results are as follows:

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Pembelian Impulsif * Motivasi Hedonis	Between Groups	(Combined)	2212.234	26	85.086	2.386	0.002
		Linearity	1595.020	1	1595.020	44.728	0.000
		Deviation from Linearity	617.214	25	24.689	0.692	0.848
Within Groups			2603.206	73	35.660		
Total			4815.440	99			



			Sum of Squares	df	Mean Square	F	Sig.
Pembelian Impulsif * Gaya Hidup Berbelanja	Between Groups	(Combined)	2613.710	20	130.686	4.689	0.000
		Linearity	2151.026	1	2151.026	77.181	0.000
		Deviation from Linearity	462.684	19	24.352	0.874	0.615
	Within Groups		2201.730	79	27.870		
Total			4815.440	99			

Source: Ouput SPSS

Based on the test results, the significance of deviation from linearity of hedonic motivation and shopping lifestyle on impulse purchases obtained a significance value of deviation from linearity of 0.848 and 0.615. So it can be concluded that there is a linear relationship between the independent variable and the dependent variable.

Multicollinearity Test

This test is to determine the relationship between independent variables. The test criteria can be said to be free of multicollinearity symptoms if:

1. VIF value < 10.00
2. Tolerance value > 0.10

The test results are as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.030	3.107		-0.332	0.741		
Motivasi Hedonis	0.158	0.103	0.172	1.536	0.128	0.442	2.263
Gaya Hidup Berbelanja	0.722	0.150	0.539	4.806	0.000	0.442	2.263

a. Dependent Variable: Pembelian Impulsif

Source: Ouput SPSS



Based on the table above, it is known that the VIF value of the hedonic motivation variable (X1) and shopping lifestyle (X2) is $2.263 < 10$ and the Tolerance value is $0.442 > 0.1$. then the data does not occur multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test is conducted to determine whether in the regression model there is an inequality of variance from the residual value of one observation to another using the Glejser test. The test criteria are if the significance value > 0.05 then there are no symptoms of heteroscedasticity.

The test results are as follows:

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.576	1.845		0.312	0.756
Motivasi Hedonis	0.062	0.061	0.151	1.010	0.315
Gaya Hidup Berbelanja	0.036	0.089	0.060	0.400	0.690

a. Dependent Variable: Abs_RES

Source: Ouput SPSS

Based on the table above, it is known that the significance value of the Hedonic Motivation variable is $0.315 > 0.05$ and Shopping Lifestyle is $0.690 > 0.05$. So it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.030	3.107		-0.332	0.741
Motivasi Hedonis	0.158	0.103	0.172	1.536	0.128
Gaya Hidup Berbelanja	0.722	0.150	0.539	4.806	0.000

a. Dependent Variable: Pembelian Impulsif



Source: Ouput SPSS

Based on the regression equation above, it can be concluded that:

1. The constant value has a negative value of -1.030, which means that if all independent variables and moderation are worth 0 percent or have not changed, then impulse purchases are obtained at -1.030.
2. The regression coefficient value of the hedonic motivation variable is positive at 0.158, this shows that the hedonic motivation variable has a positive influence on impulse purchases, which means that every 1% increase in the hedonic motivation variable will affect impulse purchases by 0.158.
3. The regression coefficient value of the shopping lifestyle variable is positive at 0.722, this indicates that the shopping lifestyle variable has a positive influence on impulse purchases, which means that every 1% increase in the shopping lifestyle variable will affect impulse purchases by 0.722.

Hypothesis Test

T Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.030	3.107		-0.332	0.741
Motivasi Hedonis	0.158	0.103	0.172	1.536	0.128
Gaya Hidup Berbelanja	0.722	0.150	0.539	4.806	0.000

a. Dependent Variable: Pembelian Impulsif

Source: Ouput SPSS

Based on the t test results above, it can be concluded that:

1. The significance value is $0.128 > 0.05$ and the t value is $1.536 < 1.985$, so it can be concluded that H1 is rejected, which means that there is no influence between the hedonic motivation variable (X1) on the impulse purchase variable (Y).



- The significance value is $0.000 < 0.05$ and the t value is $4.806 > 1.985$, so it can be concluded that H2 is accepted, which means that there is an influence between the shopping lifestyle variable (X2) on the impulse purchase variable (Y).

F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2214.325	2	1107.162	41.288	.000 ^b
Residual	2601.115	97	26.816		
Total	4815.440	99			

a. Dependent Variable: Pembelian Impulsif
b. Predictors: (Constant), Gaya Hidup Berbelanja, Motivasi

Source: Ouput SPSS

It is known that the significance value is $0.000 < 0.05$ and the calculated F value is $41.288 > 3.09$, so it can be concluded that H3 is accepted, which means that there is an influence between the X1 and X2 variables on the Y variable.

Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	0.460	0.449	5.17838

a. Predictors: (Constant), Gaya Hidup Berbelanja, Motivasi Hedonis

Source: Ouput SPSS

It is known that the R Square value is 0.460 or 46%, which indicates that there is a simultaneous influence between variables X1 and X2 on variable Y by 46% and the remaining 54% is influenced by other variables.

DISCUSSION

The Effect of Hedonic Motivation on Impulse Buying



Based on the research results, the hedonic motivation coefficient value is 0.158 and the significance value in the t test is $0.128 > 0.05$, which means that there is no influence between the hedonic motivation variable (X1) on the impulse purchase variable (Y). This is not in accordance with the hypothesis previously formulated by the researcher, namely that hedonic motivation partially affects impulse purchases for 2019 batch of Faculty of Economics students at State University of Jakarta who use the Tokopedia application. Therefore, the second hypothesis is rejected.

The results of this study are supported by research conducted by Sari & Hermawati (2020) and Zayusman & Septrizola (2019) which state that hedonic motivation has no effect on impulse buying. This is because shopping online at Tokopedia does not cause impulse buying. It can be concluded that the hedonic motivation indicator cannot support consumers in making impulse purchases. This is normal, because sometimes someone who has hedonic values is also a consideration when making a purchase. A person's hedonic value not only directly makes them buy impulsively but is driven by other factors such as economic reasons, emotional satisfaction and others.

The Effect of Shopping Lifestyle on Impulse Buying

Based on the research results, the shopping lifestyle coefficient value of 0.722 is positive, which means that the shopping lifestyle is directly proportional to impulse purchases. The significance value in the t test is $0.000 < 0.05$, which means that shopping lifestyle has a positive and significant effect on impulse purchases. This is in accordance with the hypothesis previously compiled by the researcher, namely that shopping lifestyle partially affects impulse purchases for 2019 Faculty of Economics students at State University of Jakarta who use the Tokopedia application.

The results of this study are supported by research conducted by Putra & Kusuma (2021) and Sari & Hermawati (2020) which state that shopping lifestyle has a positive and significant influence on impulse purchases. Research by Tirtayasa et al. (2020) also shows that shopping lifestyle has a significant effect on impulse buying for Zalora customers in Medan city. Research by Sahetapy et al. (2020) obtained results that also show that shopping lifestyle has a significant positive effect on impulse buying, which means that a person's shopping lifestyle will increase the tendency of impulsive buying behavior. Other research conducted by Febrianty and Yasa (2020) shows the results that shopping lifestyle has a positive and significant effect on impulse purchases. This



means that the better the customer's shopping lifestyle, the impulsive buying behavior will increase.

The Effect of Hedonic Motivation and Shopping Lifestyle on Impulse Buying

Based on the results of the coefficient of determination test, the R^2 value is 0.460. This means that the ability of the hedonic motivation and shopping lifestyle variables to explain the variation in impulse buying variables by 46% so that it can be said that the variation of the independent variables together has an influence on the dependent variable. This is in accordance with the hypothesis previously compiled by the researcher, namely that hedonic motivation and shopping lifestyle together have an effect on impulse purchases in 2019 Faculty of Economics students of State University of Jakarta who use the Tokopedia application.

CONCLUSION

Based on the results of the analysis that has been carried out, the conclusions of the influence of hedonic motivation and shopping lifestyle on impulse purchases on users of the Tokopedia application (case study of students of the Faculty of Economics, State University of Jakarta class of 2019) are as follows:

1. Based on the results of data analysis, it can be concluded that partially there is no influence between the hedonic motivation variable on impulse purchases in 2019 State University of Jakarta Faculty of Economics students who use the Tokopedia application. This is evidenced by the positive but insignificant results between the hedonic motivation variable and impulse purchases.
2. Based on the results of data analysis, it can be concluded that partially shopping lifestyle has a positive and significant effect on impulse purchases of 2019 students of the Faculty of Economics, State University of Jakarta who use the Tokopedia application. This shows that the higher the shopping lifestyle of the 2019 class of students of the Faculty of Economics, State University of Jakarta who use the Tokopedia application, the higher the level of impulsive purchases of students will be.
3. Simultaneously, hedonic motivation and shopping lifestyle are able to contribute to impulse purchases in 2019 students of the Faculty of Economics, State University of Jakarta who use the Tokopedia application with a coefficient of determination (R^2) of 46%.



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