

THE EFFECT OF SALES PROMOTION AND HEDONIC SHOPPING ON IMPULSE BUYING ON THE MARKETPLACE SHOPEE (Case Study In Tambakrigadung Community, Lamongan Regency)

Bella Maulina¹, Nurul Badriyah², Yuhronur Efendi³

^{1,2,3}Management Study Program, Faculty of Economics, Lamongan Islamic University
bellamaulina15@gmail.com

ABSTRACT

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Additionally, this study aims to determine the effect of sales promotion and hedonic shopping on impulse buying on the Shopee marketplace in the Tambakrigadung community, Lamongan district. The data analysis technique method used is validity test, reliability, normality, multicollinearity, heteroscedasticity, auto correlation, multiple linear regression analysis, t test, f test, coefficient of determination (R^2), multiple correlation. Meanwhile, the results of this study indicate that: 1) Sales Promotion partially has no significant effect on Impulse Buying on the Shopee marketplace, while Hedonic Shopping has a significant effect on Impulse Buying on the Shopee marketplace. 2) Sales Promotion and Hedonic Shopping simultaneously affect Impulse Buying on the Shopee marketplace. 3) Hedonic Shopping is the variable with the most dominant influence on Impulse Buying. It's proven from the multiple linear regression calculation of the hypothesis = $6.665 + (-0.188) X_1 + 0.947 X_2$.

Keywords: Impulse Buying, Sales Promotion, Hedonic Shopping, Shopee

1. INTRODUCTION

Our daily life changes due to the progress of a more contemporary era, including changes in technology, lifestyle, communication, and the economy. People's lifestyle is getting better fast going to instant from time to time. Because the majority of people do life luxury, they often look for something instant and useful for fulfill need daily them. In Indonesia itself, *mall* or *shopping centre* s u already growing b e like that fast, was made with research social media management platform HootSuite and a social marketing agency *We Are Social* entitled "Global Digital Reports 2020", (Hootsuite & Social, 2020), more than i half Indonesian residents who have use the internet, namely 175.4 million people out of 272.1 million Indonesian population or 64% of the total Indonesian population.

Purchase consumer often impulsive, various people have habit buy without exists plan before. Purchase impulsive is given name for type purchase this. Besides that, consumers in this day and age this no need worry for buy something product because they already could accept choice desired product with choose shop at an online store. We got buy everything start from food until technology, and there a number available online *marketplaces*, such as Shopee. Because more and more people in Indonesia are switching to online shopping, there competition between online shoppers for desired market segment. Shopee is one of the most popular online retail websites in Indonesia.

According to Sari in Aprilia and Mahfudz (2020: 73) Other factors that influence impulse purchases are mood, product category, and shop influence. Individuals who do purchase impulsive no think for buy product or brand certain. They live do purchase because interest in the brand or product moment that too. Research results previously carried out by Duarte et al., in Felita and Oktivera (2019: 14) mention that *Sales Promotions* have influence to *impulses buying*. Where to buy in a manner impulse if often triggered and driven by other factors environment shopping, like promotion sale stimulation in marketing strategy this could pushed from product that alone, price, or position



product the . through _ activity promotion sale company could interesting customer new as well as could affect customers _ _ _ for try something product new , pushing customer buy more a lot , and got Upgrade purchase impulse if.

2. METHOD

Type study this is quantitative with the sampling technique used is *purposive sampling*. Collected data through completed questionnaire _ spread based on population village Tambakrigadung of 7,061 people with sample 99 respondents . Method technique data analysis used with validity test , reliability test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test , analysis multiple linear regression , test by partial (t test), test by simultaneous (f test), coefficient test determination (R^2), correlation test double .

3. RESULTS AND DISCUSSION

The test results using the SPSS 25 statistical application stated that all the questionnaires used in this study were declared valid because they had a significance value smaller than the 0.05 significance level and the r count $>$ r table 0.195. From the results of the reliability test, the *cronbach's alpha* value for the *Sales Promotion* variable was 0.873, the *Hedonic Shopping* variable was 0.874 and the *Impulse Buying* variable was 0.902 where all *cronbach's alpha* values were more than 0.70 so that it could be declared reliable.

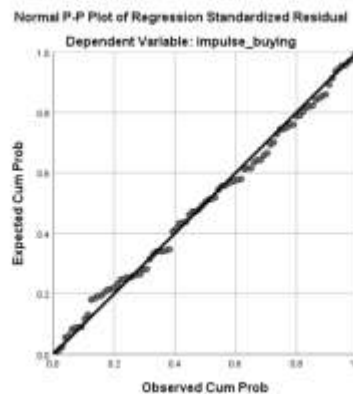


Figure 1. SPSS Normality Test Results

Based on results analysis of the p plot normality test above show that data or dot, dot, dot spread around the diagonal line and follow diagonal line direction or chart the histogram show pattern normal distribution . In accordance rule testing so could concluded that data _ normally distributed .

Table 1. SPSS Multicollinearity Test Results

		Coefficients ^a			t	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta			Tolerance	VIF
1	(Constant)	6.665	6.835		.975	.332		
	sales_promotion	-.188	.142	-.121	-1.328	.187	.780	1.282
	hedonic_shopping	.947	.131	.661	7.235	.000	.780	1.282

a. Dependent Variable: impulse_buying



Based on table Multicollinearity test results above could be known that results calculation *tolerance* show no there is variable independent owner _ rate $tolerance \leq 0.10$ and VIF value > 10 which means that no there is multicollinearity on variables in the regression model .

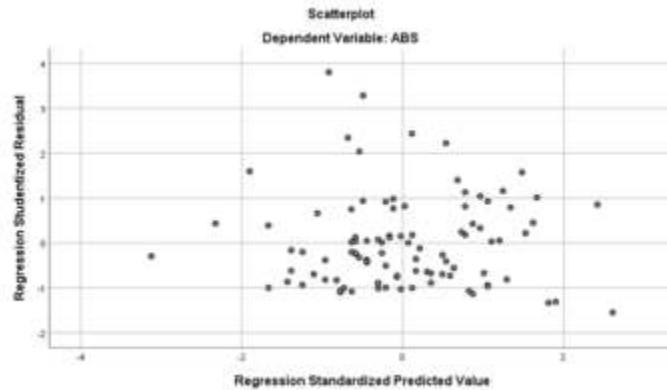


Figure 2. SPSS Results of the Heteroscedasticity Test

Based on the graphic image of the results of the Heteroscedasticity test above, it can be seen if the distribution of points is far apart and spreads randomly does not form a pattern, so it can be said that there is no Heteroscedasticity problem in the regression model.

Table 2. SPSS Auto Correlation Test Results

Summary Model ^b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.613 ^a	.376	.363	6.68009	1.896

a. Predictors: (Constant), hedonic_shopping , sales_promotion
b. Dependent Variable: impulse_buying

Based on the results of the autocorrelation analysis above, it shows a Durbin-Watson (d) value of 1.896, this value will be compared with the Durbin table at a significance of 95%, the number of samples is 99 and the independent variable is $2/k=2$, so the upper limit value/du is 1.715 and the below/at 1.614, so it can be concluded that the value of $du \leq d \leq 4-di$ or there is no positive or negative autocorrelation.

The results of the Multiple Linear Regression analysis obtained the equation $Y = 6.665 + (-0.188)X_1 + 0.947X_2$. The regression equation can be explained as follows:

1. Based on equality above , constant as big 6,665 (Alpha = 6,665) gives understanding if level of Hedonic Sales Promotion and Shopping To Impulsive Buying to one u same with zero , then magnitude *Impulse Buying* as big 6,665 unit or experience increase as big 6,665 .
2. If value coefficient regression *Sales Promotion* (X_1) is worth negative , means _ variable *Sales Promotions* no be a positive influence to *Impulse Buying* . *Sales Promotion* (X_1) has mark coefficient equal to 0.188 and signed negative _ interpreted if variable *Sales Promotions* experience decline one unit so will manage *Sales Promotion* _ of 0.188 .
3. If value coefficient regression *Hedonic Shopping* (X_2) is worth positive , mean variable *Hedonic Shopping* have influence positive to *Impulse Buying*. *Hedonic Shopping* (X_2) has mark coefficient equal to 0.947 and signed positive interpreted if variable *Hedonic Shopping* experience increase one unit so will raise *Impulse Buying* of 0.947 .

Tabel 3. Hasil SPSS Uji F
ANOVA^a



Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2579.968	2	1289.984	28.908	.000 ^b
	Residual	4283.871	96	44.624		
	Total	6863.838	98			

a. Dependent Variable: impulse_buying

b. Predictors: (Constant), hedonic_shopping, sales_promotion

From table 3 above, it is obtained that $F_{\text{count}} = 28.908$ while the F_{table} is 3.090. Where the F_{table} is taken using the formula $df = (nk-1)$ namely $df = 99-2-1 = 96$, resulting in an F_{table} of 3.090 so that it can be concluded that $F_{\text{count}} > F_{\text{table}}$ then H_0 is rejected which means that the independent variable (*Sales Promotion and Hedonic Shopping*) together have a significant influence on Impulse Buying.

Table 4. SPSS T Test Results

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.665	6.835		.975	.332
	sales_promotion	-.188	.142	-.121	-1.328	.187
	hedonic_shopping	.947	.131	.661	7.235	.000

a. Dependent Variable: impulse_buying

Sumber : Output Statistik SPSS 25 yang diolah, (2022)

Based on table 4. above _ could explained that results statistically significant t test for each variable is as following :

1. *Sales Promotion* (X_1) based on t statistical test results , obtained results t_{count} for variable *Sales Promotion* (X_1) of -1.328 with rates mark significant $\alpha=0.05$ then $t_{\alpha/2}$; $df = nk-1 = 99 - 2 - 1 = 96$ $t_{\text{table}} = 1,985$ mark significant = 0.187. Maka $t_{\text{arithmetik}} < t_{\text{table}}$ (-1.328 < 1.985) and > 0.05 sig (0.187 > 0.05) H_0 accepted and H_1 rejected , so _ could interpreted that for variable *Sales Promotion* (X_1) has no effect to variable *Impulse Buying* (Y).
2. *Hedonic Shopping* (X_2) based on t statistical test results , obtained results t_{count} for variable *Hedonic Shopping* (X_2) of 7,235 with level mark significant $\alpha=0.05$ then $t_{\alpha/2}$; $df = nk-1 = 99 - 2 - 1 = 96$ then obtained $t_{\text{table}} = 1.985$ and the sig value is 0.000, then $t_{\text{table}} < t_{\text{count}}$ (1.985 < 7.235) and sig < 0.05 (0.000 < 05) then H_0 is rejected and H_2 is accepted , so could interpreted that for variable *Hedonic Shopping* (X_2) by way of Partial have significant influence _ to variable *Impulse Buying* (Y).

The test results of the coefficient of determination show that the value coefficient determination (*Adjusted R Square*) of 0.363 which shows that of 36.3% variable *impulse buying* could explained by variables independently (*sales promotion* and *hedonic shopping*), the rest (100% - 36.3% = 63.7%) is explained by other factors outside variable that is not entered in study this .

DISCUSSION

The Effect of Sales Promotion on Impulse Buying on the Shopee Marketplace (Case Study of the Tambakragadung Community, Lamongan Regency)

From the results of the t test research shows that the *Sales Promotion* variable (X_1) does not have a significant influence on *Impulse Buying*. The result of t_{count} is -1.328 which is smaller than t_{table} of 1.985 (-1.328 < 1.985) and sig value > 0.05 H_0 is accepted and H_1 is rejected. So it can be said that sales promotion does not influence impulse buying. The results of this study are different from research conducted by Syafri and Besra (2019) which shows that sales promotions have an influence on impulsive purchases. The difference in the results of this study is due to many factors, namely



differences in research locations, research objects, populations, and samples used. When looking for an offer, such as a lower price on an item they want, consumers are often skeptical. Before making a purchase, buyers need to consider several factors, such as whether the quality of the product meets their goals or whether they still want the item, whether it is a substandard product. Therefore, it can be said that attractive company sales promotions do not always directly increase impulse purchases.

The Influence of Hedonic Shopping on Impulse Buying at the Shopee Marketplace (Case Study of the Tambakrigadung Community, Lamongan Regency)

From the results of the t test research, it shows that the *Hedonic Shopping variable* (X_2) has a significant influence on *Impulse Buying*. The results obtained were t_{count} of 7.235 greater than t_{table} of 1.985 ($7.235 > 1.985$) with a sig value < 0.05 H_0 was rejected and H_2 was accepted. So it can be said that hedonic shopping has an influence on impulse buying. The results of this study also support research conducted by Davota et al. (2019) where hedonic shopping has a significant effect on impulsive buying. In general, consumers make *impulse buying* because they are influenced by hedonic aspects and other economic factors such as a sense of happiness, social ties, and emotional influences. When consumers have hedonic shopping values that are only oriented towards pleasure, this will stimulate *impulse buying*. The higher the purchase because of liking for a product, it will trigger consumers to make impulse purchases on that product. Impulse purchases are made when it matches his feelings at the time.

4. CONCLUSION

Based on research that was carried out as has been explained in chapter before, then in chap this can be found a number of conclusion as following: partial t test for test hypothesis, Influence Sales Promotion and Hedonic Shopping which have mark the significant not enough from $\alpha = 0.05$ variable Sales Promotion (X_1) obtained t count as big -1,328 variables Hedonic Shopping (X_2) is obtained t count as big 7,235. So that could pulled conclusion that variable Sales Promotion has no significant effect on Impulse Buying on the Shopee Marketplace. While the Hedonic Shopping variable have significant influence to Impulse Buying on the Shopee Marketplace.

From the f test (simultaneous test) that variable Sales Promotion (X_1) and Hedonic Shopping (X_2) have an effect in a manner together to variables bound that is Impulse Buying (Y). Hal this could proven that hypothesis proven and accepted with results F count $> F_{\text{table}}$ ($28.908 > 3.090$) then obtained assumption that H_0 is rejected and H_1 is accepted.

Hedonic Shopping (X_2) is the dominant factor influence to Impulse Buying. Proven from calculation multiple linear regression hypothesis $Y = 6,665 + (-0.188) X_1 + 0.947 X_2$. Calculation results the could seen that variable Hedonic Shopping is the dominant influence to Impulse Buying.

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