

Pengaruh Sales Promotion, Hedonic Shopping Motive, Dan Shopping Lifestyle Terhadap Impulsive Buying Pada Harbolnas Event Di E-Commerce Shopee

The Influence Of Sales Promotion, Hedonic Shopping Motive, Shopping Lifestyle On Impulse Buying At Harbolnas Event In E-Commerce Shopee

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Abstract

This study analyzes the effect of Sales Promotion, Hedonic Shopping Motive, and Shopping Lifestyle on Impulsive Buying at the Harbolnas event in E-commerce Indonesia (Shopee study case), using Google Form as a survey conducted on 100 respondents who have used the Shopee application during Harbolnas events.

This study uses a quantitative method with descriptive analysis research, the sampling technique used is a non-probability sampling technique with a purposive sampling technique with a sample of 100 respondents.

Based on the results of descriptive analysis, overall Sales Promotion is included in the very good category, Hedonic Shopping Motive is included in the good category, Shopping Lifestyle as a whole is included in the good category. Based on the research, it shows that the Sales Promotion variable has no significant effect on Impulsive Buying, Hedonic Shopping Motive has a significant effect on Impulsive Buying, Shopping Lifestyle has a significant effect on Impulsive Buying.

Keywords- sales promotion, hedonic shopping motive, shopping lifestyle, impulsive buying, harbolnas, shopee.

Abstrak

Penelitian ini menganalisis pengaruh Sales Promotion, Hedonic Shopping Motive, and Shopping Lifestyle terhadap Impulsive Buying pada Harbolnas event di E-commerce Indonesia (study case Shopee), dengan menggunakan Google Form sebagai survey yang dilakukan pada 100 responden yang telah menggunakan aplikasi Shopee pada saat Harbolnas Event.

Penelitian ini menggunakan Metode Kuantitatif dengan penelitian Deskriptif analisis, Teknik pengambilan sampel yang digunakan adalah teknik nonprobability sampling dengan teknik purposive sampling dengan jumlah sampel sebanyak 100 responden.

Berdasarkan hasil analisis deskriptif, secara keseluruhan Sales Promotion termasuk dalam kategori sangat baik, Hedonic Shopping Motive termasuk dalam kategori baik, Shopping Lifestyle secara keseluruhan termasuk baik. Berdasarkan penelitian menunjukan bahwa variabel Sales Promotion tidak berpengaruh signifikan terhadap Impulsive Buying, Hedonic Shopping Motive berpengaruh signifikan terhadap Impulsive Buying, Shopping Lifestyle berpengaruh signifikan terhadap Impulsive Buying.

Keywords- sales promotion, hedonic shopping motive, shopping lifestyle, impulsive buying, harbolnas, shopee.

I. INTRODUCTION

A. Research Background

National Online Shopping Day or what is known as HARBOLNAS is a day that is celebrated with the aim of inviting the public about the convenience of online shopping, initially launched in 2012 by one of the E-commerce companies in Indonesia. Following the successful implementation of the held twice, namely in 2012 and 2018 the national online shopping day, then in 2019 the national online shopping day was again held which fell on December 12.[1] That's why the national online shopping day is known with the term 1212 because it is a transformation activity that changes the form of shopping and becomes an activity carried out by the online store industry in Indonesia, consumers get offers, namely massive discounts throughout the year.

When there is a social harbolnas phenomenon Shopee e-commerce users are very enthusiastic because when the phenomenon is E-commerce Shopee has a free shipping promo with minimum spending. But from The phenomenon is society too think that it can make consumptive behavior, because it can make people tempted by the existence of free shipping so they do check out the items they don't need to buy, just fulfill the desire to shop for a moment, especially with there is a free shipping promo without any minimum spending. The difference in transactions in E-commerce during Harbolnas and weekdays affects the nature of Impulse Buying, if on weekdays the increase in E-commerce visits is very normal. during the Harbolnas event, sales will increase 3 to 5 times compared to normal days and the reason for doing online shopping is because they want discounts, free shipping vouchers, and want to get cashback.

In general, the online shopping festival in 2020 recorded a significant growth in transactions from outside Java. In Harbolnas 12.12, SIRCILO data shows that the number of transactions originating outside Java has more than quadrupled compared to 2019. This shows that the penetration of online shopping trends is spreading rapidly outside the capital city to various regions in Indonesia. according to SIRCILO data during Harbolnas 12.12, the three consumer favorite categories are: personal care, household goods, and fashion. These three categories consistently recorded the highest product demand during the previous online shopping festivals, such as 9.9, 10.10, and 11.11. According to the SIRCILO report released in July 2020, the favorite category among female consumers is self-care, while the electronics category is still number one for male consumers. Furthermore, 20% of consumers shop online with a frequency of more than nine times per month, 58% of which are female consumers.[2]

In the current technological era, Impulse Buying or what can be called unplanned purchases is a consumer behavior that attracts interest for E-commerce companies today. Impulse Buying is a behavior where the person does not plan something in shopping. This unplanned purchase is a stimulus that happens while in a store or while looking at an online shop. Impulse Buying is a sudden impulse that is influenced by emotional conditions and persuasive factors around the individual. [3] Impulse Buying in E-commerce applications tends to occur most often because some consumers buy something unplanned when they see the price of goods that are so cheap, they don't think long in determining which items they will buy, the most important thing is that they have money and the items they want have a price. which is very cheap at that time the emergence of the nature of Impulse Buying where they buy goods that were not planned in advance.

One of Shopee's strategies to attract Shopee consumers to use brand ambassadors as their attraction to attract consumer interest, the use of brand ambassadors can be a promising marketing strategy, because brand ambassadors can influence many people in using a product, and make the company look more trustworthy. Consumers shop because they are Motivated by Hedonic desires or economic reasons, such as pleasure, fantasy and social or emotional satisfaction. Since the purpose of shopping meet hedonic needs, the products purchased seem to have been chosen without planning and will lead to an impulse buying. It begins when consumers search for information on the goods they want at Shopee and consumers who like shopping have a greater tendency to seek information about certain products they want.

based on the description above this problem deserves to be researched to determine the effect of sales promotion, hedonic shopping motive and shopping lifestyle towards e-commerce with the title **"The Influence of Sales Promotion, Hedonic Shopping Motive, and Shopping Lifestyle on Impulsive Buying at Harbolnas event in E-commerce Shopee"**

B. Problem Formulation

1. How is Sales Promotion in E-commerce Shopee ?
2. How is Hedonic Shopping Motive in E-commerce Shopee ?
3. How is Shopping Lifestyle in E-commerce Shopee ?
4. How is Impulsive Buying in E-commerce Shopee ?
5. How is the influence of Sales Promotion, Hedonic Shopping Motive and Shopping Lifestyle to Impulsive Buying in E-commerce in partial and simultaneously ?

C. Research Objectives

1. To know the Sales Promotion in E-commerce Shopee
2. To know the Hedonic Shopping Motive in E-commerce Shopee
3. To know the Shopping lifestyle in E-commerce Shopee
4. To know the Impulsive Buying in E-commerce Shopee
5. To know the the influence of Sales Promotion, Hedonic Shopping Motive and Shopping Lifestyle to Impulsive Buying in E-commerce in partial and simultaneously

II. LITERATURE REVIEW

A. Sales Promotion

sales promotion is a short term incentive to encourage product or service sales. Sales Promotion is also a communication activity between companies and consumers in an effort to influence consumers in purchasing activities according to their wishes and needs. The sales or marketing department of a company will develop promotions to inform about their products so that they can influence consumers to buy them.[4] and provides an understanding of sales promotion is a short-term incentive to increase the purchase or sale of an item or service where the purchase is expected to be made now.[5]

B. Hedonic Shopping Motive

person will be happy to shop because that person feels pleasure and feels that shopping is something interesting. So, this motivation is based on subjective or emotional thinking because it includes emotional responses, sensory pleasures, dreams, and extensive considerations [6], A hedonic shopping motive is a person's desire to shop to meet psychological needs, namely emotions, satisfaction, prestige, and other subjective feelings. As a result, it seems to meet excessive social, aesthetic, and lifestyle demands and also occurs due to one's emotional, sensory responses to pleasures, and dreams. [7]

C. Shopping Lifestyle

Shopping Lifestyle is described as a consumption pattern that reflects a person on how to spend time and money for shopping With the availability of time and money, consumers will have a lot of time to shop so that consumers will have high purchasing power.[8]

And refers to how people live, how they spend their time, money, buying activities, attitudes, and opinions about the world in which they live. A person's lifestyle in spending his money creates new traits and characteristic of an individual.[9] said the Shopping Lifestyle is an expression of lifestyle in shopping that reflects differences in social status. According to the above definition, this Shopping Lifestyle is a person's lifestyle, which refers to the daily lifestyle where consumers enjoy their time and spend their money. That is, regardless of the income spent/used to buy the desired product in accordance with the lifestyle desired by the consumer. Lifestyle has a nature that is not permanent or can change and lifestyle is described by an activity, interest and opinion of a person. A person's shopping lifestyle refers to how a person spends their income.

D. Impulsive Buying

In purchasing products, consumer behavior can be very different from one another. There are those who plan to purchase in advance or have thought about what to buy in advance and there are also those who will shop without planning, so that purchases are made spontaneously or suddenly when they see a product. This spontaneous behavior in marketing is known as impulse buying.

Impulsive Buying is another form of consumer buying patterns. As the term implies, the purchase was not specifically planned. Impulse buying occurs when a consumer suddenly experiences a strong and persistent urge to buy something immediately.[11]

There are several things that cause consumers to shop for goods outside of plans, the possibility of consumers being influenced by advertisements, there is a desire to try new goods or are interested in more unique packaging, discounts and sales promotion persuasion, such behavior is called impulse buying.

E. Research Framework

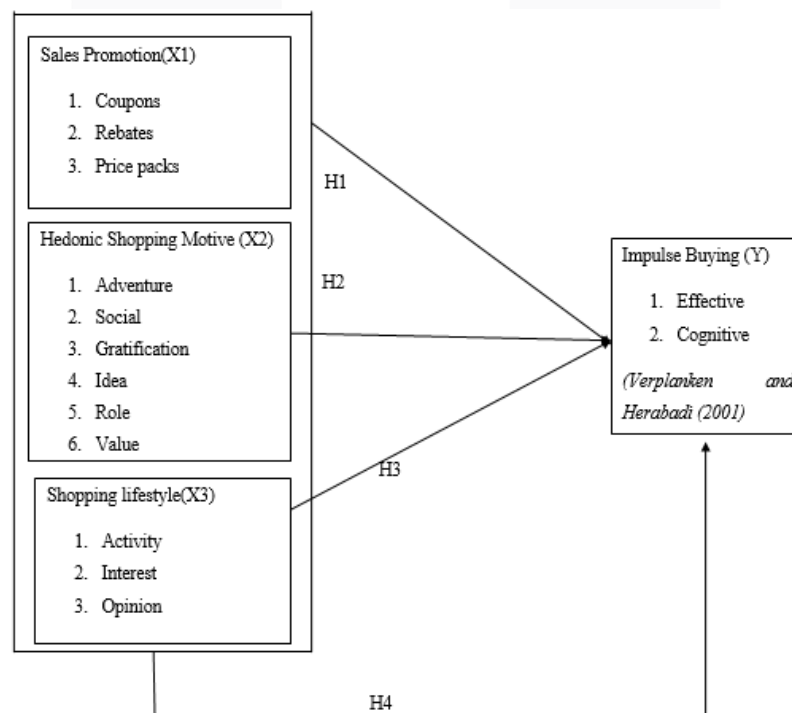


Figure 2.1: Conceptual Framework

Source : Processing by Author, 2021.

F. Hypothesis

Based on the framework of thought, theory, and literature that has been put forward, the hypotheses in this study are as follows:

H1: There is an effect of Sales Promotion on Impulse buying.

H2: There is an effect of Hedonic Shopping Motivation on impulse buying.

H3: There is an effect of Shopping Lifestyle on Impulse buying.

H4: There is a simultaneous influence of Sales Promotion, Hedonic Shopping Motivation and Shopping Lifestyle on Impulse buying.

III. RESEARCH METHODOLOGY

A. Type of Research

This research uses a quantitative approach. This study uses a quantitative method with descriptive analysis research, the sampling technique used is a non-probability sampling technique with a purposive sampling technique with a sample of 100 respondents. The research object is Harbolnas Event In Shopee. The measurement scale uses Likert scale. The population of respondent is people have used the Shopee application during Harbolnas events.. Data collection techniques through questionnaire. The data analysis techniques in this research is descriptive analysis.

IV. RESULT AND EXPLANATION

A. Descriptive Analysis Results

Respondent's response regarding sales promotion

Based on the results of descriptive analysis, overall Sales Promotion is included in the very good category with a score of 85%.

Respondent's response regarding hedonic shopping motive

Based on the results of descriptive analysis, the overall Hedonic Shopping Motive is included in the good category with a score of 84%.

Respondent's response regarding shopping lifestyle

Based on the results of descriptive analysis, Shopping Lifestyle as a whole is included in the good category with a score of 85%.

B. Analysis Result

Table 4.1 TABLE T-TEST

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.644	1.228		-.524	.601
	Sales Promotion	-.070	.065	-.099	-1.090	.279

	Hedonic Shopping Motive	.312	.053	.647	5.901	.000
	Shoppig Lifestyle	.276	.118	.223	2.344	.021
a. Dependent Variable: Impulse Buying						

Source: SPSS Output, 2021

Based on the SPSS output above, it can be concluded that:

1. Sales Promotion has a value of T-count (-1.090) < T-table (1.985) and a significance level of 0.279 > 0.05, then H0 is accepted and Ha is rejected. Therefore, it can be concluded that partially there is no significant effect of Sales Promotion on Impulsive Buying.
2. Hedonic Shopping Motive has a calculated value (5.901) > T-table (1.985) and a significance level of 0.000 < 0.05, then H0 is rejected and Ha is accepted. Thus it can be concluded that partially there is a significant influence between the Hedonic Shopping Motive on Impulsive Buying.
3. Shopping Lifestyle has a value of tcount (2.344) > T-table (1.985) and a significance level of 0.021 < 0.05, then H0 is rejected and Ha is accepted. Therefore, it can be concluded that partially there is a significant influence of Shopping Lifestyle on Impulsive Buying.

Table 4.2 F-TEST RESULT

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.030	3	146.010	42.926	.000 ^b
	Residual	326.537	96	3.401		
	Total	764.567	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Shoppig Lifestyle, Sales Promotion, Hedonic Shopping Motive						

Source: SPSS Output, 2021

it can be seen that the F-count is 42,026 with a significance level of 0.000. Therefore, the two calculations are F-count > F-table (42,926 > 3.09) and a significance level of 0.000 < 0.05. This shows that H0 is rejected, and Ha is accepted. This means that Sales Promotion, Hedonic Shopping Motive and Shopping Lifestyle have a simultaneous effect on Impulsive Buying.

C. Determination Coefficient Test Result

Table 4.3 COEFFICIENT OF DETERMINATION

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.560	1.84430
a. Predictors: (Constant), Shoppig Lifestyle, Sales Promotion, Hedonic Shopping Motive				
b. Dependent Variable: Impulse Buying				

Source : output SPSS 2022

The results of the data above show that The Influence of Sales Promotion, Hedonic Shopping Motive, Shopping Lifestyle on Impulsive Buying is 57.3% and the remaining 42.7% is influenced by variables outside of this study.

D. Multiple Regression Analysis

Table 4.4 Multiple Linear Regression Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.644	1.228		-.524	.601
	Sales Promotion	-.070	.065	-.099	-1.090	.279
	Hedonic Shopping Motive	.312	.053	.647	5.901	.000
	Shoppig Lifestyle	.276	.118	.223	2.344	.021

a. Dependent Variable: Impulse Buying

Source: Data Processing Results, 2022

Based on the results of data processing in table 4.4, it can be formulated a multiple regression equation model as follows:

$$Y: -0,64 + -0,070X_1 + 0,312X_2 + 0,276X_3 + e$$

1. Constant (a) = -0.644 means, if the variable Sales Promotion, Hedonic Shopping Motive, Shopping Lifestyle is zero (0), then Impulsive Buying will have a value of -0.644.
2. The value of the Sales Promotion regression coefficient (b1) is -0.070, it shows that Sales Promotion has increased (1) then Impulsive Buying has decreased by -0.070
3. The value of the Hedonic Shopping Motive regression coefficient (b2) is 0.312, it shows that Hedonic Shopping Motive has increased (1), Impulsive Buying has increased by 0.312.

4. The value of the Shopping Lifestyle regression coefficient (b_3) is 0.276, it shows that Shopping Lifestyle has increased (1) then Impulsive Buying has increased by 0.276.

V. CONCLUSION AND SUGGESTIONS

Based on the results of the research and discussion that has been described previously regarding The Influence of Sales Promotion, Hedonic Shopping Motive, and Shopping Lifestyle On Impulsive Buying At Harbolnas Event In E-commerce In Indonesia (Study Case Shopee), these conclusions were obtained to answer several questions in this study. ∴

1. Based on respondents' responses, Sales Promotion activities obtained a percentage score of 85% which is included in the very good category.
2. Based on respondents' responses, Hedonic Shopping Motive activities get a percentage score of 84% which is included in the good category.
3. Based on respondents' responses, Shopping Lifestyle activities get a percentage score of 85% which is included in the very good category.
4. Based on the responses of respondents to Impulsive Buying activities, the percentage score of 72% is included in the good category.
5. - Partially Sales Promotion based on the results of the T test has no significant effect. That is, therefore, it can be concluded that partially there is no significant influence of Sales Promotion on Impulsive Buying. while the Hedonic Shopping Motive and Shopping Lifestyle partially have a significant effect on Impulsive Buying. That is, therefore, it can be concluded that partially there is a significant effect. Sales Promotion, Hedonic Shopping Motives, and lifestyle shopping simultaneously have a significant influence on Impulse Buying. This means that there is a simultaneous significant influence on Sales Promotion, Hedonic Shopping Motive, Shopping Lifestyle on Impulsive Buying at Harbolnas event.

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