

The Effect of Shopping Enjoyment and Price Discount on Impulsive Buying in the Shopee Marketplace (Study on Students in Kediri City)

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ABSTRACT

The purpose of this study is to ascertain the impact of influence shopping enjoyment on impulsiveness buying, to ascertain the impact of price discounts on impulsive buying and to ascertain the of shopping enjoyment and price discount on impulsiveness buying at markertplace Shopee (Study on students in Kediri City). Descriptive analysis research kinds are used with quantitative research methods in this kind of study. This research was conducted in Kediri City, East Java. With a sample of 96 respondents, this study focuses on students living in Kediri City who made purchases at Shopee market. The sampling strategy combines a purposive sampling approach with criteria determined by researchers with Lemeshow formula. Validity tests, reliability tests, multiple linear regression tests, the classic assumption tests (normality, multicollinearity, heteroscedasticity), and hypothesis tests (t test, F test, coefficient of determination) are the data analysis techniques employed. Data processing tools use SPSS version 23. The findings of the study indicate that impulsive buying is not much impacted by shopping enjoyment, impulsive buying made on the Shopee marketplace are not much impacted by the price discount, and the shopping enjoyment and price discount together have a major impact on impulsive buying (Study on students in Kediri City).

Keywords: *Shopping Enjoyment, Price Discount, Impulsive Buying.*

1. INTRODUCTION

According to data study, the category of e-commerce marketplaces that will see the most site visitors in Indonesia in 2023 is Shopee. In comparison to its rivals, the Shopee website received a significantly higher total of 2.3 billion visitors between January and December 2023. About 1.2 billion people visited the Tokopedia website at that time, whereas 762.4 million people visited the Lazada website. In the meantime, 337.4 million people visited the Blibli website, and 168.2 million people visited the Bukalapak website (Katadata Databoks, 2024) accessed 5 March 2024.

The survey conducted by Populix in July 2023 revealed that e-commerce is the choice of the majority of Indonesians (82%) to buy electronic products, household necessities and health. Several reasons encourage them to choose to shop for these goods via e-commerce platforms, namely saving time and energy (79%), free shipping (72%), cheaper prices than offline stores (62%), available purchase discounts (61 %), and ease of comparing prices with other stores (57%) (Populix Info, 2023) accessed on March 5, 2024.

Various conveniences and other benefits experienced in using e-commerce can provide stimulus or stimulation so that impulsive phenomena arise buying, this is further strengthened by various stimuli from the Shopee platform such as attractive offers, thus encouraging greater buying interest (Wahyuni & Setyawati, 2020). Impulsive buying is an act of purchasing that is made without prior planning (Utami, 2017).

Impulsive perpetrator purchasing on online shopping shop according to research results, the intensity of online shopping based on the highest age group is dominated by the 18-21 year old group at 35%, 22-28 year olds at 33%, 29-38 year olds at 18% and 39-55 year olds at 5% (Populix Info, 2021). This shows that those aged 18-28 years are dominated by those who fall into the category of working as students. Students have a tendency to be impulsive buying because students often make purchases that are not planned beforehand because they have not yet reached mature thought or simply follow emotions of interest in a product (Vianny Juwita et al., 2022).

Factors that influence impulsivity buying one of them is shopping enjoyment and price discounts. Shopping enjoyment is the pleasure and enjoyment that consumers get from the shopping process or activity (Renita & Astuti, 2022). Consumers who fall into the shopping category enjoyment will achieve pleasure by spending time browsing the products they want, then a good mood is also a measure of shopping enjoyment, a good or positive mood can take the form of feelings of like, good, and pleasure (Agung et al., 2018).

Research conducted by helpshopee shows that many people complain about accessibility Shopee, namely a promo code that cannot be used. In general, every promo code that cannot be used usually has terms and conditions, such as a minimum purchase and validity period, which often deceive buyers. Of course this can definitely reduce the pleasure of shopping enjoyment).

Modern consumers have become much more impulsive apart from the shopping factor. One of them is price discounts that can influence impulsive buying. Price a discount is a payment that is made in lieu of the regular price of a product provided by the company (Risma et al., 2023). Impulsive buying happens when customers see a certain brand or product and are drawn to purchase it due to appealing cues from the shop, such as discounts and the size of the discounts given by the shop (Utami, 2017).

2. RESEARCH METHODS

Descriptive analysis research kinds are used with quantitative research methods in this type of study. Data was collected through the use of Google forms to distribute questionnaires online. With 96 respondents chosen at random, the population of this study consists of Kediri City students who have made purchases on the Shopee marketplace. Utilizing a purposive sampling strategy based on the researcher's defined criteria, the sampling approach applies the Lemeshow formula. Validity tests, reliability tests, multiple linear regression tests, the classic assumption tests (normality, multicollinearity, heteroscedasticity), and hypothesis tests (t test, F test, coefficient of determination) are the data analysis techniques employed. Data processing tools use SPSS version 23.

3. RESULTS AND DISCUSSION

3.1. Validity Test

In light of the validity check's conclusions for shopping variable enjoyment, price discount, and impulsive buying shows that the correlation in the calculated r column is higher than the value in the r table (0.2006) having a significance level less than 0.05, indicating that each and every statement instrument items in the shopping variable questionnaire enjoyment, price discount, and impulsive purchase is said to be valid.

3.2. Reliability Test

Table 1. Reliability Test

Variable	Alpha	Cronbach's Alpha	Information
Shopping Enjoyment	0.60	0.865	Reliable
Price Discounts	0.60	0.892	Reliable
Impulsive Buying	0.60	0.863	Reliable

In light of the reliability check's conclusions (see Table 1), the explanation for the Cronbach's value Alpha being higher than the Alpha value (0.60) is provided, so that all statements on each variable are declared reliable .

3.3. Assumption Tests Classic

3.3.1. Normality Test

It is evident from Figure 1 that the data spreads along a diagonal line, indicating that the data between the independent and dependent variables either satisfies the normality assumption test or has a normal relationship or distribution.

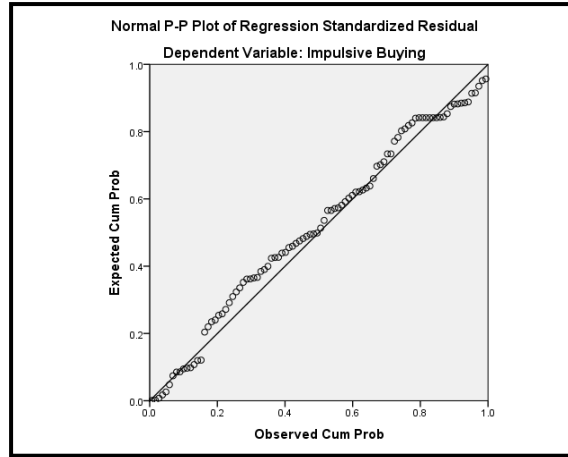


Figure 1 Results of The Normalcy Test

3.3.2. Test of Multicollinearity

Tabel 2. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.120	4.923		2.259	0.026		
	X1	0.184	0.244	0.120	0.753	0.453	0.368	2.716
	X2	0.340	0.206	0.263	1.653	0.102	0.368	2.716

a. Dependent Variable: Y

From Table 2, the data indicates that there are no signs of multicollinearity between the independent variables, as indicated by the tolerance values of each independent variable being greater than 0.1 and the VIF values being smaller than 10, based on the table above, which shows that the VIF values of the Price variable Discount (X2) and the Shopping Enjoyment variable (X1) are $2.716 < 10$ and the tolerance value value $0.368 > 0.1$.

3.3.3. Test of Heteroschedasticity

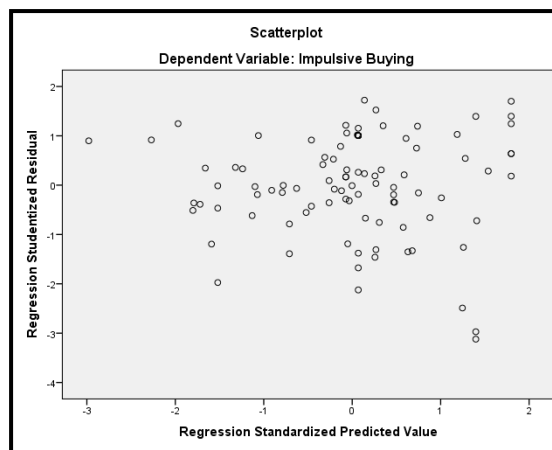


Figure 2 Results of The Heteroscedasticity Test

It is evident from Figure 2 that the residual distribution is erratic and lacks pattern. Plots that spread out, or dots, demonstrate this. Therefore, the data disproves the existence of heteroscedasticity.

3.3.4. Test of Multiple Linear Regression

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	11,120	4,923		2,259	0.026
	Shopping Enjoyment	0.184	0.244	0.120	0.753	0.453
	Price Discounts	0.340	0.206	0.263	1.653	0.102

a. Dependent Variable: Impulsive Buying

As shown in Table 3, the multiple linear regression equation is understood to be as follows (see Equation 1) :

$$Y = a + b_1X_1 + b_2X_2 + e \dots \dots \dots (1)$$

$$Y = 11.120 + 0.184 + 0.340$$

Information:

- 1) The impulsive variable buying has a constant or current value of 11.120, meaning that it is unaffected by other factors, such as the price discount (X2) and the shopping variable delight (X1). Impulsive buying is the variable that has not altered if the independent variable does not exist.
- 2) Regression coefficient value X1 (b1) is 0.184, meaning that the shopping variable enjoyment has a positive impact on impulsive buying. This implies that, assuming no other variables are looked at in this study, impulsive buying will be influenced by the shopping variable enjoyment by 0.184 for every unit increase.
- 3) The price variable has an X2 regression coefficient value of 0.340 (b2). Discounts have a positive effect on impulsive buying, so for every unit increase in the price variable, the discount will have a 0.340 affect on impulsive buying.

3.4. Hypothesis Testing

3.4.1. t Test (Partial)

It can be inferred that the variable has a considerable influence if t count > t table, and that it has no influence if t count < t table. The t table, which has a value of 1.985, can be found in the statistical significance table 0.05/2 = 0.025 with df = nk-1 or df = 96-2-1 = 93. Table 4 shows the results of the t-test.

Table 4. Results of the t (Partial) Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	11,120	4,923		2,259	0.026
	Shopping Enjoyment	0.184	0.244	0.120	0.753	0.453
	Price Discounts	0.340	0.206	0.263	1.653	0.102

a. Dependent Variable: Impulsive Buying

1) First Hypothesis Testing (H1)

It is possible to conclude that H1 is rejected since the sign value is 0.453 > 0.05 and the calculated t value is 0,753 < 1.985. This indicates that there is no influence between the shopping enjoyment variables (X1) and impulsive buying.

2) Testing of the Second Hypothesis (H2)

It is possible to conclude that H2 is rejected since the sign value is 0.102 > 0.05 and the calculated t value is 1.653 < 1.985. This indicates that there is no influence between the price variables discount (X2) and impulsive buying (Y).

3.4.2. F Test (Simultaneous)

There is a simultaneous influence of variable X on variable Y if the sign value is less than 0.05 or the calculated F value is more than the F table, and vice versa if the calculated F value is less than the F table. F table can be looked for in the statistical significance table 0.05 df = nk or df = 96-2 = 94, then the f table is 3.09.

Table 5. Results of The F (Simultaneous) Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	653,039	2	326,519	7,170	.001 ^b
	Residual	4235.451	93	45.542		
	Total	4888.490	95			
a. Dependent Variable: Impulsive Buying						
b. Predictors: (Constant), Price Discount, Shopping Enjoyment						

1) Third Hypothesis Testing (H3)

Given that the F count is $7.170 > 3.09$ and the sign value is $0.001 < 0.05$ (see Table 5), it may be said that H3 is accepted, indicating that there is an influence of the shopping variable enjoyment and price discount on impulsiveness simultaneous buying.

3.4.3. The Determination Coefficient (R-squared)

Table 6. Results of The Determination Coefficient (R-squared)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365a	0.134	0.115	6,749
a. Predictors: (Constant), Price Discount, Shopping Enjoyment				

The R Square value of 0.134, or 13.4%, indicates that price discounts (X2) and shopping variables enjoyment (X1) have a simultaneous influence on impulsive purchase (Y) of 13.4%, with the remaining 86.6% being influenced by variables not examined in this research (see Table 6).

4. CONCLUSION

Based on the findings of studies and data analysis about the influence of price discounts and shopping enjoyment against impulsive purchases on the Shopee Marketplace (Study of Students in Kediri City). So, the author can draw the following conclusions. The study's findings indicate that impulsive purchases made on the Shopee marketplace are not much impacted by the shopping enjoyment (Study for students in Kediri City). The study's findings indicate that impulsive purchases made on the Shopee marketplace are not much impacted by the price discount (Study for students in Kediri City). The study's findings indicate that shopping enjoyment and price discount together have a major impact on impulsive purchases (Studi for students in Kediri City)

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