



The effect of sales promotion on impulse buying with hedonic shopping value as a mediating variable in e-commerce shopee in Bukittinggi city

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ABSTRAK

Penelitian ini bertujuan untuk melihat sejauh mana pengaruh promosi penjualan terhadap pembelian impulsif dengan nilai belanja hedonis sebagai variabel mediasi pada aplikasi e-commerce shopee di Kota Bukittinggi. Populasi dalam penelitian ini adalah seluruh pengguna aplikasi Shopee di Kota Bukittinggi dengan kriteria sampel yaitu mereka yang berumur 16 tahun ke atas dan pernah melakukan transaksi dalam sebulan terakhir. Total sampel yang terkumpul adalah 120 responden. Pengumpulan data dilakukan melalui kuesioner online dengan menggunakan media google form dan diolah dengan aplikasi SPSS Versi 25. Hasil penelitian menunjukkan bahwa: (1) Nilai Belanja Hedonis berpengaruh positif terhadap Pembelian Impulsif, (2) Promosi penjualan berpengaruh positif terhadap pembelian impulsif, (2) Promosi Penjualan berpengaruh positif terhadap nilai belanja hedonis, (3) Promosi Penjualan berpengaruh positif terhadap nilai belanja hedonis. Promosi berpengaruh positif terhadap Impulse Buying yang dimediasi oleh variabel Hedonic Shopping Value

ABSTRACT

This study aims to see the extent to which sales promotion influences impulse buying with hedonic shopping value as a mediating variable in the e-commerce shopee application in Bukittinggi City. The population in this study are all users of the Shopee application in Bukittinggi City with sample criteria, namely those who are 16 years above and have made transactions in the past month. The total sample collected was 120 respondents. Data was collected through online questionnaires using google form media and processed SPSS Version 25 application. The results showed that: (1) Hedonic Shopping Value has a positive effect on Impulse Buying, (2) Sales promotion has a positive effect on impulse buying, (2) Sales Promotion has a positive effect on hedonic shopping value, (3) Sales Promotion has a positive effect on Impulse Buying which is mediated by the Hedonic Shopping Value variable.

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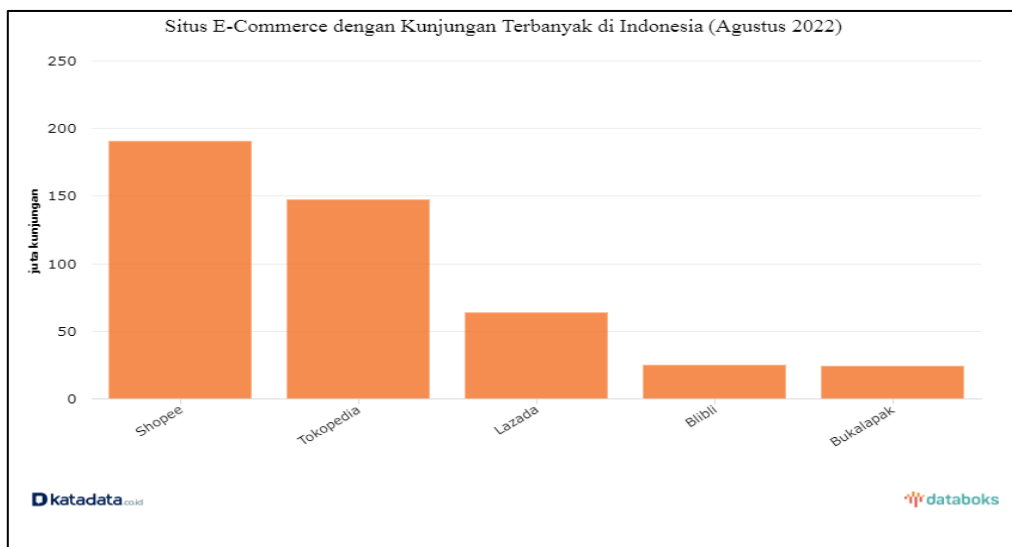
INTRODUCTION

Technology, communication, and information are components that have a very fast development. The sectors of human life that are dominated by these three components are greatly helped so that they become a necessity that is accommodated in the internet media. That way the internet becomes a

medium that cannot be separated from life, including the people of Indonesia. The use of the internet is not just for entertainment. The internet is also used for work, searching for information, business and business succession, and of course for shopping.

The most visible development in shopping is the trend of shopping that has begun to shift from what was originally done directly or face-to-face, now shopping practices can also be and are more often done online or known as online shopping through e-commerce. According to research conducted by the Snapacrt platform, 57% of 1000 respondents with an age range of 20-35 years more often do online shopping. E-commerce is one of the options for people to practice shopping because it is easily accessible and can be used anywhere and anytime to carry out all activities related to online buying and selling transactions.

In conducting online transactions, people in Indonesia have many e-commerce application options that can be used. The most widely uses e-commerce application is Shopee, followed by Tokopedia, Lazada, Blibli, Bukalapak. It can be seen in the number of e-commerce with the highest number of visitors in the figure below:



Source : databoks.katadata.co.id

Figure 1. E-Commerce With the Highest Number of Visits

Based on the picture above, it is known that shopee is one of the most visited e-commerce by users in doing online shopping. Quoted from (Databoks.Katadata.co, 2023), as of August 2022, Shoppe is the application most visited by users, namely 190.7 million visits, where this figure increased from the previous month by 11.37% where in the previous month it was only visited by 171.2 million in July 2022. Therefore, the object to be studied in this research is the shopee e-commerce application.

Online shopping activities today are not only an effort to fulfill needs. There are consumers who do online shopping for reasons of fun or following what is currently trending. So that finally shopping activities are carried out without prior planning or spontaneously, E-commerce which is growing very rapidly also makes people more consumptive in their purchases. The convenience offered by e-commerce applications and information that is easily obtained also increasingly makes consumers more consumptive in their purchases and is supported by the fact that the majority of consumers today no longer act rationally and think logically when making purchases (Hernita et al., 2022).

Purchases made in online shopping activities indirectly make consumers act spontaneously or without prior planning. This phenomenon is commonly referred to as impulse buying. In this kind of behavior, consumers will feel the need to make purchases immediately. This is of course supported

by the convenience offered by e-commerce applications so that the phenomenon of impulse buying is very likely to occur to consumers (Afif & Purwanto, 2020).

There are several things that can affect impulse buying in consumers. According to Kempa et al (2020), it is explained that impulse buying is influenced by factors that arise from within consumers in the form of emotions that they feel, one of which is hedonism and promotions that are carried out can trigger consumer purchases. This is in accordance with the research he conducted where sales promotion and hedonic shopping value have a significant positive effect on impulse buying. Attractive promotions and supported by a hedonistic attitude whose life orientation always wants to have fun by a consumer will ultimately lead to spontaneous purchases or impulse buying.

The phenomenon of impulse purchases is currently rampant among users of e-commerce applications. Impulse buying is often identified as a purchase that was not previously planned by consumers or a spontaneous purchase. In addition to the convenience offered by e-commerce, attractive promos that always appear on smartphone notifications further trigger consumers to make purchases immediately. Various types of sales promotion tools are always offered by shopee with the aim of attracting consumers to do shopping such as free samples, price coupons, bundling packets, cashback, and sweepstakes (Junikon & Ali, 2022).

LITERATURE REVIEW

Impulse Buying

By Kempa et al (2020), impulse buying is an attitude when shopping for a consumer that has no prior planning and occurs quickly. impulse buying usually occurs when a consumer visits a place that provides everything or a convenience store. Purchases like this are usually categorized as pure impulse buying. Impulse buying is also explained as a consumer activity that shops without self-control and there is no clear consideration and planning beforehand. Rational personal experience can be explained as the reason why someone does Impulse buying and the items purchased are actually not really needed and needed at all (Asrinta, 2018).

Based on research conducted by Peña-García et al (2020), it is explained that the indicators of impulse buying include:

1. "Just do it" describes the way I shop.
2. I often buy things without thinking about it.
3. "I see it, I buy it" describes me.
4. "Buy now, think later" describes me.

Sales Promotion

Sales promotion is a marketing effort to stimulate potential buyers to buy more and often with extra effort made to build reciprocal relationships with consumers in the long term. This is aligned with the objectives related to rewards in the form of discounts, guarantees, cashback and so on (Kempa et al., 2020). Sales Promotion is also explained as a fundamental part of the marketing process consisting of incentive tools, short-term in nature, and designed to stimulate purchases as quickly as possible directed at retailers, consumers, and salespeople as the main target of sales promotion (Junikon & Ali, 2022).

Based on research conducted by Hanaysha (2018), it is explained that the indicators of sales promotion include:

1. Price deals for this store are frequently offered.
2. Seasonal promotions in this store are available.
3. Price deals for this store are attractive?

Hedonic Shopping Value

The hedonic shopping value is a consumer's shopping activity carried out with friends or family with the aim of fulfilling pleasure or this activity is based on pleasure alone. In shopping activities, consumers seek pleasure and avoid dissatisfaction with friends or family in search of a sense of comfort while shopping (Kempa et al., 2020). The hedonic shopping value refers to the way of getting pleasure by consumers with shopping activities. This term in relation to consumer behavior is very complicated because each consumer does different ways to get it. The hedonic shopping value encourages consumers to make quick, sudden, and unplanned decisions in advance (Yiğit, 2020).

Based on research conducted by Helmi et al (2023), it is explained that the indicators of hedonic shopping value include:

1. While browsing the internet, I can forget my problems and feel relaxed.
2. While exploring the web, I am very excited like playing.
3. I like web browsing so much that I disregard the timer.
4. I enjoy browsing various products on the internet.
5. I love looking for new products on the internet.

Research Hypothesis

Hedonic Shopping Value and Impulse Buying

Impulsive Buying has an important role in fulfilling hedonic desires related to hedonic consumption (Kelly, 2015). This statement is also supported by research conducted by Juliastuti et al., (2016) which explains that the higher hedonic lifestyle also makes consumers increasingly want to do impulsive buying on the basis of fulfilling a sense of pleasure and joy. From the results of the research above, the first hypothesis for this study can be raised, namely:

H1: Hedonic Shopping Value has a positive effect on Impulse Buying

Sales Promotion and Impulse Buying

Based on Nasrul & Yasri (2019), it is explained that sales promotions will make consumers confident in purchasing the products and services offered. Through promotional tools that are profitable and attract consumer interest, of course it will make consumers think faster and lack special considerations so that the response to make unplanned purchases is achieved in accordance with the company's desire to increase sales. This statement is also supported by research by Nagadeepa et al., (2019) which explains that the promotions carried out will clearly play an important role in stimulating impulse buying attitudes. From the results of the above research, the second hypothesis for this study can be raised, namely:

H2: Sales Promotion has a positive effect on Impulse Buying

Sales Promotion and Hedonic Shopping Value

Impulse buying is influenced by various factors both internal and external. Hedonic lifestyles representing internal factors can have an impact on unplanned purchases due to the activity of fulfilling a sense of pleasure and satisfying the desire to buy material. Likewise, sales promotions often have an impact on sales. This is in line with research conducted by Kempa et al (2020) which explains that sales promotion has a positive influence on hedonic shopping value. Attractive sales promotions can stimulate someone to become a hedonic in making their purchases. From the results of the above research, the third hypothesis for this study can be raised, namely:

H3: Sales promotion has a positive effect on Hedonic Shopping Value

Sales Promotion and Impulse Buying with Hedonic Shopping Value as Variable Mediation

In this case, hedonic shopping value is a factor that mediates the relationship between sales promotion and impulse buying. The style of hedonism is always identified as a lifestyle that spends material in the fulfillment of its pleasures, one of which is by making purchases and leads to unplanned purchases. Purchases are increasingly uncontrollable if they are also influenced by sales promotion factors. So for this hypothesis, hedonic shopping value acts as a mediating variable. This is in line with research conducted by Kempa et al (2020), where the hedonic shopping value variable

is able to mediate the relationship between sales promotion and impulse buying. From the results of the above research, the fourth hypothesis for this study can be raised, namely:

H4: Sales Promotion has a positive effect on Impulse Buying which is mediated by the Hedonic Shopping Value Variable

METHOD

This study is classified as a quantitative type of research. Quantitative research is research conducted by collecting data in the form of numbers, data words or sentences that are converted into numerical data (Martono, 2010). This study will look at the extent to which sales promotion influences impulse buying on the shopee e-commerce application with hedonic shopping value as a mediating variable in Bukittinggi City. The population in this study are people who are in Bukittinggi City with sample criteria: (1) Bukittinggi City residents aged 16 years and over who use the Shopee application, (2) Have made transactions in the Shopee application at least once in the last month. The sample who then becomes the respondent will answer the statements that the researcher proposes where all statements are measured using a Likert scale. Finally, all primary data from respondents was processed using the help of the SPSS Version 25 application.

There are three variables that will be examined in this study, namely: sales promotion as X variable, hedonic shopping value as Z variable, and impulse buying as Y variable.

Table 1. Operational Variables

Variabel	Defenition	Indicators
Impulse Buying (Y)	Impulse buying is explained as the behavior that arises from a consumer who makes an unplanned or spontaneous purchase of a product, be it in the form of goods or services that are likely not needed at all for that time.	<ol style="list-style-type: none"> 1. "Just do it" describes the way I shop. 2. I often buy things without thinking about it. 3. "I see it, I buy it" describes me. 4. "Buy now, think later" describes me.
Sales Promotion (X)	Sales promotion is an effort made by shopee to stimulate and consumer intention to make purchases of products or services offered quickly and usually short-term. Sales promotion focuses on the direct impact on consumer behavior.	<ol style="list-style-type: none"> 1. Price deals for this store are frequently offered. 2. Seasonal promotions in this store are available. 3. Price deals for this store are attractive?
Hedonic Shopping Value (Z)	Hedonic shopping value is a shopping activity whose main purpose is to seek pleasure and comfort and avoid a sense of dissatisfaction which is done together with the closest person.	<ol style="list-style-type: none"> 1. While browsing the internet, I can forget my problems and feel relaxed. 2. While exploring the web, I am very excited like playing. 3. I like web browsing so much that I disregard the timer. 4. I enjoy browsing various products on the internet. 5. I love looking for new products on the internet.

RESULT AND DISCUSSION

In analyzing data using SPSS Version 25, there are several tests carried out such as: instrument test (validity test, reliability test), classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (t test, mediation test using sobel test). The following test results have been performed:

Table 2. Validity Test

Variable	Validity Statistics		Description
	Item	Cronbach's Alpha	
Sales Promotion (X)	X.1	0,894	Valid
	X.2	0,819	Valid
	X.3	0,871	Valid
Hedonic Shopping Value (Z)	Z.1	0,777	Valid
	Z.2	0,870	Valid
	Z.3	0,800	Valid
	Z.4	0,861	Valid
	Z.5	0,855	Valid
Impulse Buying (Y)	Y.1	0,820	Valid
	Y.2	0,893	Valid
	Y.3	0,893	Valid
	Y.4	0,926	Valid

Source: SPSS Primary Data, 2023

All statements contained in the sales promotion (X) variable as many as 3 statements, hedonic shopping value (z) as many as 5 statements, and impulse buying (Y) as many as 4 statements are said to be valid, where $r_{count} > r_{table}$ (0,1348). Based on the table 2, it can be seen that the value of each item for each variable exceeds 0,1348; which means that each item is declared valid. So, that all statements contained in the sales promotion variable (X), hedonic shopping value (Z), and impulse buying (Y) can be used in this study.

Table 3. Validity Test

Variable	Reliability Test		Description
	Cronbach's Alpha	N of Item	
Sales Promotion (X)	0,825	3	Reliable
Hedonic Shopping Value (Z)	0,709	5	Reliable
Impulse Buying (Y)	0,902	4	Reliable

Source: SPSS Primary Data, 2023

The reliability test is carried out by comparing the cronbach's alpha value with the selected significance level of 0.60. Based on the calculations displayed in the table 3, it can be seen that the cronbach's alpha value of each variables is above the value of 0.60, which means that each variable has a reliable statement.

Table 4. Kolomogorov-Smirnov Test

		Unstrandarized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.76821166
	Absolute	.098
Most Extreme Differences	Positive	.049
	Negative	-.098
Test Statistic		.098
Asymp. Sig. (2-tailed)		.007 ^c

Source: SPSS Primary Data, 2023

Based on the table 4, the Asymp.Sig value of 0.007 is greater than 0.005. This shows that the significance level of the variables used in this study is normally distributed, so it can be concluded that the regression model is feasible to use because it has met the assumptions and is normally distributed.

Table 5. Multicollinearity Test

Variabel	Tolerance	VIF
Sales Promotion (X)	0,697	1,435
Hedonic Shopping Value (Z)	0,697	1,435

Source: SPSS Primary Data, 2023

Based on the number listed in the table 5, it can be conclude that there is no multicollinearity because the tolerance value is greater than 0,1, which is 0,697. Meanwhile, The VIF value is smaller than 10, which is 1,435.

Table 6. Heteroscedasticity Test

Variabel	Sig
Sales Promotion (X)	0,157
Hedonic Shopping Value (Z)	0,182

Source: SPSS Primary Data, 2023

Based on the numbers listed in the table 6, it can be conclude that there is no heteroscedasticity because the significant number for the sales promotion (X) is greater 0,05, which is 0,157, and the significant number for the hedonic shopping value (Z) is greater than 0,05, which is 0,082.

Table 7. Direct Effect

Hypothesis	T Value	Sig
Hedonic Shopping Value (Z) -> Impulse Buiying (Y)	11,043	0,000
Sales Promotion (X) -> Impulse Buying (Y)	5,424	0,000
Sales Promotion (X) -> Hedonic Shopping Value (Z)	7,165	0,000

Source: SPSS Primary Data, 2023

In conducting the T test, it must be known that the conditions for acceptance of a hypothesis must have a T value greater than 1,65787 (obtained using the DF formula) and an significance value smaller than 0,05. The following is an explanation for each hypothesis in the table 7:

1. Hypothesis 1 (Z->Y)
 - a. Based on table 7 , the calculated t value is 11.043. When compared with the t table value of 1.65787, the t value is greater than the t table, which means that there is an influence of the hedonic shopping value variable on the impulse buying variable.
 - b. Based on table 7, the calculated significance value is 0.000. When compared to the specified significance value of 0.05, the significance value of the regression results is smaller than the specified one, which means that there is an influence of the hedonic shopping value variable on the impulse buying variable.
2. Hypothesis 2 (X->Y)
 - a. Based on table 7, the calculated t value is 5.424. When compared with the t table value of 1.65787, the t value is greater than the t table, which means that there is an influence of the sales promotion variable on the impulse buying variable.
 - b. Based on table 7, the calculated significance value is 0.000. When compared to the significance value set at 0.05, the significance value of the regression results is smaller than the one set, which means that there is an influence of the sales promotion variable on the impulse buying variable.
3. Hypothesis 3 (X->Z)
 - a. Based on table 7, the calculated t value is 7.165. When compared with the t table value of 1.65787, the t value is greater than the t table, which means that there is an influence of the sales promotion variable on the hedonic shopping value variable
 - b. Based on table 7, the calculated significance value is 0.000. When compared to the specified significance value of 0.05, the significance value of the regression results is

smaller than the specified one, which means that there is an influence of the sales promotion variable on the hedonic shopping value variable.

Table 8. Coefficient of Determination Analysis

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X,Z -> Y	.716 ^a	.512	.504	2.792

Source: SPSS Primary Data, 2023

Based on the table 8, it can be seen that the R Square values shows 0,512, which means that the coefficient value is in the range of 0-1. This means that the impulse buying variable is influenced by sales promotion and hedonic shopping value by 51,2%. A value of 48,8% is explained by other factors besides sales promotion and hedonic shopping value.

Table 9. Indirect Effect

Hypothesis	Sobel Test Result
Sales Promotion (X) -> Hedonic Shopping Value (Z) -> Impulse Buying (Y)	5,52624989

Source: SPSS Primary Data, 2023

In testing hypothesis 4, the mediation test is used using the sobel test. Based of the tabel 8, the sobel test result value is 5,52624989 which is greater than 1,96 with a significance level of 5%. So this proves that the hedonic shopping value variable is able to mediate the influence relationship between sales promotion variables on impulse buying

CONCLUSSION

Based on the result of the research and discussion that has been described regarding the effect of sales promotion on impulse buying with hedonic shopping value as mediating variable in the shopee e-commerce application in Bukittinggi City, the authors draw the following conclusions:

1. From the research results that researchers found, the hedonic shopping value variable was able to increase the impulse buying of shoppe users in Bukittinggi City. Testing this hypothesis shows the t value of 11.043 is greater than the t table value of 1.65787 and a significance value of 0.000. Based on this hypothesis test, it can be concluded that the first hypothesis is accepted. Hedonic shopping style is able to make users do shopping without prior planning or also termed as spontaneous shopping. Users who shop hedonistically often do not consider what they spend, but only for the sake of satisfying their lust for pleasure.
2. From the results of the research that researchers found, the sales promotion variable was able to increase the impulse buying of shopee users in Bukittinggi City. Testing this hypothesis shows that the t value of 5.424 is greater than the t table value of 1.65787 and the significance value is 0.000. Based on this hypothesis test, it can be concluded that the second hypothesis is accepted. Various kinds of sales promotion tools offered by shopee are able to stimulate users to do unplanned shopping. Price offers, discounts, and various other promos offered by shopee are very attractive to users so that shopping activities carried out by users are carried out.
3. From on the research results that researchers found, the sales promotion variable was able to increase the hedonic shopping value of shopee users in Bukittinggi City. Testing this hypothesis shows that the t value of 7.165 is greater than the t table value of 1.65787 and a significance value of 0.000. Based on this hypothesis test, it can be concluded that the third hypothesis is accepted. The sales promotion tool offered by shopee is able to stimulate the shopping style of users who tend to be hedonic. Hedonic shopping style as it is known is a shopping style that is more concerned with momentary pleasure, following trends and others. If supported by attractive sales promotion tools, of course users are increasingly hedonic in doing shopping or unplanned and spontaneous.
4. From on the research results that researchers found, the sales promotion variable mediated by hedonic shopping value is able to indirectly increase the impulse buying of shopee users in

Bukittinggi City. This hypothesis testing shows a sobel test statistic value of 5.53 which is greater than 1.96 with a significance level of 5%. Based on this hypothesis test, it can be concluded that the fourth hypothesis is accepted.

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