

# **Hedonistic Shopping Motivation and Price Discounts for Impulsive Purchases of Shopee e-Commerce Users Baiturrahmah University Students**

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## **ABSTRACT**

*The growth of e-commerce in Indonesia has developed. Judging from marketing activities, purchases consist of two types, namely planned purchases and unplanned purchases. Impulse buying is a consumer attitude which can certainly increase company profits. The purpose of this study is to find out how the influence of hedonic shopping motivation and price discounts on impulsive purchases of e-commerce users at Baiturrahmah University students. The type of research used in this research is associative research with a quantitative approach. The population in this study were students using e-commerce Baiturrahmah University Shopee. The sample in this study amounted to 97 respondents. Research data collection techniques through questionnaires using a Likert scale. The data analysis technique in this study is multiple linear regression. Based on the partial statistical analysis of the hedonic shopping motivation variable,  $t$  count is  $7.299 > t$  table  $1.661$  with a sig value  $(0.000 < 0.050)$  meaning that  $H1$  is accepted and  $H0$  is rejected. It can be concluded that hedonic shopping motivation has a positive and significant effect on impulsive purchases of e-commerce users Shopee students of Baiturrahmah University. The price discount variable obtained  $t$  count  $1.473 < t$  table  $1.661$  with a sig value  $(0.144 > 0.050)$  meaning that  $H2$  is rejected and  $H0$  is accepted, it can be concluded that the price discount has no effect on impulsive purchases of e-commerce Shopee University Baiturrahmah users. The results of the  $F$  test show that the calculated  $f$  value is  $53.894 > f$  table  $3.09$  with a sig value  $(0.000 < 0.050)$ , meaning that  $H3$  is accepted and  $H0$  is rejected. It can be concluded that hedonic shopping motivation and price discounts simultaneously have a positive and significant effect on the impulsive purchases of ecommerce Shopee users by Baiturrahmah University students.*

**Keywords : Hedonic Shopping Motivation, Price Discount, Impulse Buying**

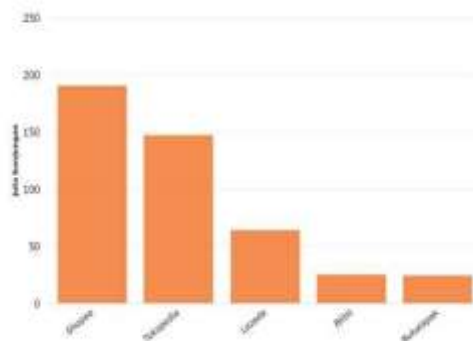
## **INTRODUCTION**

### **1. Background**

As technology advances, many aspects of life have become easier, including shopping. Constantly evolving technology can create innovations in daily life, such innovations create online shopping platforms called *ecommerce*.

The growth of *e-commerce* in Indonesia has been developing. Based on a report by Meta and Bain & Company, Indonesia's *e-commerce* is estimated to reach US\$56 billion or around Rp842.3 trillion in 2022. This value has increased by 14% compared to last year which amounted to US\$49 billion. The increase in GMV (*gross merchandise value*) of Indonesian *e-commerce* is in line with the increasing digital consumer population in the country. In fact, Indonesia's digital consumers reached 168 million people, the largest compared to other Southeast Asian countries.

In a report by Meta and Bain & Company, Indonesia's *e-commerce* outlook is estimated to still grow by 17% in the next five years. In 2027, the GMV of *domestic e-commerce* is projected to reach US\$121 billion. Meanwhile, *e-commerce* GMV in Southeast Asia was recorded at US\$129 billion in 2022. The amount is also estimated to increase by 17% to US\$280 billion by 2027 (dataindonesia.id, 2022). Here is a list of *e-commerce* that is often visited in Indonesia.



According to databoks.katadata.co.id, in August 2022 the Shopee website received 190.7 million visits from Indonesia. This figure increased by 11.37% compared to the previous month, where visits to the Shopee website amounted to 171.2 million in July 2022.

One of the most visited *e-commerce* in Indonesia is Shopee, Shopee entered Indonesia in December 2015. Shopee's goal is also to offer an online shopping and selling experience with a wide selection of products, easy-to-use fulfillment services from various social communities. (insight, 2021).

In Indonesia itself, Shopee's prestige can compete with other Indonesian marketplaces. With attractive features, free shipping programs, and a variety of product choices, many Indonesians feel comfortable buying and selling on Shopee. With the ease and comfort provided, this can encourage a person to make impulse purchases

Judging from marketing activities, purchases consist of two types, namely planned purchases and unplanned purchases. Planned purchases are based on customer needs, while unplanned (*impulse buying*) is the behavior of customers who make purchases without any prior plan.

Impulse purchases are a consumer attitude that can certainly increase the company's profits. According to Utami in (T. V. Putri & Iriani, 2020), impulsive buying is defined as a sudden impulse of the heart full of force, enduring and unplanned, to buy outright, without much attention to the consequences. Meanwhile, according to Abbasi in (Ahmadi, 2020), impulse buying is a behavior shown by consumers faced with an instant, affective-oriented and fast one. According to him, impulse buying is influenced by individual experience and past background. From the above opinion, it can be concluded that impulse buying is an unplanned consumer behavior that occurs in a short time and without considering the consequences caused. Some factors that can influence impulse buying according to Verplanken and Herabadi in (Arij, 2021), namely: Store environment, availability of time and money, emotions, gender, and hedonistic motives. And there are other expert opinions from Park et al in

(Saputro, 2019) namely: Factors that cause the occurrence of *impulse buying* Including *price discount*, *store atmosphere* and *positive emotion*.

One of the factors that can influence impulse buying is hedonistic motives. Motives are the forces generated in the person that drive them to do something. Without motivation, people will be helpless.

External stimuli can be physical or non-physical and are called motivation. Greenberg and Baron in (Wibowo & Sari, 2021), argues that motivation is a series of processes that generate (*Arouse*), directing (*Direct*), and guard (*Maintain*) human behavior towards the achievement of goals. Awakening has to do with the impulse or energy behind the action. Motivation is also concerned with the choices people make and the direction of their behavior.

Currently, in shopping, consumers have two motivations called utilitarian shopping motivation and hedonistic shopping motivation, according to McLean et al., (2018) Utilitarian motivation or the search for utilitarian values is associated with the orientation of consumer duties, convenience in consumption, and the fulfillment of concrete goals. Meanwhile, Ryan & Deci (2020) argues that utilitarian motivation is related to rationality, decision effectiveness, and goal-orientation that forces individuals to meet their basic needs and encourages the individual's willingness to act. Meanwhile, the motivation for hedonistic spending according to Lubis (2019) Hedonistic motivation is based on a purchase motivation from within the customer because the customer likes it, driven by the desire to achieve a form of pleasure, freedom, delusion, and escape from problems.

According to Utami in (Afif, 2020), Hedonistic motivation is a factor that can affect impulse purchases because Hedonistic motivation is the motivation of consumers to buy because they are happy without paying attention to the features or benefits of the product they are buying. From the opinions of the experts above, it can be concluded that hedonistic shopping motivation is a shopping motivation that occurs due to a sense of like, pleasure, freedom until the purchase no longer pays attention to the function and benefits of the purchased product. Indicators of hedonistic shopping motivation according to t Pasaribu & Dewi in (Ariani et al., 2019), consisting of: *Adventure shopping*, *Relaxation shopping*, *Role Shopping*, *Social Shopping*, *Idea Shopping*, and *Value Shopping*. So it can be concluded that hedonistic shopping motivation can increase sales from impulse purchases.

In marketing *e-commerce* There are so many strategies that are carried out to increase impulse buying, one of which is by doing *price discount* or discounts. Kotler & Armstrong (2018) defines price as a sum of money spent on a product or service, or a sum of value exchanged by a consumer for benefits or ownership or use of a product or service. Sutisna in (Isfantin & Lestari, 2018), rebate is the reduction of the price of a product from the normal price in a certain period. Meanwhile, according to Kotler & Armstrong (2018) Declaring a price cut is a policy of cutting the price of a product in a certain period to increase sales. From the opinions of the experts above, it can be concluded that *price discount* is a discount that is carried out to attract consumers in a certain period. According to Wahyudi in (Herdiany et al., 2021), there are indicators from *price discount* Among others: discount frequency, amount of

discount and time of discount. So it can be concluded that *price discount* can increase impulse purchases in consumers.

*The Trade Desk* conducted a survey to photograph consumer behavior formed during online shopping festivals such as 10.10, 11.11 and 12.12, also known as National Online Shopping Day aka Harbolnas. In the survey, it was recorded, as quoted on Thursday (19/8/2021), eight out of 10 (82 percent) Indonesian consumers started shopping online at least 1 time per month. In fact, one in four consumers shop online several times a week or so. The Trade Desk also found two personalities of online shoppers reflected in this research, namely planned and impulsive shoppers.

This survey was conducted online on July 8 - 12, 2021. The total sample obtained was 2,181 adults. From the survey, it is known that almost 64 percent of active online shoppers describe themselves as planned shoppers where they have planned and learned what to spend before shopping. However, during the online shopping festival, some of these planned shoppers became impulsive, which was reflected in the increase in the proportion of impulsive shoppers by almost 2 times. In fact, 42 percent of planned shoppers admitted to shopping more during online shopping festivals. This also provides opportunities for marketers to develop strategies that can reach and influence these shoppers. (Kompas, 2021).

In addition to secondary data obtained from Kompas, the researcher also conducted an initial survey of 30 (thirty) respondents of Shopee e-commerce users of Baiturrahmah University students to find out the phenomenon of impulse purchases, hedonistic shopping motivation and *price discounts* in Shopee e-commerce users of Baiturrahmah University students.

Based on the results of the initial survey, it can be seen that *Shopee e-commerce* users of Baiturrahmah University students have made impulse purchases by 83% and from impulsive purchases by respondents who make purchases due to emotional influence of 50% while those affected by attractive offers from *Shopee e-commerce* are 93%. This phenomenon is in line with a survey conducted by *The Trade Desk*.

## **2 Formulation of Research Problems**

Based on the background of the problem that has been described, the following research problems can be formulated:

1. Can hedonistic shopping motivation affect the impulsive purchase of student *Shopee e-commerce* users at Baiturrahmah University?
2. Can *price discounts* affect the impulse purchase of *Shopee e-commerce* users at Baiturrahmah University?
3. Can hedonistic shopping motivation and *price discounts* simultaneously affect the impulsive purchases of student *Shopee e-commerce* users at Baiturrahmah University?

## **3 Research Objectives**

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To find out the influence of hedonistic shopping motivation can affect the impulsive purchase of Shopee *e-commerce* users students at Baiturrahmah University.
2. To find out the effect of *price discounts* can affect the impulse purchase of Shopee *e-commerce* users students at Baiturrahmah University.
3. To find out the influence of hedonistic shopping motivation and *price discounts* can simultaneously affect impulse purchases of student Shopee *e-commerce* users at Baiturrahmah University.

#### **4 Benefits of Research**

Based on the objectives of the above research, the benefits of this research are as follows:

1. For the author, it can add insight and knowledge about the influence of hedonistic shopping motivation and *price discounts* can affect the impulsive purchase of Shopee *e-commerce* users of students at Baiturrahmah University.
2. For companies, it is hoped that this research can be an input and consideration in the motivation for hedonistic shopping and *price discounts* for *Shopee e-commerce* users.
3. For researchers, for future researchers, it is hoped that this research can be used as a reference for future research.

### **THEORETICAL STUDIES**

#### **Impulse Buying**

During this time, modern technology began to develop, as well as media that began to change from print to *Online*. This happens because it is more cost-effective and time-efficient and more practical. Because of the convenience that occurs, consumers will be encouraged to make purchases outside of the list of planned grocery needs. It was at this moment that one had unknowingly planned. According to Verhagen & Dolen in (Ernawati, 2021) Declaring impulse purchases occurs when a person experiences an irresistible urge to get a product without careful consideration.

According to Strack in (Zayusman & Septrizola, 2019), *impulse buying* It is a sudden and immediate purchase without any previous purchase interest. Prastia in (Zayusman & Septrizola, 2019) Define *impulse buying* as an unplanned and spontaneous purchase.

According to Kacen and Lee in (Herdiany et al., 2021) *Impulse buying* is the purchase of products that have been planned in advance due to the stimulus that is received and decided immediately. According to Utami in (Hasim & Lestari, 2023), Impulse buying is a purchase that occurs when consumers suddenly experience a strong and persistent desire to buy something as soon as possible.

So it can be concluded that impulse buying is an unplanned or spontaneous act or impulse to buy a product that occurs because of a strong and firm desire to buy something as soon as possible.

#### **Factors influencing impulse buying**

There are several factors that can influence impulse buying according to Verplanken and Herabadi in (Arij, 2021) that is:

1. Store environment

Several variables in the store environment, such as product appearance, product presence, store aroma, attractive colors, as well as pleasant music can attract attention and encourage purchases or create a positive atmosphere.

2. Availability of time and money  
Another situational variable that can affect impulse buying. is the availability of time and money, both actual and perceived.
3. Emotion  
Certain moods, such as a combination of pleasure, excitement and strength can give rise to a tendency to make impulse purchases. One of the reasons consumers make impulse purchases is to eliminate negative emotions.
4. Gender.  
Consumer self-identity such as gender is one of the individual differences in making impulse purchases.
5. Hedonistic motives.  
Impulsive buying is related to hedonistic gratification. Remembering the hedonistic nature itself such as pleasure, surprise, satisfaction, something new, fun and familiarity.

There is also an opinion from Park et al in (Saputro, 2019) The factors that influence impulse buying are:

1. *Price discount*
2. *Store atmosphere*
3. *Positive emotion* **Impulsive**

#### **Buy Indicator**

Indicators of impulse buying in this study were taken from Soeseno in (Ahmadi, 2020). that is:

1. Unplanned purchases.
2. Purchase without thinking about the consequences.
3. Purchases are influenced by emotional states.
4. Purchases are influenced by attractive offers.

#### **Hedonistic Shopping Motivation**

With the increasing number of *e-commerce*, as well as many products that are traded and offers that attract consumers. This offer can be in the form of free shipping, flashsale, discount, etc., this can encourage the emergence of hedonistic shopping motivation. According to Schiffman and Kanuk in (Afif, 2020), Motivation can be described as an individual's motivator that forces them to act. Hedonis comes from the Greek word which means pleasure or pleasure (Afif, 2020). According to Susianto in (Afif, 2020) Those who adhere to a hedonistic lifestyle always want to be the center of attention and escape from misery with adequate facilities.

According to Semuel in (Wijaya & Anita, 2022) Hedonistic behavior is an image of a tool that directly presents the usefulness and pleasure of the shopping experience, hedonistic behavior is reflected as a cohesive value that describes individual shopping. According to Scarpi (2020) Hedonistic nature refers to the feeling of pleasure, joy of shopping and the living conditions of shopping rather than meeting needs or completing work. This creates a shopping experience full of curiosity, escape, satisfaction, and fun.

Mowen in (Tika & Hartuti, 2022) Hedonistic consumption means that the emotional desire for product consumption sometimes dominates utilitarian motives. Lestari and Utomo in (Afif, 2020) said that the hedonistic aspect refers to consumer emotions, so that consumers really feel something like happy, hateful, angry or feel that shopping is an adventure.

From the definition above, it can be concluded that hedonistic shopping motivation is an individual action that is carried out to fulfill a sense of pleasure and pleasure and emotions.

#### **Hedonistic Shopping Motivation Indicators**

In this study, there are indicators of the variable of Hedonic Shopping Motivation according to Pasaribu & Dewi in (Ariani et al., 2019):

1. *Adventure shopping*  
There is a sense of curiosity to find new and interesting products and the onset of fun when searching for products.
2. *Value shopping*  
Shop for discounts, hunt for bargains and take pride in finding discounted items at online stores.
3. *Idea shopping*  
There are new trends, new fashions and brands.
4. *Social shopping*  
Sharing experiences about online shopping with people who share similar shopping interests.
5. *Relaxation shopping*  
Shopping for stress and shopping for personal satisfaction.
6. *Role shopping*  
Shop to find the perfect product for someone else.

#### **Price discount**

In attracting the attention of consumers to shop, usually business owners will make offers that attract the attention of consumers, one of which is by discounting prices or *price discount*. According to Kotler & Armstrong (2018) Discounts (*price discount*) is a reduction in the price that a company gives in a certain period and to increase the sales of a product. Meanwhile, according to Tjiptono in (Isfantin & Lestari, 2018), a discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer that are pleasant to the seller.

According to Machfoedz in (Isfantin & Lestari, 2018), discounts (*Price Discount*) is an attractive discount, so that the actual price is lower than the general price, while according to Sutisna in (Isfantin & Lestari, 2018), rebate is the reduction of the price of a product from the normal price in a certain period. According to McCarthy in (Wibowo & Sari, 2021) *price discount* is the subtraction of the recorded price that the seller offers to the buyer who either does not perform a particular marketing function or performs a marketing function or performs that function himself. From the definitions of the experts above, it can be concluded that *price discount* is a discount or reduction in price to attract the attention of consumers that can increase sales of a product at a certain moment.

#### **Price Discount Indicator**

According to Wahyudi in (Herdiany et al., 2021), indicators of *price discount* Among others: 1. Discount Frequency

Discount frequency refers to how often marketers in a retail outlet discount the products they offer.

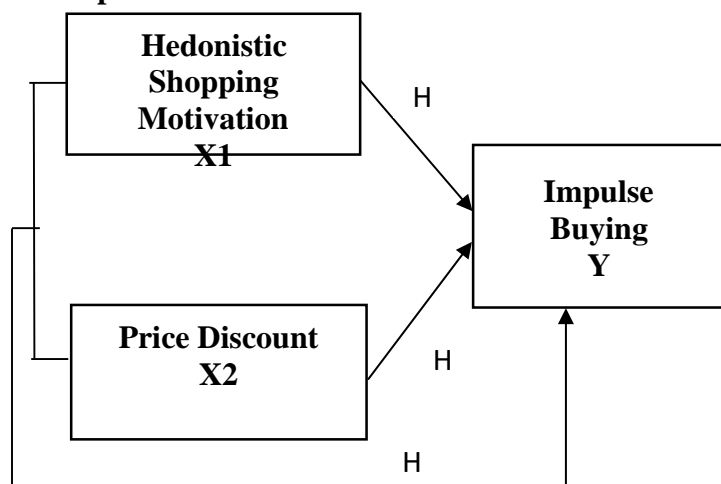
2. Discount Amount

The amount of discount is how much discount the consumer has, which can be seen from the percentage, for example 30%, 50%, etc.

3. Discount Period

The time of giving a discount refers to any time that the marketer chooses to discount the product offered to the consumer.

#### **Conceptual Framework**



**Figure 2.1**  
**Conceptual framework**



## **Research Hypothesis**

Ha1 : Hedonistic shopping motivation has a positive and significant effect on the impulse purchase of Shopee *ecommerce* users of Baiturrahmah University students. H0 : Hedonistic shopping motivation does not have a positive and significant effect on the impulsive purchase of *Shopee e-commerce* users of Baiturrahmah University students.

Ha2 : *Price discount* has a positive and significant effect on the impulse purchase of *Shopee e-commerce* users of Baiturrahmah University students.

H0 : *Price discount* has no positive and significant effect on the impulse purchase of *Shopee e-commerce* users of Baiturrahmah University students.

Ha3 : Hedonistic shopping motivation and *price discounts* simultaneously (together) have a positive and significant effect on the impulse purchase of *Shopee e-commerce* users of Baiturrahmah University students.

H0 : Hedonistic shopping motivation and *price discount* simultaneously (together) do not have a positive and significant effect on the impulse purchase of *Shopee e-commerce* users of Baiturrahmah University students.

## **RESEARCH METHODS**

This research is included in associative research. According to Sugiyono (2017), associative research is research that aims to determine the influence or relationship between two or more variables. This research will be carried out at Baiturrahmah University, Padang, West Sumatra, Indonesia. The time of this research was carried out from January to March 2023. The sample used the slovin formula with a total sample of 97 respondents. With primary and secondary data sources and data collection techniques using questionnaires using Likert scales.

## **RESULTS AND DISCUSSION**

### **Classical Assumption Test**

#### **Normality Test**

The goal is to find out whether each variable is normally distributed or not. The data normality test in this study uses the Kolmogorov-Smirnov test for each variable. The assessment criteria for this test are:

1. If the significant value of the data calculation result (sig) is  $>0.05\%$ , then the data is distributed normally.
2. If the significant value of the data calculation result (sig) is  $<0.05\%$ , then the data is not distributed normally. The results of data processing for the normality test can be seen in the following table:

	Unstandardized Residual
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N		97
Normal	Mean	.0000000
Parameters	Std.	4.69931814
a	Deviation	.104
Most	Absolute	
Extreme	Positive	.066
Difference		-.104
s	Negative	1.028
Kolmogorov-Smirnov Z		
Asymp. Sig. (2-tailed)		.241

From the table above, it can be seen that the value of *asymp.sig* (2-tailed) of all research variables is 0.241 which is greater than the significant level used in this study, namely ( $\alpha = 0.05$ ). Therefore, it can be concluded that the variables in this study are normally distributed, thus multiple linear regression analysis can be carried out because the data has been normally distributed.

#### Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. If in the test it turns out that a conclusion is obtained that the independent variables are bound to each other, then the test cannot be carried out to the next stage due to the inability to determine the regression coefficient of the variable and also the standard error is considered to be infinite. The following are the basic analyses used in multicollinearity tests:

1. No multicollinearity occurs, if the VIF value is less than 10.
2. Multicollinearity occurs, if the VIF value is greater than or equal to 10. The results of the multicollinearity test can be seen in the table below:

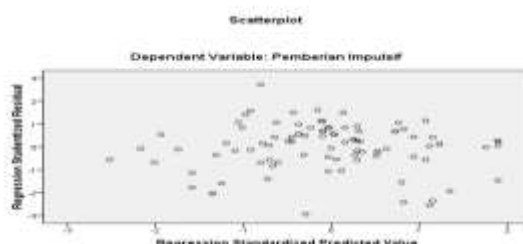
Variable	Tolerance	VIF	Information
Hedonistic shopping motivation (X1)	0,635	1,575	Free multicollinearity
Price discount (X2)	0,635	1,575	Free multicollinearity

Based on the table above, it can be seen that the tolerance value of the hedonistic shopping motivation variable and *price discount* is more than 0.1 and the VIF value of each variable is less than 10. These results show that there is no meaningful relationship between the independent variables. Therefore, it is concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between fellow independent variables.

### Heteroskedasticity Test

The heteroscedasticity test aims to test whether the regression model has variational and residual heterogeneity of one observation to another. One way to find out whether there is heteroscedasticity in a multiple linear regression model is to look at the scatterplot graph or the prediction value of the bound variable, namely SRESID with a residual error, namely ZPRED.

If there is no specific pattern and does not spread above or below the zero on the y-axis, then there is no heteroscedasticity. So it can be seen in the following image:



Based on the figure above, it can be concluded that there is no case of heteroscedasticity because the data is spread above the 0 axis and below the 0 axis or the distribution of data does not form a pattern. It is concluded that the multiple linear regression model does not have a case of heteroscedasticity. Then the research can be continued.

### Autocorrelation Test

This test was carried out to test whether in a multiple linear regression model there is a correlation between the perturbation error in the t-period and the error in t-1 (previously). If there is a correlation, it is called an autocorrelation problem. A good regression model is a regression that is free from autocorrelation. It was carried out using the Durbin-Watson test (D-W), with a rate = 5%. When D-W is located between -2 to +2 then there is no autocorrelation.

The autocorrelation test can be seen in the following table:

Type	Durbin-waston	Information
1	1,581	No autocorrelation occurs

Based on the table above, it can be seen that the Durbin-Waston value is 1.581 which is located between -2 to +2, so it is concluded that the test results show that the multiple linear regression model does not autocorrelation.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to see the influence of independent variables on bound variables. The independent variables in this study are hedonistic shopping motivation and *price*

*discount* and the bound variable in this study is the impulsive purchase of Shopee *e-commerce* users of Baiturrahmah Padang University students.

The model of the equation of this study is:

$$Y = a + b_1X_1 + b_2X_2$$

Here are the results of multiple linear regression analysis:

Type	B	T	Sig
(Constant)	- 11,325	-2,581	0,011
Hedonistic shopping motivation	0,689	7,299	0,000
Price discount	0,292	1,473	0,144

Based on the table above, it will produce a multiple regression equation as follows:

$$Y = -11,325 + 0.689X_1 + 0,292X_2$$

From the above equation, several things can be interpreted as follows:

1. The constant is -11.325 before being influenced by hedonistic shopping motivation and *price discount* ( $X_1=X_2=0$ ), then the impulsive purchase value of Shopee *e-commerce* users is a constant of -11.325.
2. The regression coefficient value of the hedonistic shopping motivation variable is 0.689 which means that if the hedonistic shopping motivation increases by 1 unit, the impulsive purchase of *Shopee e-commerce* users will increase by 0.689. This means that the more hedonistic shopping motivation increases, the impulsive purchase of *e-commerce* users.

3. The regression coefficient value of the *price discount* variable is 0.292, which means that if *the price discount* increases by 1 unit, the impulsive purchase of *Shopee e-commerce* users will increase by 0.292. This means that the more the price discount increases, the impulsive purchases of *Shopee e-commerce* users will also increase (positive influence).

#### Partial Test (T-Test)

This test is used to look together at the influence of independent or independent variables on bound or dependent variables. The criteria for this t-test are:

1. If  $t_{\text{counts}} > t_{\text{table}}$  and  $\text{sig} < 0.05$  then  $H_1$  is accepted and  $H_0$  is rejected.
2. If  $t_{\text{counts}} < t_{\text{table}}$  and  $\text{sig} > 0.05$  then  $H_1$  is rejected and  $H_0$  is accepted. The following are the results of the partial test (t-test) in this study:

Type	B	T	Sig
(Constant)	- 11,325	- 2,581	0,011
Hedonistic shopping motivation	0,689	7,299	0,000
Price discount	0,292	1,473	0,144

Based on the table above, it can be seen:

- A. The constant value is -11.325 before being influenced by hedonistic shopping motivation and *price discount* ( $X_1=X_2=0$ ), then the impulse purchase value is a constant of -11.325.
- B. The hedonistic spending motivation variable with a  $t_{\text{cal}}$  value of 7.299 and a value ( $\text{sig} = 0.000 < 0.05$ ) with ( $df = n-k$ ,  $n$  = number of respondents,  $k$  = number of research variables)  $df = 97-3 = 94$ , then a  $t_{\text{table}}$  of 1.661 from the above results can be seen that the  $t_{\text{count}} > t_{\text{table}}$  or  $7.299 > 1.661$  means that  $H_1$  is accepted and  $H_0$  is rejected, then it can be concluded that the hedonistic spending motivation variable has a significant positive effect on the impulse purchase of *e-commerce* users *Shopee Baiturrahmah Padang University Students*.
- C. The *price discount* variable with a  $t_{\text{count}}$  value of 1.473 and a value ( $\text{sig} = 0.144 > 0.05$ ) with ( $df = n-k$ ,  $n$  = number of respondents,  $k$  = number of research arguments)  $df = 97-3 = 94$ , then a  $t_{\text{table}}$  of 1.661 is obtained from the above results, it can be seen that the  $t_{\text{table}} < t_{\text{count}}$  or  $1.473 < 1.661$  means that  $H_2$  is rejected and  $H_0$  is accepted, then it can be concluded that *the price discount* variable has no effect on the impulse purchase of *e-commerce* users *Shopee Baiturrahmah Padang University Students*.

#### Simultaneous Test (F)

The F test is used to see together the influence of independent variables on bound variables. With the help of the SPSS program, it is known that the F value is calculated in the Anova table as follows:

Type	F	Sig
1	53,894	0,000

Based on the table above, it can be seen:

If  $F_{cal} > F_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted and vice versa if  $F_{cal} < F_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. Based on the table above, the value of  $F_{cal} > F_{table}$  or  $53.894 > 3.09$  with a significant value of ( $\text{sig} = 0.000 < 0.05$ ). This means that together the variables of hedonistic shopping motivation and *price discounts* have a significant effect together or simultaneously on the impulse purchases of *Shopee e-commerce* users of Baiturrahmah Padang University students.

#### Determination Coefficient Test (R-Square)

The determination coefficient is useful for seeing the contribution of the influence of the independent variable to the bound variable. To find out how much hedonistic shopping motivation and *price discounts* contribute to the impulsive purchase of *Shopee e-commerce* users of Baiturrahmah University students, you can see the following table:

Type	R-Square
1	0,534

Based on table 4.17 above, it can be seen that the R-Square value of 0.534 means that the influence of hedonistic shopping motivation, *price discount* and impulsive purchase is 53.4% while the remaining 46.6% is influenced by other variables that are not studied in this study.

#### Discussion 1. The Effect of Hedonistic Shopping Motivation on Impulse Purchases

Based on partial statistical analysis, the hedonistic spending motivation variable obtained a t-value of 7.299 with  $df = 97 - 3 = 94$ , then a ttable of 1.661 was obtained. From the results above, it can be seen that the  $t_{count} > t_{table}$  or  $7.299 > 1.661$  and the value ( $\text{sig} = 0.000 < 0.05$ ) which means that  $H_1$  is accepted and  $H_0$  is rejected. So it can be concluded that the level of education has a positive and significant effect on the impulse purchase of *Shopee ecommerce* users of Baiturrahmah University students.

According to Samuel in (Afif, 2020) Hedonic shopping behavior is an instrumental description that directly presents the benefits of a shopping experience as well as pleasure, hedonic behavior is reflected as an intrinsic value that describes the individual's experience in shopping. This is what can stimulate the desire to make unplanned purchases. These results are in line with the research conducted Afif (2020) Regarding the influence of hedonistic shopping motivation, shopping lifestyle and sales promotion on impulse purchases in Shopee ID consumers. The results of the study show that the first hypothesis is accepted, this is evidenced by the t-test, which is a probability value of 0.007 ( $p < 0.050$ ), the t-value calculated as well as 2.783 ( $t_{cal} > t_{table}$ ) there is a significant positive influence of hedonistic shopping motivation variables on impulse purchases in Shopee ID consumers.

#### 2. The Effect of Price Discount on Impulse Purchases

Based on partial statistical analysis, the *price discount variable* obtained a t-value of 1.473 with  $df = 97 - 3 = 94$ , then a ttable of 1.661 was obtained. From the above results, it can be seen that the

$t_{count} < t_{table}$  or  $1.473 < 1.661$  and the value ( $sig = 0.144 > 0.050$ ) which means that  $H_2$  is rejected and  $H_0$  is accepted. So it can be concluded that *price discounts* have no effect on the impulse purchases of Shopee *e-commerce* users of Baiturrahmah University students.

Based on research Ittaqullah et al., (2020) which shows that *price discount* It does not have a significant effect on impulse purchases because consumers do not think about discounts when visiting *Marketplace* So that consumers open the application just to see products or shop without thinking about the discounts offered. This is evidenced by consumers' high assumptions about their affective reaction to the discount price indicator size, but the desire to make unplanned and sudden purchases is very low on the unplanned and immediate indicator in the impulse purchase variable. In other words, consumers only visit but whether with a discount or not, it will not affect the desire to shop impulsively at *e-commerce*. In addition, based on the results of the description of respondents' characteristics in terms of shopping frequency, 89.7% of the respondents are consumers who often make purchases in the marketplace more than 2 times in the last 1 year. This means that with or without discounts, consumers will still make purchases at *Marketplace* if it is related to his needs.

Another argument that causes the *price discount* variable to have no effect on impulse purchases lies in the type of product or discount period listed in *e-commerce*. Consumers can like the amount of discount given, but it turns out that the type of product that is discounted is not the product they need, so they unwilling to make a purchase.

This research is in line with the conduct of Sari & Faisal (2018) with the title of influence *price discount*, *Bonus Pack* and *In-store display* to impulsive buying decisions on Giant Ekstra banjar. The results of the study show that the variable *price discount* has no effect on impulse purchases in consumers who shop at Giant Extra.

### **3. The Effect of Hedonistic Shopping Motivation and Price Discount on Impulse Purchases**

Based on the results of the F test, it can be known that the value of  $F_{cal} > F_{table}$  or  $53.894 > 3.09$  with a significant value of ( $0.000 < 0.05$ ) so that  $H_3$  is accepted and  $H_0$  is rejected. This means that the motivational variables of hedonistic spending and *price discount* simultaneously or simultaneously have a positive and significant effect on users' impulse purchases *e-commerce* Shopee students of Baiturrahmah University. This research is supported by research conducted by Hasim & Lestari (2023) Regarding the influence of discounts, hedonistic shopping motivations, *e-wom* and lifestyle shopping on impulse buying on Tokopedia, based on the results of the test of variable discounts, hedonistic shopping motivation, *e-wom* and lifestyle together have a significant influence on impulse buying on Tokopedia.

## **COVER**

### **Conclusion**

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. Hedonistic shopping motivation has a positive and significant effect on the impulse purchases of Shopee *ecommerce* users Baiturrahmah University students. This is proven to be the value of

$t_{table} > (7.299 > 1.661)$  with its significance ( $sig = 0.000 < 0.05$ ), so that  $H_1$  is accepted and  $H_0$  is rejected.

2. *Price discounts* have no effect on the impulse purchase of *Shopee e-commerce* users of Baiturrahmah University students. This is proven by the  $t_{table} < t_{table} (1.473 < 1.661)$  with its significance ( $sig = 0.144 > 0.05$ ), so that  $H_2$  is rejected and  $H_0$  is accepted.
3. Hedonistic shopping motivation and *price discounts* together or simultaneously have a positive and significant effect on the impulsive purchase of *Shopee e-commerce* users Baiturrahmah University students. This is evident from the value of  $F_{cal} > F_{table} (53.894 > 3.09)$  with its significance ( $sig = 0.000 < 0.05$ ), so that  $H_3$  is accepted and  $H_0$  is rejected.

### **Suggestion**

Based on the results of the research, discussion and conclusions that have been described above, there are several suggestions that may be useful that the researcher suggests, which are as follows:

1. For the company, it can be seen from the results of the study that hedonistic shopping motivation has a significant positive effect on the impulsive purchase of *Shopee e-commerce* users of Baiturrahmah University students. Therefore, companies can consider this hedonistic shopping motivation in increasing sales. Hedonistic shopping motivation has several indicators such as *adventure shopping*, such as by conducting search results that match the search for products that consumers are looking for. *Relaxion shopping* is like offering interesting product recommendations according to *fyp (for your page)*, usually this *fyp* exists because consumers often search and like something in playing social media. *Role shopping* is like holding promos on special days such as Mother's Day or on someone's birthday. *Social shopping* such as promotions for *celebrities* or *celebrities, influencers*, public figures, etc. in the promotions carried out by these figures tell about fun experiences in shopping at *Shopee e-commerce*. *Shopping ideas* such as recommending on the main menu of the application which is a new trend or new fashion on something that is going viral and *Value shopping* such as recommending cheap goods and promos that consumers can get in shopping at *Shopee e-commerce*. Some of the examples above can be used as a reference in increasing impulse purchases of *Shopee e-commerce* users.
2. For future researchers, when conducting similar research, it is recommended to add other research variables such as the influence of the availability of time and money, emotions, gender, *positive emotions*, etc. that can affect impulse purchases, in order to be able to produce deeper and stronger findings for the perfection of the research conducted, because in this study only discusses the influence of hedonistic shopping motivation and *price discounts* to the impulsive purchase of *e-commerce* users, so the results of this study are still not strong and perfect.
3. For academics, this research needs to be developed by adding other variables besides hedonistic shopping motivation variables and *price discounts*, in relation to impulse purchases.



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