



Online buying impulse: via shopping, sales promotion and trust

Orfyanny S. Themba ^{†1}

¹ STIEM Bongaya, Andi Mappaoddang Street, Makassar, South Sulawesi, Indonesia.

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Email :

orfyanny.sthemba@stiem-bongaya.ac.id

Abstract

The aim of this study is to understand the simultaneous and partial influence between shopping, promotion of sales and trust in stimulating purchasing online. survey method using a questionnaire. The technique for sampling was judgmental sampling. The population is Makassar's people, shopee consumers. The sample consisted of 96 people. Data analysis methods used are descriptive analysis and techniques of multiple regression. The results showed that simultaneous and partial shopping, sales promotion and trust influenced positive and meaningful impulses in shopping.



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1 Introduction

It has become a part of life with the advent of internet-based technology. Many Indonesian contractors use the internet to buy and sell transactions. Commercial internet transactions are known as e-commerce. E-commerce refers to all e-commerce activities related to the acquisition, sale and exchange of goods and services between two parties, all on the Internet (Saputra, Nurhayanti, & Utama, 2018). The high number of internet users in Indonesia supports the growing market for e-commerce industry players (Helmalia & Afrinawati, 2018). Official shopping sites have sprung up, but some only use personal accounts from e-commerce players on social media such as Instagram, Facebook, and Twitter (Putra & Adam, 2020).

Figure 1 shows that on PlayStore's ranking, Shopee has maintained its number one position as the top e-commerce company for ten consecutive quarters. In the second quarter of 2019, Shopee also led the AppStore ranking category. However, based on the average number of monthly website visitors, Shopee was beaten by Tokopedia. Tokopedia's monthly visitors reached 140.4 million, while Shopee's visitors were 90.7 million. Therefore, shops must try to make the right strategy as a means to increase their sales and be able to compete

[†] Corresponding author. Orfyanny S. Themba

Email address: orfyanny.sthemba@stiem-bongaya.ac.id

with other online stores.



Table 1. Top E-Commerce based on PlayStore Ranking Q1 2017-Quarter II 2019
Source : iPrice, 2019

Shop as an e-commerce offering various products ranging from those that are always sought after, namely clothing, electronic clothing, household items, bags, hobbies and collections, food and beverages, children's needs, cosmetics, traditional goods, and many others. If a shop can read the factors that can affect impulse buying from consumers, shops will continue to be in the first position of the e-commerce company line. Shopee offers lots of discount vouchers to lower prices if you buy a certain amount of goods from registered stores and Shopee itself.

Also, there are many games on the Shopee application, specifically on smartphones ranging from quizzes, riddles, and several other games that offer lots of coins that can later be used when shopping. Apart from games, Shopee also provides coins of users who log in every day to their Shopee account, making people who like shopping interested in opening Shopee every day so that that impulse buying will occur. Consumers who will make impulsive purchases will not consider buying certain products or brands. They immediately believe because they are directly interested in the brand or product. Impulsive buying is a consumer trend of spontaneous, reflexive, sudden, and automatic buying (Ummah & Rahayu, 2020).

Currently, most consumers pay more attention to leisure and entertainment, focusing on the main pleasures and entertainment when shopping (Oktafiana & Indriastuti, 2018). Shopping Enjoyment or shopping pleasure is defined as pleasure obtained from the shopping process. Happiness is the extent to which a person feels excited, happy, or satisfied in online shopping. the higher the level of shopping enjoyment, the higher the impulse buying level will be (Darmaningrum & Sukaatmadja, 2019). (Irianti & Herawati, 2017; Wijaya, 2017) found that shopping enjoyment affects impulse buying. The convenience of shopping will have an impact on the next experience. If consumers are happy and stimulated during the online shopping experience, they are more likely to participate in their next purchase (Muhammad, Wibowo, & Lisnawati, 2018). Then the hypothesis is proposed:

H1: shopping enjoyment has a positive and significant effect on impulse buying

Sales promotion determines the marketing success of a product, and this will make consumers make impulse buying. Consumers who initially did not want to buy a consequence have a strong and determined desire to purchase the product as soon as possible due to sales promotions (Utami, 2017). Shopee provides various offers such as free shipping, discounts, cashback, and other conveniences to make consumers interested in making impulse buying. Sales promotion is all activities intended to convey or communicate a product or service to consumers to immediately take action (Themba, 2019). Aggressive sales promotions and a comfortable store

environment can build positive emotions from consumers to increase consumer unplanned buying behavior (Nidyakirana & Maftukhah, 2016). Sales promotion is a factor that is taken into account to lead to purchasing decisions because more and more consumers make unplanned purchases, increasing sales (Ompi, Sepang, & Wenas, 2018). The research results (Rumyeni & Al Haq, 2014; Diany, Sangen, & Faisal, 2019) found that sales promotions positively affect impulsive purchasing decisions. The rise has a significant impact on impulsive buying. This means that if promotional activities are carried out on time or right, it will increase consumer purchasing power, making impulse purchases (Zahara, 2019). Then the hypothesis is proposed:

H2: sales promotion has a positive and significant effect on impulse buying

Trust is a yardstick in determining the success of a business. Consumer confidence in online shopping depends on consumer reviews on the media that provide online buying and selling services. The more popular an online store website is, the more interested consumers will impact impulse buying (Ardiansyah & Nurdin, 2020). The same thing was stated by (Yolandari & Kusumadewi, 2018); trust is considered the most important way to build and maintain long-term customer relationships. If the online shopping site nisa builds consumer trust, it can influence repurchase intentions. The results (Yusnidar, Samsir, & Restuti, 2014) and (Sari & Suroso, 2015) found that trust positively and significantly affects impulse buying (Iskandar & Nasution, 2019). The better its reputation, the higher consumer confidence in the online store, which can affect consumer confidence, namely product info, competitive prices, and delivery services. Then the hypothesis is proposed:

H3: Trust has a positive and significant effect on impulse buying

2 Research Method

This approach to analysis uses a scientific approach to assess the theory's justification suggested with statistics to find a conclusion (Jogiyanto, 2014). The population is the people of Makassar, shop consumers. The type of non-probability sampling method used is judgmental sampling, which provides limitations on respondents who meet the following criteria: 1) People who live in Makassar City and 2) Have shopped at shop at least three times. Because in this study, the number of the population taken was not known with certainty, so in this study, the following Rao Purba formula was used:

$$n = \frac{Z^2}{4(moe)Z^2} = \frac{1,96^2}{4(0,10)^2} = 96,04$$

n: Number of Samples Z: The level of confidence in determining the sample is 95% = 1.96 moe: Margin of error or the maximum error that can be correlated, here is set at 10%. Then a sample of 96.04 was taken (rounded to 96 consumers to shopee).

To see the regression model with the dependent variable (bound) and the independent variable (free) having a regular contribution, the data analysis of this study was carried out with several phases of testing, namely: 1) normality test via the Normal Probability Plot graph. 2) To decide if independent variables have similarities with other independent variables in one model, a multicollinearity test is needed. 3) The heteroscedasticity test's purpose is to test if variance and residuals are unequal from one observation to another (Ghozali, 2016). With the following equation, this thesis performed multiple regression analysis via the SPSS program:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description :

α : Constant.

β : Regression Coefficient.

e : Error.

Y : Impulse Buying

- X1 : Shopping Enjoyment
 X2 : Sales Promotion
 X3 : Trust

3 Result and Discussion

Result

The data normality test results using the histogram show that the graph's shape is deviated to the left or right, meaning that the variables are normally distributed. Then, the scatterplot graph shows that the data is distributed on the Y-axis and does not establish a simple data distribution pattern, which means that it is possible to use no heteroscedasticity in the regression model in the following figure 2:

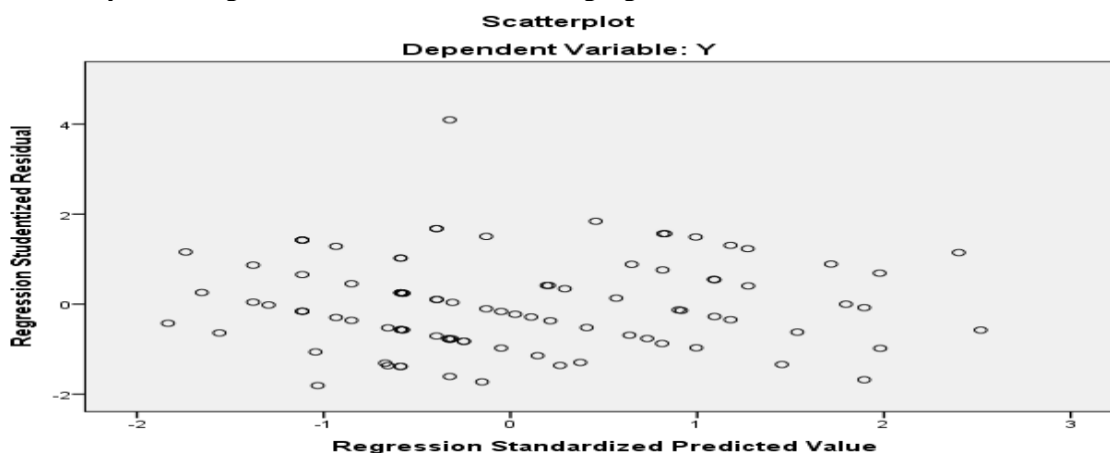


Figure 2. Heteroscedasticity Test Results

Table 1 shows the results of the multicollinearity test that the equation can be tolerated. As demonstrated by the value of the Variance Inflation Factors (VIF) for three independent variables, its presence does not interfere with the model, namely: Shopping enjoyment of 1,023, shopping lifestyle of 1,010, and price discount of 1,022, where three independent variables have a VIF value of less than ten and a tolerance value greater than 0,1.

Table 1. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Shopping Enjoyment	,977	1,024
Sales Promotion	,990	1,010
Trust	,973	1,028

The value of R square (R^2) obtained is 0.374 or 37,40%, which explains that impulse buying is influenced by shopping enjoyment, sales promotion and trust.

Table 2. Coefficient of Determination

Model	R	R Square
1	,611	,374

This test uses α 5%. With the provisions, if the significance of F count <0.05 , the proposed hypothesis can

be accepted. The test results are shown in the table below:

Table 3. Simultaneous Test Results

Model	F	Sig.
1	18.306	,000

Table 3 shows that the significance level is less than 0.05, so it can be said that shopping enjoyment, sales promotion and trust simultaneously (together) have an influence on impulse buying, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can be used to predict impulse buying.

Table 4. Partial Test Result

Variable	B	t-count	Sig.	Info
Constant	.819	1.739	.085	-
Shooping enjoyment	.508	5.947	,000	Accepted
Sales Promotion	.116	2,377	,020	Accepted
Trust	.169	2,421	,017	Accepted

The results of the multiple linear regression test shown in table 4 show that the regression coefficient values formed in this test are:

$$Y = 0,819 + 0,508 X1 + 0,116 X2 + 0,169 X3 + e$$

These results can be explained as follows:

1. The coefficient of shooping enjoyment variable is 0.508 with a positive direction, which means that if there is an increase in shooping enjoyment, Impulse buying will increase by 0.508
2. The coefficient of sales promotion variable coefficient is 0.116 with a positive direction, which means that if there is an increase in sales promotion, Impulse buying will increase by 0.116.
3. The coefficient of trust variable is 0.169 with a positive direction, which means that if there is an increase in trust, Impulse buying will increase by 0.169.

Discussion

Based on the hypothesis test, shopping enjoyment has a positive and important effect on the purchase of impulse. This means that the tested hypothesis is accepted. Consumers who enjoy shopping tend to buy impetus because they enjoy shopping. Pleasure shopping is more experimental and is linked to how much pleasure consumers get from a product. Pleasure shopping The results of the research showed that shopping pleasure has an effect on push-to-purchase (Irianti & Herawati, 2017; Wijaya, 2017; Irianti & Herawati, 2017). Shopping convenience will have an impact on the next experience, because consumers are happy to buy impetus. If consumers are glad and encouraged during online shopping, they are more likely to take part in their next purchase (Muhammad, Wibowo, & Lisnawati, 2018).

Based on the hypothesis test, sales promotion had a positive and significant impact on pulse purchase. This means that the tested hypothesis is accepted. Attractive sales promotions used by shops can attract consumers who do not want to buy (impulse buying). Felita & Oktivera (2019) stated that the promotion of sales is an incentive tool for promoting and expanding quickly the acquisition or sale of the product or service and is usually of a short-term nature. The research results (Rumyeni & Al Haq, 2014; Diany, Sangen & Faisal, 2019) showed that promotional sales have a positive impact on impulsive purchasing decisions. Promotion has a major impact on impulsive purchases. This means that if promotional activities are conducted on time or correctly, consumer buying power will increase, in this case purchasing impulses will increase (Zahara, 2019).

Due to the hypothesis test, trust has a positive and significant impact on the purchase of impulses. This means that the tested hypothesis is accepted. The trust of consumers who really shop steadily will influence their decision to buy goods, even those which have not been planned beforehand. (Asyifa & Rahayu, 2016) stated that consumer confidence would increase the comfort and safety of online shopping. The results (Yusnidar, Samsir, & Restuti, 2014; Sari & Suroso, 2015) show that confidence has a positive and significant impact on the purchase of stimuli. Iskandar & Nasution, (2019) stated that greater consumer confidence in the online store is a better reputation. This may affect consumer trust, namely product information, competitive prices and delivery services.

4 Conclusions

The results of the research that have been conducted, it is found that based on the results of the analysis, shopping enjoyment, sales promotion and trust have a positive and significant effect on impulse buying. Shopee's online shopping site is expected to increase repurchase intention by providing complete and accurate information to make it easier for consumers to find, view, and read information and comments about products being sold.

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