


The Influence Of Lifestyle And Hedonic Shopping Value On Impulsive Shopee Buying Behavior In East Java

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Article Info	ABSTRACT
Keywords: lifestyle, hedonic shopping value, impulsive buying behavior	This study aims to determine the influence of lifestyle and hedonic shopping value on impulse buying behavior. The research method used in this study is quantitative research using questionnaires as data collection instruments. The population in this study is Shopee customers with a sample of 96 respondents using the purposive sampling technique. The results of the study show that lifestyle variables and hedonic shopping value have a positive and significant influence on impulse buying behavior. While the most dominant variable affecting impulse buying behavior is hedonic shopping value because hedonic behavior tends to make a person motivated to make impulse purchases, this behavior makes a person happy and happy. The outline of this study shows that lifestyle and hedonic shopping value are effective stimuli in increasing impulsive buying behavior
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INTRODUCTION

Shopee is one of the most widely used e-commerce in Indonesia (Darmawan & Gatheru, 2021). Public interest in the Shopee application is the promotions that Shopee carries out as a strategy to attract visitors, including twin promos, free shipping promos, cashback , vouchers , flash sales , and various other interesting promotions. The implementation of the strategy carried out by Shopee causes impulse purchases to occur because promotional strategies such as discount promos (flash sales) and twin dates attract Shopee's attention and visitors.

Impulse buying is a purchase that is specifically unplanned, consumers act on their own impulses without long-term considerations. In the case of Covid-19 in the second quarter, impulse purchases increased by 38% (Permana, et al 2021). Furthermore, research conducted by Widyaningrum (2022) also shows an increase in impulse purchases which are mostly made by generation Z. This generation tends to look for pleasure to get recognition or validation from people.

One of the factors causing impulse buying is lifestyle . Most people have a lifestyle tendency to follow current trends just to get social recognition from other people. People are more likely to enjoy a pleasant lifestyle and be the center of other people's attention. Apart from lifestyle, the hedonic shopping value lifestyle is also a cause of impulsive buying behavior . Behavior from hedonic shopping value has a tendency to imitate and follow their idols by

purchasing the fashion products they use. It can be concluded that the factors causing impulse buying are lifestyle and hedonic shopping value. However, this still requires empirical explanation. This research was conducted to explain phenomena related to impulse buying

In fact, research related to impulsive buying has been extensively researched by previous studies (see Siskawati. & Prabowo, 2023; Rahmasari & Utomo, 2023). Among those that can be explained is research conducted by Sihombing and Sukati (2022), the attraction of this research lies in the researchers' concern with promotional variables, lifestyle and product quality. in influencing impulsive buying in Batam City. This research was conducted on 400 Shopee customers with the results showing that the three variables have an influence on impulsive buying behavior.

Different from subsequent research, research conducted by Kusuma et al . (2024) was conducted at Ramayana Cahaya Lifestyle Department Store Bg Junction Surabaya with research interest in the variables of shopping lifestyle, product display and discounts against impulse buying. The focus of the research was on 100 people who shopped at Ramayana with the research results showing that the three variables had a positive and significant effect on impulsive buying behavior .

The explanation above shows that the factors causing impulse buying are varied. There is still no conclusive opinion regarding the model built by previous studies. Everything focuses on the setting and object being observed. Therefore, this research was conducted to offer a new model that can be used to measure the causes of impulse buying . Study This will focuses on lifestyle and hedonic shopping value on impulse purchases in East Java. The reason for selecting these two variables was inconsistency or an insignificant relationship was still found (Wenny & Risa, 2021; Cahyono, 2019)

The aim of this study is to determine the relationship between lifestyle and hedonic shopping value on impulsive purchases . This study contributes to the development of a model that specifically studies consumer behavior and understanding from a theoretical perspective related to contributions to consumer behavior theory.

METHOD

Research design

The method used in this research is a quantitative method which uses data in the form of numbers which are then processed to carry out analysis and research studies on something that has been researched. Apart from that, this type of research is causal where a phenomenon in research is explained through a cause and effect relationship where the aim of the application is to interpret the relationship between variables. In research there is One variable dependent that is variable impulsive buying behavior and also two variables independent that is lifestyle and hedonic shopping value. Survey research was chosen as the method in this research process. The aim is to obtain information about actions, characteristics and opinions that represent the population and is carried out by researchers through interviews or questionnaires

Population, Sample, and Sampling Techniques

Population is a collection or group of all individuals who are interested in studying a particular research (Sugiyono, 2014). Meanwhile, the population in this research is the people of East Java who have made impulsive purchases on Shopee during 2024 and have a hedonistic lifestyle. The sample is the part selected to represent the population (Sugiyono, 2014). The sample selected in this research is people from East Java who have made impulsive purchases and used the Shopee application to make purchases in 2024. The sample plan that will be used is 96 respondents. Determination of this sample is based on the Lemeshow formula because. The sampling technique uses purposive sampling technique . The criteria for respondents in this research are that the respondent has made impulsive purchases on Shopee, has a lifestyle, and has a hedonistic lifestyle. Sample data will be collected online. Online data collection can be done via Google Form.

Definition Operations and Measurement Variable

a. Lifestyle

Lifestyle related to a person's lifestyle in following current fashion trends. For measure variable lifestyle , research This adopt research used Anas & Muhajirin (2020), namely activities, interests and opinions .

b. Hedonic shopping value

Hedonic shopping value is related to a lifestyle that provides effect experience in A activity shopping . For measure variable hedonic shopping value research This adopt research used Hinggo and Febrian (2023) namely adventure shopping , social shopping , gratification shopping , idea shopping , role shopping and value shopping .

c. Impulsive Buying Behavior

"Impulse buying is a shopping activity without self-control, self-control or without input from in-depth social interaction" (Arfianti & Gunawan, 2020) . To measure the dependent variable, namely impulsive buying behavior , this research adopts research used by Padmasari & Widyastuti (2022), namely spontaneous buying, buying without thinking, buying things according to current feelings, shopping obsession, buying not according to needs.

RESULTS AND DISCCUSION

Products that are widely purchased consumer when happen purchase Impulse ive

Table 1.1 The most popular products when happen purchase Impulsive

No	Category	Amount
1	Accessories	24
2	Skincare	18
3	Dress	29
4	Bag	14
5	Shoe	11
Amount		96

Table 1.1 shows that the products that most respondents buy on Shopee are the clothing category. The underlying reason for this purchase was the promo provided by Shopee, especially the twin promo and Shopee flash sale

Brands of products that are often purchased when this happens purchase Impulsive

Table 1.1 The most popular products when happen purchase Impulsive

Product	Brand	Amount
Bag	Eiger	3
	Elizabeth	2
	Bostanten	2
	Merche	2
	Les catinos	5
Dress	H&M	3
	3 Seconds	6
	Rucas	6
	Uniqlo	11
	Zara	3
Shoe	Astec	4
	Adidas	3
	Yongki Komaladi	2
	Nike	2
Skincare	Skintific	7
	Everpure	5
	Focallure	4
	Acnaway	2
	Somthinc	1
Accessories	Ring Belt belt	2
	Watch	13
	Glasses	5
	Necklace	2
	Bracelet	2
Amount		96

Table 1.2 shows that the product brands that most respondents buy on Shopee are watches.

Testing validity

Table 1.3 Validity Test Results

Variable	Items	r count	r table	Information
<i>Lifestyle</i>	X1.1	0.776	0.200	Valid
	X1.2	0.858	0.200	Valid
	X1.3	0.832	0.200	Valid
<i>Hedonic shopping value</i>	X2.1	0.877	0.200	Valid
	X2.2	0.678	0.200	Valid
	X2.3	0.607	0.200	Valid
	X2.4	0.532	0.200	Valid
	X2.5	0.656	0.200	Valid
	X2.6	0.717	0.200	Valid
<i>Behavior Impulsive buying</i>	Y1.1	0.556	0.200	Valid
	Y1.2	0.698	0.200	Valid
	Y1.3	0.773	0.200	Valid
	Y1.4	0.564	0.200	Valid
	Y1.5	0.578	0.200	Valid

Source : Data processed Using SPSS Version 25

Testing Reliability

Table 1.4 Reliability Test Results

Variable	Cronbach Alpha	Cronbach Alpha value	Information
<i>Lifestyle</i>	0.882	0.60	Reliable
<i>Hedonic shopping value</i>	0.818	0.60	Reliable
<i>Behavior Impulsive buying</i>	0.799	0.60	Reliable

Source : Data processed Using SPSS Version 25

Multiple Linear Regression Test

Result of analysis multiple linear regression show formula

$$Y = 2.444 + 0.304 X_1 + 0.782 X_2 + e$$

From the results of multiple linear regression tests show If the most dominating variable happen behavior impulse buying is variable hedonic Shopping value that shows highest number namely 0.782. (Look table 1.5)

t Test Results

Table 1.5 T Test Results

Model	Coefficients ^a			Q	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2,444	1,570		1,869	,005
1 TX1	,304	,109	,119	3,222	,004
TX2	,782	,097	,768	7,618	,000

a. Dependent Variable: TY

Based on Table 1.5 shows If variable lifestyle own the calculated t value is more than 3,222 big from t table 1.661 with mark significance 0.04 means variable lifestyle own influence positive and significant to behavior purchase impulsive . It means that enhancement lifestyle will followed with enhancement purchase impulsive , and vice versa decline lifestyle will followed with decline purchase impulsive. For fulfil lifestyle , individual tend sacrifice something to achieve it something desired , so result behavior purchase impulsive . With produce medium products trend moment This or products that can make somebody seen believe self . If somebody with trend more towards lifestyle so somebody will choose fashion products that can raise trust self and social status . Study This support research conducted by Yuyun & Tri (2021) stated that lifestyle has influence positive and significant to impulse buying . And refused research conducted by Wenny & Risa (2021) stated that lifestyle does not influential to impulse buying.

same results also occur for variables hedonic shopping value , results study show If The calculated t value is more than 7,618 big from t table 1.661 with mark significance 0.00 means variable hedonic shopping value own influence positive and significant to behavior purchase impulsive at Shopee East Java. Findings show that enhancement hedonic shopping value will followed with enhancement behavior purchase impulsive . , and vice versa decline hedonic shopping value will followed with decline behavior purchase impulsive . This matter Because someone who does purchase impulsively driven For Keep going do purchase without exists consideration of the value of purchased product . Consumer involved in behavior purchase impulsive when consumer own nature of experience hedonist . There is encouragement emotional that makes somebody feel happy and happy when shop give rise to happen behavior purchase impulsive . Study support research conducted by Hinggo and Febrian (2023) stated that hedonic shopping value has an effect positive and significant to impulsive buying. And refused study conducted by Cahyono (2019) stated that No There is influence between hedonic shopping value and impulse buying

F Test Results

Table 1.6 F test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	277,366	2	128,684	64,801	,000 ^b
Residual	149,800	93	1,720		
Total	407,321	95			

a. Dependent Variable: TY
b. Predictors: (Constant), TX2, TX1

Research result show If in a way simultaneous second variable own influence positive and significant to behavior purchase impulsive (see table 1.6). Research result show if F count more big from F table namely $64,801 > 2,699$.

Coefficient determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,799 ^a	,777	,608	1,301

a. Predictors: (Constant), TX2, TX1

The magnitude of R 2 show value 0.777 which means 77.7% of behavior from purchase impulsiveness is influenced by both variable namely lifestyle and hedonic shopping value , meanwhile the rest influenced by other variables such as emotional (mood), customer experience and others

CONCLUSION

This study line bottom that lifestyle and hedonic shopping value is an effective stimulus in increase behavior purchase impulsive . Found if second variable own influence to behavior purchase impulsive. However from second variable , the most effective influence behavior purchase impulsive is hedonic shopping value. This is because a hedonistic lifestyle has a tendency to make purchases because of desire and desire for praise and social recognition. It is true that consumers with a certain lifestyle also have desires and try to follow current trends, but the frequency of purchases made is greater by consumers with a hedonistic lifestyle. Conesment with level hedonic shopping value tend more often do activity purchase from consumers lifestyle . Control on self more difficult done consumer with style life hedonic shopping value from consumers lifestyle . This happened Because habits and desires seen as “rich” and level - driven income earned . Consumer lifestyle still capable limit activity shopping at Shopee. By theoretical , studies This give contribution about an alternative model in the field marketing that explains specific phenomenon that is behavior purchase . Study This

photographing behavioral models consumer from facet lifestyle and hedonic shopping value . Consumer with style life hedon tend more easy do purchase impulsive and more dominant in increase purchase . Consumer with style life hedon tend more difficult control sudden desires and desires appears , view from consumer with style life hedon is confession or validation from other people. Repeated purchases are made only to satisfy yourself, not because of your needs. Practically, this study contributes to practitioners regarding the strategies that organizations should use to increase consumer purchasing behavior through impulse purchases . By improving promotional strategies on Shopee such as twin promos, flash sales and others, it turns out that we can increase impulsive buying behavior .

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