MODERATION OF RELIGIOSITY IN THE RELATION OF INTERNET ADDICTION TO IMPULSE ONLINE BUYING
(Study of Generation Z UIN Raden Intan Lampung)

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ABSTRACT

Along with the spread of online shops in Indonesia and the variety of conveniences offered that will increase consumptive behavior of modern society, they not only buy things that they need but also buy things not important either. The research used quantitative method, namely research used to examine a particular population or sample, data analysis is quantitative or statistical, with the aim of testing the established hypothesis. The sampling method of the research used purposive sampling method. The population in this research were students of UIN Raden Intan Lampung who belonged to the Generation Z. Data collection techniques using questionnaires which is done by giving a set of questions or written statements to respondents and will answer by Google Form. The scale used is a Likert scale. The results of the data obtained from Generation Z students at UIN Raden Intan Lampung showed that the internet addiction variable has a positive and significant effect on impulse buying online, the first hypothesis is supported. The results of the

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moderation test of religiosity on the relationship between internet addiction and online impulse buying resulted in a negative original sample value and a significant p-value. It can be understood that religiosity weakens the relationship between internet addiction and online impulse buying.

*Keywords*s: Impulse buying, Internet addiction, Religiosity

A. INTRODUCTION

The current condition is undeniable always related to technology. The convenience provided includes everything that can be almost reached with technology, especially the internet. The shopping model that is currently booming and becoming a trend in modern society is the online shopping system or through E-commerce, it does not require buyers to come directly to the shopping area as well as shopping systems in general.

According to Analytic Data Advertising (ADA), online shopping activity has increased by 400% since March 2020. Bank Indonesia (BI) noted that e-commerce purchase transactions in March 2020 reached 98.3 million transactions. The data shows a very reasonable if we look at the current situation where people have started to change their priority shopping in the marketplace, which shows that people are starting to be interested in buying and selling activities via the internet.

The online shopping system provides a lot of convenience and practicality in all things, consumers can buy goods anywhere and anytime, as long as the device used is connected to the internet. As stated by Digital Market Outlook which states that E-commerce users in Indonesia this year are predicted to grow 15% from a total of 138 million users in 2020 or reach 159 million users in 2021.

Figure 1. E-commerce Sales Projection 2021
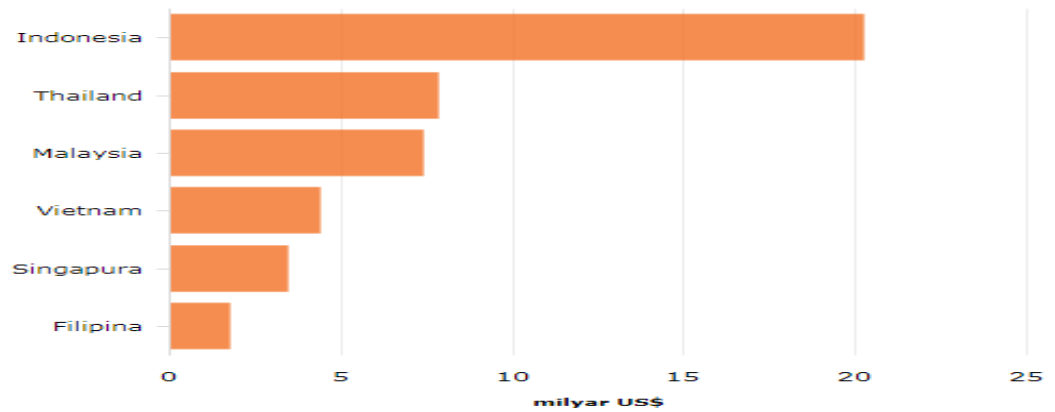
Source : eMarketer, 6 July 2021

Along the increase in E-commerce and Online Shops in Indonesia as well as the offer of various conveniences presented in the shopping aspect, the consumptive behavior of the community in shopping has increased. Along with the spread of online shops in Indonesia and the variety of conveniences offered that will increase consumptive behavior of modern society, they not only buy things that they need but also buy things not important either.

According to Verplanken unplanned purchases is impulse buying, namely purchases made without consideration, consist of an emotion and an irresistible urge to buy. According to Susanta, most Indonesian consumers, both young and old, have an unplanned character. Consciously or not, everyone must have made an unplanned purchase of goods. Impulse buying is a consumer behavior where consumers buy things they want but they don't need. Verplanken also stated that the impact of impulse buying is a sense of regret for the purchases made, because the goods purchased are items that are not needed, it can be interpreted that individuals spend money in vain.

Furthermore, impulsive buyers will have problems with their finances. Uncontrolled impulsive behavior makes us suffer financially. Unplanned purchases, especially impulse purchases, often occur due to the

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influence of an overly complex shopping environment such as the large variety of merchandise options offered or varying price levels.

The results of a survey implemented by Markplus Insight on the buying behavior of Indonesian consumers show that 28.3% of the youth consumer segment are consumers who often make unplanned purchases and even are classified as impulsive. This has become a natural thing considering that many sellers have switched and used technology to maximize their profits by creating online stores which have a very large impact on the sustainability of their stores. Attractive strategies and offers with a very broad scope are easy to promote online, many consumers are interested and even unconsciously many make purchases without prior planning because it is easy to do this through the internet. Aqmarina et al in their research in 2018 stated that online impulse buying is influenced by various factors including situational variables such as the availability of time and money, promotions, credit card ownership, besides that it is also influenced by person-related variables such as gender, hedonic shopping motivation. , Internet addiction and the nature of materialism.

CNN Indonesia in 2019 stated that Indonesia was included in the top five list addict internet in the world. In a day, the internet usage of the Indonesian population can reach 8 hours 36 minutes. This means that in a day Indonesian users spend more than a third of their life on the internet. As many as 68% of internet users in Indonesia make online transactions at least once in the research of Goh et al., 2012. Based on these data it can enable internet addicts to be more appropriate to make more online transactions when buying an item.

Internet addiction is a condition in which a person feels happy and comfortable for a longer time to be connected to the internet and will give a big negative reaction if the connection is interrupted or stopped. The bad thing is that internet addiction can make large side effects on the lives of

teenagers, such as anxiety, depression, decreased physical and mental health, interpersonal relationships, and decreased performance. Other impacts such as reduced direct social interaction, playing too many mobile phones, often procrastinating on work, insomnia or difficulty sleeping, disrupting the subject's eye health, decreasing learning achievement. Young stated that it is difficult to stay away from the internet, has interpersonal problems, has difficulty managing internet time,the affected by internet addiction.

People who have internet addiction are often used to be targeted by marketers to offer their own discounts or promotions. Young people use the internet as a source of information in facing global challenges. This is based on the height of curiosity among young people. Because through the web and several other features on the internet, all knowledge and information will be easily obtained by them. Fitria suggested that further researchers could examine independent variables for adolescent impulsive buying such as conformity, self-concept, self-regulation or even focus on impulse buying techniques used in other shopping activities. In line with that, based on the opinion of the Internet Addiction Poly Until now, it is considered a topic that is increasingly being found in groups of teenagers and adults along with the increasingly widespread use of the internet in human life.

The internet problem cannot be separated from the current generation or commonly called Millennials and Generation Z. The role of Millennials and Generation Z in the use of technology is very large, especially in terms of online shopping. Elmore said that Generation Z is the first global generation, with good multilingual skills, excellent understanding of technology, this generation also has good multitasking abilities, then this generation is said to have Fear of Missing Out (FOMO) syndrome which means they are trying to get and know all the information that is actually available or timely, have concerns about delays in updating

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information Generation Z is used to access to information that is always fast, tends not to appreciate effort, and likes practical things.

Generation Z is the generation were born around 1997 to the 2000s. Reporting from the BBC, Generation Z is a generation that is still young and has never known life without technology, so it is sometimes referred to as I-Gen. Generation Z is rated as ambitious, digitally adept, self-confident, questions authority, uses a lot of slang, spends more time alone, and is very curious. Generation Z is also prone to depression and anxiety.

Research Director at Katadata Insight Center Mulya Amri said consumers Generation Z and Millenial contributing 85 percent of total transactions *e-commerce* in 2019. Although it is dominated by millennials, E-commerce consumers also come from across generations. According to the census of the Central Bureau of Statistics, Generation Z is the largest segment in Indonesia which covers 27.94% of the total population who are vulnerable to births in 1997-2012. This generation is digitally savvy with significant purchasing power. The data presented, it can be said that Generation Z is a generation that cannot be separated from the Internet and even has the opportunity to behave with internet addiction. So the author is interested in making Generation Z the object of research and adding the Internet Addiction variable to Impulse buying Online because it is related to Generation Z which is bound and inseparable with technology which of course will affect its behavior. Even In Komang et al's research, also suggest further researchers to add another variable that can affect impulse buying online and then adding the number of samples, looking for a wider scope of research.

Based on several studies related to the influence of internet addiction on impulse buying, the relationship between internet addiction and impulse buying has inconsistencies or inconsistencies in the results in their research. Research from Putra et al, in 2015 proved that internet

addiction has a significant positive effect on online impulse buying behavior. Reinforced by Wulandari's research in 2018 which stated that the test results obtained by internet addiction have a greater potential for compulsive online shopping. Internet addiction (withdrawal and social problems, time management and performance, reality substitute) has a significant joint effect on impulse buying online in Aqmarina's research. Putri's research in 2019 said that there was a significant influence of internet addiction on online impulse buying behavior in adolescents. Also the research of Winatha et al, states that internet addiction behavior and materialism have a significant effect on online impulse buying.

But on the other side there is research by Zulfa in 2018 which stated that internet addiction has no significant effect on online impulse buying because there are several dimensions to internet addiction that are not appropriate. Beside that, Ardlilah's research on internet addiction to compulsive buying online stated that internet addiction only produced a small significance of 9.30% and 90.70% by other factors. Maria et al, in their research in 2020 stated that online flow experience when interacting with the internet did not have a positive effect on consumer purchasing decisions. Based on the results of the research by Fitria et al, 2019 stated that there is a negative relationship between internet addiction and impulse buying because it can be minimized with one's self-control.

Religiosity refers to the level of individual attachment to his religion. This shows that the individual has lived and carried out his religious teachings so that it influences all his actions and outlook of life. Wulff explained that religion is something that is felt very deeply, which is in touch with one's desires, requires obedience and rewards or binds a person in a society. A person who deepens his knowledge of religiosity and practices according to the provisions will affect every detail of his life, especially in his daily life.

According to Salim, religion is a regulation of Allah SWT, which He revealed to His past prophets, which contains orders, prohibitions and

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so on that must be obeyed by mankind and become guidelines es for life in order to be safe in this world and the hereafter. Religion is the control of life, and whoever lives uncontrollably, surely the human will fall and will not determine the direction of his goal, it will be danger for themselves. According to Stark, there are several indicators that can indicate a person's level of religiosity, namely believing in God, believing in the supernatural, knowing religious teachings, practicing worship, applying religious teachings in daily life.

Based on the inconsistency effect of the influence of internet addiction on *impulse buying* and from the explanation of religiosity that has been described by several experts. Therefore, the author wants to make religiosity a moderating variable because according to Fadilah's suggestion, it is recommended that Muslim consumers increase religiosity to control consumptive behavior. The same thing is the research showed by Godo Tjahjono which stated that religiosity has a negative effect on the desire to buy an item. In addition, the results of Nasrullah's research that religiosity can control the influence of Islamic branding on consumer decisions in buying something.

B. THEORY AND HYPOTHESES

1. The effect of internet addiction on impulse buying online

Internet addiction is a condition in which a person feels happy and comfortable for a longer time to be connected to the internet and will give a big negative reaction if the connection is interrupted or stopped, this is often used by marketers to offer discounts or promotions of theirs and of course in the long term. will lead to impulse buying behavior (Winatha & Sukaatmaja, 2013).

This is supported by several previous studies, namely Putra et al, in 2015 proving that internet addiction has a significant positive effect on online

impulsive buying behavior in internet users in Indonesia. Reinforced by Wulandari's research in 2018 which stated that the test results obtained that respondents who were affected by internet addiction had a greater potential for compulsive online shopping. Internet addiction (withdrawal *and social problems*, time management and performance, reality substitute) have a significant joint effect on online impulse buying in Aqmarina's research. Putri's research in 2019 said that there was a significant influence of Internet Addiction on Impulse Buying Online behavior in Adolescents. Also the research of Winatha et al, stated that internet addiction behavior and materialism have a significant effect on online impulse buying.

But on the other side there is a study by Zulfa in 2018 which stated that internet addiction has no significant effect on online impulse buying because there are several dimensions to internet addiction that are not appropriate. In addition, Ardlilah's research on internet addiction to compulsive buying online stated that internet addiction only produced a small significance of 9.30% and 90.70% by other factors. Maria et al, in their research in 2020 stated that online flow experience when interacting with the internet did not have a positive effect on consumer purchasing decisions.

Researchers who reveal that internet addiction to impulse buying can be muted or minimized. Based on the results of research by Fitria et al, (2019), it is stated that there is a negative relationship between self-control and impulse buying. that the higher the self-control of adolescents, the morethe morelow impulse buying. So the authors make a hypothesis:

Hypothesis 1: Internet addiction has a positive and significant effect on impulse buying online

2. **Religiosity moderates the relationship between internet addiction and impulse buying online**

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According to Majid, religiosity is human behavior that fully formed by belief in the occult or the supernatural, namely supra-empirical realities. The more a person understands about his belief in religion, the more it will have a big effect on daily behavior. Michel Mayer argues that religiosity is a definite set of rules and beliefs to guide humans in their actions towards God, other people and also themselves. In research Alfiatus Nur Fadilah recommends Muslim consumers to increase religiosity to control consumptive behavior. And also research conducted by Godo Tjahjono stated that religiosity has a negative effect on the desire to buy an item. In addition, the results of Nasrullah's research that religiosity can control the influence of Islamic branding on consumer decisions in buying something. A good understanding of practice based on religiosity has a very large effect on individual behavior, especially in decision making. So the authors suspect that religiosity is a self-control in the relationship between Internet addiction and impulse buying online. So the author makes a hypothesis:

Hypotesis 2: Religiosity moderates the relationship between internet addiction and impulse buying online

Based on the explanation above, the conceptual framework of this research is as follows:
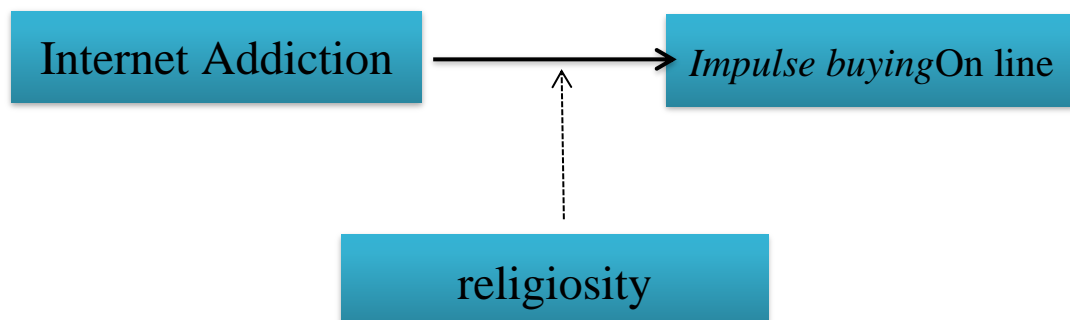
C. RESEARCH METHODOLOGY

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population in this study were students of UIN Raden Intan Lampung who belonged to the Generation Z.

The sample is part of characteristics possessed by the population. The sampling method in this study used purposive sampling method. Sugiyono explained that purposive sampling is a sampling technique with certain considerations. The criteria used in determining the sample in this study are visitors who have transacted online and it is difficult to be separated from the internet.

This research uses Non Probability Sampling, which means that the total population is unknown. According to Purba, if the total population is unknown, then the minimum number of samples is determined by the formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n   = Number of Samples

Z   = Normal distribution level at 5% significance level

Moe   = margin of error max, i.e. the maximum error rate taking

N   = sample that can still be tolerated

Based on this formula, the following calculations are obtained:

$$n = \frac{(1,96)^2}{4(0,05)^2} = 96,04$$

Based on the calculation, the minimum number of samples that must be met is 97 respondents.

Data collection techniques using questionnaires, that is data collection techniques carried out by giving a set of questions or written

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statements respondents to answer by Google Form. The scale used is a Likert scale. Likert scale is used to measure a person's response or response to a social object. Answers to each instrument that uses a Likert scale has a gradation from very positive to very negative. Meanwhile, for the purposes of quantitative analysis, scores are given as follows: Strongly Agree (SS) score 5, Agree (S) score 4, Neutral (N) score 3, Disagree (TS) score 2, Strongly Disagree (STS) score 1.

Data analysis

1. Validity test

The validity of a measuring instrument is indicated by its ability to measure what must be measured, especially questionnaires. The questionnaire is said to be valid if the instrument is really capable of measuring the value of the variable under study. Validity test is used to measure the validity or unvalidity of a questionnaire. To test whether each indicator is valid or not, convergent validity can be done by looking at the mark minimum factor loading indicator = 0.6 (Hair et al., 2010).

2. Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator from variable or construct. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time. This can be measured by internal consistency by looking at the Cronbanch's alpha value of at least 0.6 (Cooper and Schindler, 2014).

Hypothesis Test

1. Hypothesis Test

Generally, the explanatory research method or research that explains the position of certain variables is a method approach that uses PLS. This is because there is a hypothesis testing in this method. Testing the hypothesis can be seen from the value of t-statistics and probability

values. For hypothesis testing using statistical values, the alpha is 5% or 0.05 and the t-statistic value used is 1.96. So the criteria for acceptance/rejection of the hypothesis are that Ha is accepted and H0 is rejected when the t-statistic > 1.96. To reject/accept the hypothesis using probability then Ha is accepted if the p value <0.05.

Moderation Test

Effect testing Moderation is carried out in stages where according to Baron and Kenney (1998), testing the moderating effect is done by testing the effect of the independent variable on the dependent variable which must be significant, then continued by testing the effect of the moderating variable on the dependent variable which must be significant, and finally testing the interaction of the moderator variable which if the value is significant then the moderating effect is acceptable. If the value of t-statistics> (greater than) the t-table value (sample 97) with a significant level of 0.05 or P-Value < (less than) 0.05 then the moderation is acceptable.s

D. RESULTS AND DISCUSSION

Validity test

To test validity by looking at Convergent Validity used the value of the outer loading or loading factor. An indicator is declared to meet convergent validity in a good category if the outer loading value is >0.6. The following is the value of the outer loading of each indicator on the research variable:

Table

Outer Loading

Indicator	Internet Addiction	*Impulse buying*	religiosity
Adk1	0.647		
Adk4	0.652		
Adk7	0.772		

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Adk8	0.704		
Imp1		0.791	
Iimp2		0.849	
Imp4		0.642	
Imp5		0.775	
Imp6		0.670	
Rlg2			0.936
Rlg3			0.886
Rlg4			0.942

The data source is processed with SmartPLS 3

Based on the data presented in the table above, it is known that each research variable indicator has a value *outer loading* > 0.6. According to Hair et al, an indicator can be seen from the factor loading indicator value of at least 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows that there is no variable indicator whose outer loading value is below 0.6. So that all indicators are declared feasible or valid for research use and can be used for further analysis.

Reliability Test

Reliability can be defined as a characteristic related to accuracy, thoroughness and consistency.

a) *Cronbach's Alpha*

A variable can be declared reliable or fulfills cronbach's alpha if it has a cronbach's alpha value > 0.6. The following is cronbach's alpha value of each variable:

Table

Cronbach's Alpha

Variable	Cronbach's Alpha
Internet Addiction	0.659
Impulse buying on line	0.802
religiosity	0.911

Based on the data in the table above, it can be seen that the Cronbach's alpha value of each research variable is > 0.6. Thus these results can indicate that each research variable has met the requirements of Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability.

Data analysis

a. Hypothesis test

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. In testing the hypothesis that is by using a statistical value> 1.96 then for alpha 5%. To reject/accept the hypothesis using probability, the hypothesis is supported if the P Values <0.05.
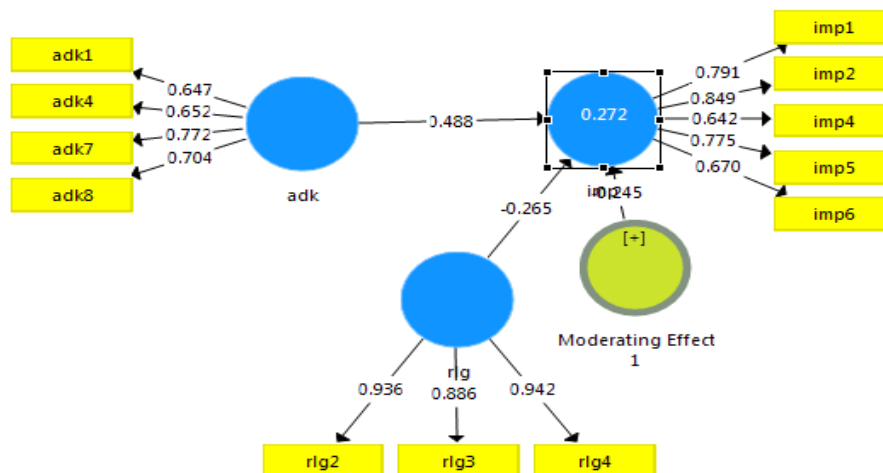
Table

Hypothesis test

Variable	*Original sample*	*Sample Mean*	Standard Deviation	T Statistics	P Values
Adk -> Imp	0.488	0.503	0.079	6.151	0.000

The hypothesis in this study examines whether Internet Addiction positively and significantly influence against Impulse Buying Online. Test results on Internet Addiction shows that the original value *sample* (O) 0.488 from this result, it is found that Internet Addiction has a positive effect on Impulse Buying Online. T-statistic value 6.151 > 1.96 and P-

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Values 0.000 < 0.05, this proves that Internet Addiction has a significant effect on *Impulse Buying Online*. So that H1 in the study this is supported.

Moderation Test

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Moderation test was carried out with testing the effect of the independent variable on the dependent variable which must be significant, then proceed with testing the effect of the moderating variable on the dependent variable which must be significant.[1] If the t-statistic value is > (greater than) the t-table value with a significant level of 0.05, or P-Value < (less than) 0.05 then the moderation is acceptable.. The following are the results of hypothesis testing obtained in this study through the inner model:

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[1] Baron, RM And Kenny, DA 1986. The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. Journal of Personality and Social Psychology, 51(6), 1173-1182.

Table

Total Effect

Variable	*Original sample*	*Sample Mean*	Standard Deviation	T Statistics	P Values
Adk -> Imp	**0.488**	**0.503**	**0.079**	**6.151**	**0.000**
Rlg –>Imp	**-0.265**	**-0.247**	**0.113**	**2,345**	**0.019**
Moderating Effect	**-0.245**	**-0.214**	**0.124**	**1971**	**0.049**

Moderation testing according to the conditions must test whether the independent variable of internet addiction on the dependent variable of online impulse buying must be significant. Then proceed with the significant effect of the relationship between the moderator variable on the dependent variable. The test results on Internet Addiction show that the original sample value (O) is 0.488. From this result, Internet Addiction has a positive effect on Impulse buying Online. The t-statistic value is 6.151 > 1.96 and P-Values 0.00 < 0.05, this proves that Internet Addiction has a significant effect on impulse buying On line. So that the first condition of the moderation test is fulfilled.

The test results on Religiosity to Impulse buying show that the original sample value (O) is -0.265 from the results was found that religiosity negatively affects impulse buying online. The t-statistic value is 2,345 > 1.96 and P-Values 0.019 < 0.05, this proves that religiosity significantly affects impulse buying online. This means that the second condition for continuing the moderation test has been fulfilled.

The test results on the interaction of moderation religiosity on the relationship between internet addiction and impulse buying online showed that the original sample (O) -0.245 from this result was found that religiosity influential negative or weaken the relationship between internet addiction and impulse buying online. T-Statistic value 1.971 > 1.96 and P Values 0.049 < 0.05 it proves that religiosity significantly affects the

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relationship between internet addiction and impulse buying online. Based on these results that H2 Religiosity moderates the relationship between internet addiction and impulse buying online is acceptable

Data Recapitulation of Hypothesis Test Results

This table shows the results of the research hypothesis test recapitulation:

Table

Recapitulation of Hypothesis Test Results

	Hypothesis	**Information**
H1	There is a positive and significant effect on the Internet Addiction variable on Impulse buying Online at Generation Z UIN Raden Intan Lampung	Supported
H2	There is religiosity moderating the relationship between Internet Addiction to Impulse buying Online at Generation Z UIN Raden Intan Lampung	Supported

E. CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the research that has been done, the results of the data obtained from Generation Z students at UIN Raden Intan Lampung are:

1. The internet addiction variable has a significant positive effect on impulse buying online. Then someone with a high level of internet addiction will be more likely to behave impulse buying online. In accordance with the first hypothesis which reads that internet addiction has a significant positive effect on online impulse buying.

2. The results of the moderation test of religiosity on the relationship between internet addiction and impulse buying online resulted in a negative original sample value and a significant p-value. It can be

understood that religiosity weakens the relationship between internet addiction and online impulse buying. It can be understood that the higher a person's level of religiosity, the higher the level of self-control against negative behavior, one of which is unplanned purchases. Then the second hypothesis is supported.

SUGGESTION

The main idea can be used as suggestions in this research is:

1. For Society

   a) The results of this study showed that if you are an internet addict and because of that you often make purchases without prior planning. So what you have to do is to forcibly control yourself in various ways, one of which is to improve our religious nature by understanding the basic commands and prohibitions related to consumption and taking advantage of time, because everything in this world has rules in the sources of Islamic law.

   b) The results of this study can be used as a reference for attracting consumers, that it turns out that consumers with high internet usage intensity are easily provoked if they are given attractive promotional strategies and of course have the opportunity to make purchase transactions.

2. For the next researcher

   For the next researcherThe results of this study can be used as comparison and reference material for research, and as consideration for further deepening further research by using different variables such as other factors related to one's psychology, and expanding the object of research.

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