



## **The Effect of Hedonic Shopping Value and Shopping Lifestyle on the Impulse Buying in Online Shops (case study: Albadar 6 Gang Community)**

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### **Abstract**

This study was conducted with the aim of knowing the effect of hedonic shopping value and shopping lifestyle on the impulse buying of Albadar 6 gang community. This type of research is quantitative descriptive, which is a study that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and relationships between variables using techniques. data collection using questionnaires and literature study. Data collection in this study was carried out by distributing questionnaires using a Likert scale. The sample in this study was the community of Gang Albadar 6, amounting to 78 respondents using the Slovin formula. The method used in data collection is purposive sampling. The analysis technique uses multiple linear regression analysis with the help of SPSS 25 program. The results of this study indicate that the two independent variables, namely hedonic shopping value and shopping lifestyle, affect impulse buying. The value of R Square equation of 0.595 means that the impulsive buying variable (dependent) which can be explained by the hedonic shopping value and shopping lifestyle (independent) variables in this study is 59.5% while 40.5% is influenced by other variables not explained by the this study.

**Keywords:** Hedonic Shopping Value; Shopping Lifestyle; Impulse Buying

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## INTRODUCTION

The development of increasingly modern times has a change in aspects of people's lives today. Aspects in people's lives that have undergone changes such as communication, transportation, tradition, lifestyle, and economy. The development of information technology that results in e-business or *e-commerce* also continues to. Given the obstacles for someone to make a purchase directly due to the distance that may be too far or not available enough time to go to the store directly (Izar, Nasution, and Ratnasari, 2020; Tarigan, 2017; Tarigan, 2020). So with the current technological advances that can facilitate manufacturers and consumers in making remote transactions, there is an online store or online *shop* that gives manufacturers the opportunity to introduce their products and services more widely and make it easier for consumers to make remote purchases anytime and anywhere. Online *shop* is a place to buy goods or products through internet media, which is a form of electronic commerce (*e-commerce*) used for the transaction activities of sellers to sellers and sellers to consumers.. Here is a list of the most visited *e-commerce* throughout 2019. (Putri, B.; 2020)

**Table 1.**  
**List of E-Commerce in Indonesia**

| No. | Site/platform | Number of visitors |
|-----|---------------|--------------------|
| 1   | Tokopedia     | 1.2 billion        |
| 2   | Shopee        | 837.1 million      |
| 3   | Bukalapak     | 832.5 million      |
| 4   | Lazada        | 445.5 million      |
| 5   | Blibli        | 353.2 million      |
| 6   | JD.ID         | 105.4 million      |
| 7   | Orami         | 89.8 million       |
| 8   | Bhineka       | 62.2 million       |
| 9   | Sociolla      | 51.1 million       |
| 10  | Zalora        | 44.5 million       |

Data stated Tokopedia is the most visited online store with a total of 1.2 billion visitors, with details of 863.1 million visitors through *the mobile web* and 329.8 million visitors from the desktop. And the second rank is controlled by shopee shopping sites with total visitors reaching 837.1 million. This number shifts the position of bukalapak which in 2019 visited 823.5 million visitors. (Source:e-commerce-indonesia.com).

The lifestyle of Indonesian people is shifting along with the development of information technology and the internet, especially in running the wheels of the economy. The most pronounced impact is the rapidly growing users of social media and *e-commerce platforms*. *E-commerce* companies both domestic and foreign also enliven competition in the Indonesian market. (Fauzi, 2020; Isnaini et al., 2020; Marbun et al., 2020; Nugroho et al., 2020; Nu'man et al., 2020; Saragih et al., 2020; Utami et al., 2019)

The mindset and style of these people are used to shopping to buy the things they want, not what they need. Most of the mindset and lifestyle of today's society is more following the fashion trends in the present era, it is one of the micutimbulny lifestyle hedonism (Amar et al., 2020; Hakimah et al., 2019; Lubis et al., 2019; Pratama et al., 2019; Utami et al., 2019). Hedonism is the attitude or extravagant behavior of a person who attaches importance to the pleasure of himself that is worldly. The impact of hedonism is the consumptive nature or activity of buying unneeded goods whose purpose is only for self-pleasure.. (kompasiana.com).

*Hedonic shopping value* owned by someone who can be influenced by various attractive offers so that it can encourage and facilitate consumers in meeting their needs by shopping

hedonistically without looking and considering in advance the benefits of the product purchased, to meet its pleasure (Alba & Williams 2012; Atrizka et al., 2020; Maggasingang et al., 2020; Pratama et al., 2020; Silitonga et al., 2020). Park, Kim and Forney (2006), *hedonic shopping value* plays an important role in *impulse buying*. Therefore, often consumers experience *impulse buying* when driven by hedonistic desires or other reasons outside economic reasons, such as pleasure or happiness, fantasy, social, or even emotional influence. (Harahap, A.; 2020; Pratama, 2022; Wardhani et al., 2022)

*Shopping lifestyle* reflects a person's choice of the way one spends time and money. With the availability of time the consumer will have a lot of time and with money the consumer will have high purchasing power.. Levy (2009) states that *shopping lifestyle* is a lifestyle that refers to how a person lives, the way they spend their time, money, purchase activities, their attitudes and opinions about the world they live in. How to spend time is used by some consumers to make excessive purchases, one of which is encouraged by the stimulus of attractive offers offered by *e-commerce* entrepreneurs and online *shops*. (Hasibuan, H.; 2020; Tarigan et al., 2021)

An unplanned purchase or *impulse buying* is a purchase decision made by someone spontaneously or suddenly after seeing a particular merchandise (Tarigan 2018; Utami, 2006: 37). *Impulse buying* can happen anywhere and anytime, including when a seller offers a product to a potential customer. (Sinaga, s.; (2020). Where actually the product sometimes does not cross the minds of consumers before. Many factors can make someone make an unplanned purchase or *impulse buying* in an online *shop* or *e-commerce* company. Discounts or discounts are also one of the reasons why purchases are not planned. Sometimes someone makes a purchase indirectly or not because a store or *e-commerce* company provides discounts or discounts to buyers.. Utami in Kosyu (2014) stated that impulse purchases are purchases that occur when someone sees a particular product or brand, then the person becomes interested in getting it, usually because of the attractive stimulation that the store has. (Ariskha, A. dkk.; 2020; Tarigan et al., 2018)

This study aims to find out:

1. To find out the influence of *hedonic shopping value* on impulse purchases in online *shop* stores.
2. To find out the influence of *shopping lifestyle* on impulsive purchases in online *shop* stores.
3. To find out the influence of *hedonic shopping value* and *shopping lifestyle* on impulse purchases in online *shop* stores.

## RESEARCH METHODS

This research can be categorized in quantitative descriptive research types because of the data obtained in the form of numbers derived from questionnaires, and this research approach is included in surveys. Survey research is one way of collecting data using a quarter in collecting opinions about a thing from research respondents (Sekaran, 2003; Tarigan 2017; Tarigan, 2016), in this case about the influence of *hedonic shopping value* and *shopping lifestyle* on impulse purchases. The study is located on Kelambir street V gang Albadar 6. Tanjung Gusta, Medan Helvetia 20125. The population in this research is the entire community living in Gang Albadar 6. In the sampling of samples, this study used the slovin formula in determining the number of samples to be taken with a clearance rate of inaccuracy of 10%. With the sample used as many as 78 respondents. (Syakhiya, N.; 2020).

### Data Analysis Techniques

1. Classic Assumption Test
  - a. Normality Test

According to Edwin and Sugiono (2011) the normality test is a test that aims to test whether in regression models, variables of unemployed or residual have a normal distribution.

b. Heteroskedasticity test

According to Edwin and Sugiono (2011) The Heteroskedasticity test is a test that aims to test whether in regression models there is a residual variance inequality from residual one observation to another observation remains.

c. Multicollinearity Test

According to Edwin and Sugiono (2011) Multicollinearity Test is a test that aims to test whether in regression models there is a correlation between free variables (independent).

2. Multiple Linear Analysis

Multiple Regression Analysis is used to determine how strongly an independent variable (X1 & X2) influences its dependent variable (Y).

3. Hypothesis Test

a. T (Partial) test

The t test aims to see the effect of partially free variables (alone) on bound variables. To find out if there is a partial effect of free variables on bound variables. If  $t_{\text{calculates}} > t_{\text{table}}$ , then  $H_0$  is rejected and  $H_1$  is accepted, which means independent variables individually affect the dependent variable.

b. Test F (Simultaneous)

This test aims to determine the degree of signification of influence free variables are simultaneously against bound variables. The F test is tests are conducted to see if the variables are free together It has an effect on its bound variables positively and significantly. If  $F_{\text{table}} < F_{\text{calculates}}$ , then the model is accepted, but if  $F_{\text{table}} > F_{\text{calculates}}$ , The model is not accepted.

c. Coefficient of Determination ( $R^2$ )

Coefficient of determination ( $R^2$ ) indicates how far the variable is ability Free (independent) describes its bound variables (dependents).

## RESULTS AND DISCUSSIONS

1. Normality Test

Normality testing is done in two ways, using histogram chart analysis and probability plot.

a. Histogram Graph

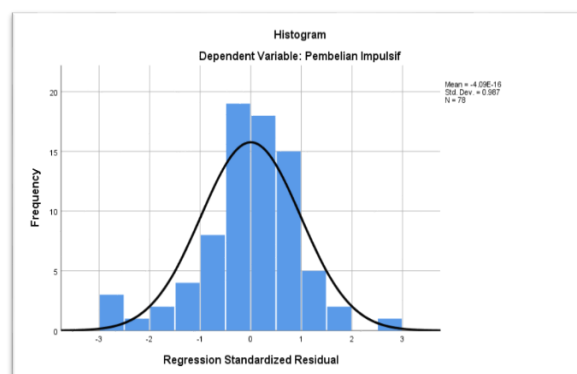


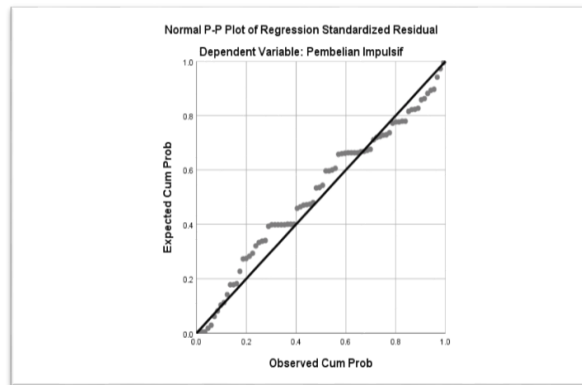
Figure 1.

**Histogram Graph**

Source: Research Results 2021 (SPSS)

In the histogram chart image above it can be seen that the curve hit the bell perfectly at point 0, so it can be assumed and concluded that the data has been distributed normally which means it has met the assumption of normality.

a. Probability Plot

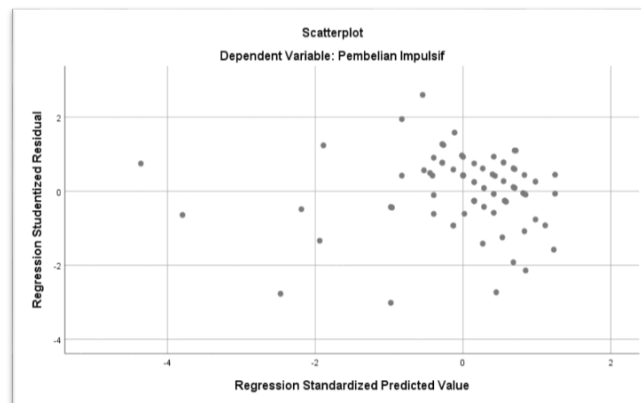


**Figure 2.**  
**Probability Plot**

*Source: Research Results 2021 (SPSS)*

In the normal probability image above, it can be known that the data above has spread at the diagonal line and followed the direction of the diagonal line. Then the observation data can be said to be close to the normal distribution and is in accordance with the requested provisions, namely normal distribution data.

2. Heteroskedasticity Test



**Figure 3.**  
**Heteroskedastisity**

*Source: Research Results 2021 (SPSS)*

In the scatterplot chart above it is known that the dots spread evenly at point 0. So it can be concluded that the data is free of heteroskedasticity.



**Table 4.**  
**Test Results T**

| <b>Coefficients<sup>a</sup></b> |                             |            |                           |      |        |      |
|---------------------------------|-----------------------------|------------|---------------------------|------|--------|------|
| Model                           | Unstandardized Coefficients |            | Standardized Coefficients | T    | Sig.   |      |
|                                 | B                           | Std. Error | Beta                      |      |        |      |
| 1                               | (Constant)                  | -5.293     | 3.114                     |      | -1.700 | .093 |
|                                 | Hedonic Shopping Value      | .674       | .144                      | .455 | 4.685  | .000 |
|                                 | Shopping Lifestyle          | .317       | .078                      | .393 | 4.040  | .000 |

Source: Research Results 2021 (SPSS)

The test table t above shows that:

- a. *hedonic shopping value* variables have a significant effect on impulse purchases. This is indicated by a *sig.* 0.000 value where the value is smaller than the significant level of 0.05. While the value of t calculates 4,685 with the value of t table which is 1.665 then t calculates the > t of the table (4,685 > 1,665). So it can be concluded that individually *hedonic shopping value* has a positive and significant influence on impulse purchases.
- b. Variable shopping lifestyle *has* a significant effect on impulse purchases. This is indicated by a *Sig* value of 0.000 where the value is smaller than the significant level of 0.05. While the value of t calculates 4,040 with the value of t table is 1.665 then t calculates the > t of the table (4,040 > 1,665). So it can be concluded that individual *shopping lifestyle* has a positive and significant influence on impulse purchases.

#### 6. Test F (Simultaneous)

**Table 5.**  
**Test Results F**

| <b>ANOVA<sup>a</sup></b> |            |                |    |             |        |                   |
|--------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                    |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
| 1                        | Regression | 439.329        | 2  | 219.664     | 55.132 | .000 <sup>b</sup> |
|                          | Residual   | 298.825        | 75 | 3.984       |        |                   |
|                          | Total      | 738.154        | 77 |             |        |                   |

Source : Research Results 2021 (SPSS)

The test table f above, shows a positive value of 55,132 and a significant value of 0.000. So it can be assumed that the two free variables *namely hedonic shopping value* and *shopping lifestyle* together have a positive and significant influence on the bound variables, namely impulse purchases.

#### 7. Coefficient of Determination (R<sup>2</sup>)

**Table 6.**  
**Determination Coefficient Test Results (R<sup>2</sup>)**

| <b>Model Summary<sup>b</sup></b> |                   |          |                   |                            |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                            | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                | .771 <sup>a</sup> | .595     | .584              | 1.996                      |

Source: Research Results 2021 (SPSS)

It is known that the magnitude of the value of R Square is 0.595. The figures show that a 59.5% variation in impulsive purchases can be explained by both variables, namely *hedonic shopping value* and *shopping lifestyle*.

## CONCLUSION

Based on the results of research and discussion about the influence of *hedonic shopping value* and *shopping lifestyle* on impulsive purchases, it can be concluded as follows:

1. *Hedonic shopping value* has a positive and significant influence on impulsive purchases in the Albadar gang society 6. This is evidenced by the t count value of 4.685 and t table 1.665 with a significant rate of 0.000 because t calculates the  $> t$  table ( $4,685 > 1.665$ ), significance smaller than 0.05 ( $0.000 < 0.05$ ) and regression coefficient has a positive value of 0.674.
2. *Shopping lifestyle* has a positive and significant influence on impulsive purchases in the Albadar gang society 6. This is evidenced by the calculated t value of 4,040 and t table 1.665 with a significant rate of 0.000 because t calculates the  $> t$  table ( $4,040 > 1.665$ ), significance smaller than 0.05 ( $0.000 < 0.05$ ) and regression coefficient has a positive value of 0.317.
3. Simultaneously the value F calculates  $> f$  the table is obtained  $55,132 > 3.97$  means positive. While the *p-value* obtained in the sig column of  $0.000 < 0.05$  means significant. Thus it can be concluded that *hedonic shopping value* and *shopping lifestyle* together or simultaneously there is a positive and significant influence on impulsive purchases in the Albadar gang society 6.

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