

The Influence of Promotion and Discount with Hedonic Shopping Motivation as Intervening Variable on Impulse Buying on E-Commerce Shopee

Ira Porbonovitaning Ayu¹, Mohammad Thamrin², Ni Nyoman Putu Martini³, Nurul Qomariah⁴

^{1,2,3,4}Universitas Muhammadiyah Jember, Indonesia
nurulqomariah@unmuhjember.ac.id

Abstract

Technology plays an important role and dominates almost all business sectors, including in encouraging the emergence of new habits, namely online shopping. One of the platforms used to start an online business is the Shopee marketplace. Currently, many business people are starting to sell through e-commerce. This study aims to analyze the effect of promotions and discounts with hedonic shopping motivation as an intervening variable on impulse buying in Shopee e-commerce (Study on Jember Regency Government Employees Active Shopee Users). This study is quantitative and uses SmartPLS. The study population was female employees within the Jember Regency Government with a sample of 100 respondents. Instrument testing was carried out through validity tests, reliability tests, assumption tests, and hypothesis tests. The results of the study indicate that promotions and discounts carried out by Shopee have an impact on the hedonic shopping motivation of female employees. Promotions carried out by Shopee have a positive and significant effect on impulse buying. Discounts given by Shopee have no impact on impulse buying. The hedonic shopping motivation of these female employees has a positive and significant impact on impulse buying. While promotions and discounts have a positive and significant effect on impulse buying through hedonic shopping motivation.

Promotions; discounts, hedonic shopping motivation; impulse buying; shopee.



I. Introduction

Technology plays an important role and dominates almost all sectors, one of which is in the business sector, so that new habits have emerged, online shopping. Online shopping saves more time and money and is done in the market place. A market place is a platform in the form of an application or website where sellers and buyers can transact without meeting in person (Idris, 2023). A market place is different from an online store because the products sold come from various sellers with various brands while online stores only sell one brand with one seller. The high number of online shopping in Indonesia is inseparable from the impulsive attitude that triggers impulsive buying because the type of society tends to be unplanned. Impulsive is a person's attitude when acting suddenly without considering the impact of the action. While impulse or impulse is an urge to act without any consideration that arises suddenly from a person's heart. Impulsive buying is an act of buying goods suddenly and is considered excessive without careful consideration (Faradiba, 2022). According to Wang and Gao (2020), impulsive buying can be triggered by external factors, namely attractive promotions. Mesmerizing promotions through visuals and audio simultaneously on e-commerce. Shopee is a subsidiary of Garena based in Singapore. Now, Shopee has operated in various countries such as Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines (Ginee, 2021).

“Unconsidered” shopping behavior is a form of impulsive buying. This behavior is excessive shopping behavior that is done spontaneously when looking at a product. Impulse buying behavior is a type of hedonic behavior, because it is done on the basis of hedonic shopping motivation (Sholihah et al., 2017). This purchasing behavior is caused by the strong motivation of individuals to fulfill their psychological satisfaction. There are several factors that motivate people to do impulse buying, including the factor of having a plan to buy but only being able to realize it now (40%), as a form of appreciation for oneself or self-reward (39%), tempted by attractive promos from sellers (35%). People are also easily tempted by discounts from platforms during shopping festivals, such as double date discounts (34%), free shipping (31%), cashback (31%) and getting shopping vouchers (25%) (Kumparan BISNIS, 2023). In Indonesia, impulse buying behavior often occurs among women who like to shop. They often get information through social media platforms such as TikTok and Instagram. For example, through unboxing content with product reviews that can influence others to buy the products they see. Impulse Buying behavior shown in this digital content creates current phenomena and trends that can influence the wider community to make spontaneous purchases of items they see. A leader is expected to be able to provide direction to achieve the goals of National Education because lecturers have the main task of transforming, developing, and disseminating science, technology, and arts through education, research, and community service. (Mulyadi, D. 2021)

Jember Regency Government employees are intellectuals who are able to understand and perceive technology and also feel the pace of growth and improvement of technology in the current era of globalization. Online shopping is nothing new for workers. Considering that Jember Regency Government employees have little time in their busy schedules, online shopping is the right solution to save time and energy. The convenience and speed of online shopping are the main factors appreciated by the wider community, especially female employees. Other factors that cause the increasing use of online shopping applications are the many promotions and discounts offered, users can easily compare the items to be purchased, shopping can be done anywhere and anytime, and the prices are much cheaper.

In general, the phenomenon of female employees shopping is identical to a glamorous, hedonistic, luxurious and instant lifestyle. Their behavior tends to have a more open shopping lifestyle and is more often tempted to buy products that were not previously planned. Female employees can buy various types of products not only for needs, but also for the desire to obtain pleasure and positive experiences that can encourage unplanned purchases. Discounts and attractive promotions offered in a short time can make an employee feel rushed and tempted to buy products that were not previously planned. Motivation is the most critical element for all organizations, both private and public, to achieve good performance. Motivation is one of the goals so that employees remain motivated to work following the job references and responsibilities given so that company goals can be adequately achieved. (Suriyani, E. Dkk 2021)

Based on the gap research from previous studies, it explains that promotions and discounts that provide a certain time limit can affect a person's interest in a product so that it can cause hedonic shopping motivation which will then have an impact or result in an unplanned purchase or impulse buying on e-commerce shopee. Referring to the description and looking at the existing phenomena, this study attempts to examine "The Effect of Promotions and Discounts with Hedonic Shopping Motivation as an intervening variable on Impulse Buying on E-commerce Shopee (Study on Jember Regency Government Employees who are active users of shopee)".

II. Review of Literature

2.1 Promotion

Marketing a company's products certainly requires promotional activities when introducing products to consumers. Promotions carried out by companies with the aim of marketing, providing information about the advantages of the product. Promotions used are usually through television, radio, posters and others that aim to attract consumer interest (Qomariah, 2016). The definition of promotion is an effort to provide or introduce products or services to attract customers who have the potential to use the product or service. The definition of promotion according to Kotler and Armstrong (2014), explains that promotional activities are activities that function to convince customers by showing the product or service so that they can persuade customers to buy it.

2.2 Discount

According to Kotler and Armstrong (2012), what is meant by a discount is a direct reduction in the purchase price during a stated period of time or in a larger amount". A discount is a price reduction offered by a seller to a buyer in return for certain activities carried out by the buyer (Tjiptono, 2011). Discounts are an important component in influencing and attracting the attention, intentions, and considerations of consumers in purchasing a product. Discounts are not limited to prices that are lower than the original price, but also aim to get the same service by differentiating prices for the same product. A discount is a reduction in a certain nominal amount of money from the total price for a short period of time to increase sales and profits (Scholar, 2018).

2.3 Hedonic Shopping Motivation

Hedonic shopping motivation is a behavioral motivation carried out by consumers to make purchases that are made consciously or unconsciously (reflexively) and are usually motivated by subjective or emotional views to find pleasure (Utami, 2017). (Syafri & Besra, 2019) explain that the current habits of people who like to shop encourage the emergence of hedonistic behavior in a person, from this hedonism makes someone shop to get pleasure for themselves. Hedonic shopping motivation is a person's motive for buying excessively to achieve emotional self-satisfaction. Someone who does hedonistic shopping usually feels satisfied because they can spend time looking around and choosing interesting and desired items. Hedonic Shopping Motivation is not only trying to get a product, because buyers not only want to buy a product but also get pleasure when exploring shopping places, communicating with other people, getting recognition of social status, learning and sharing individual and other social experiences.

2.4 Impulse Buying

Impulse buying is defined as an act of buying that was not previously consciously recognized as a result of a consideration. Impulse buying can happen anywhere and anytime. According to Sutisna, (2012), Impulse buying or impulsive buying occurs when consumers make sudden purchasing decisions, the urge to make a purchase is so strong that consumers no longer think rationally in their purchases. Impulse buying occurs when consumers see a particular product or brand, then the consumer becomes interested in getting it, usually because of an attractive stimulus. In impulse buying, consumers do not actually expect the purchase to be made, but consumers are motivated to buy it based on direct visual stimuli presented at the point of sale. The motivation in question is the motivation to put everything aside and act immediately. Impulse buying behavior is

consumer behavior that does not plan something when shopping. Impulse buying is an urge that occurs suddenly with full force and is not planned in advance to make a purchase directly and without considering the consequences (Utami, 2018).

III. Research Method

This study uses descriptive and quantitative research methods. The population in this study were all female employees of the Jember Regency Government totaling 7,684 ASN consisting of 5,184 PNS and 2,500 PPPK employees. In this study, the author narrowed the population, namely the total number of employees as many as 7,684 employees by calculating the sample size using the Slovin technique according to (Sugiyono, 2013). Based on the calculation above, the sample that became respondents in this study was adjusted to 100 people. The sampling technique in this study was non-probability sampling. This study uses the accidental sampling method, namely a method of determining samples based on coincidence, so that anyone who happens to meet the researcher can be used as a sample, if deemed appropriate as a data source. The approach taken when analyzing this study was the Structural Equation Model Partial Least Square (SEM-PLS) using SmartPLS software.

IV. Result and Discussion

4.1 Direct Influence Test Results

This section describes each path in the model section using path analysis. Each path tested shows the direct and indirect influence of promotions (X1) and discounts (X2) on Hedonic Shopping Motivation (Z) and Impulse Buying (Y) E-Commerce Shopee especially for female employees of the Jember Regency Government who are active Shopee users. By knowing the significance or not of each path will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient values can be seen in table 1 and figure 1.

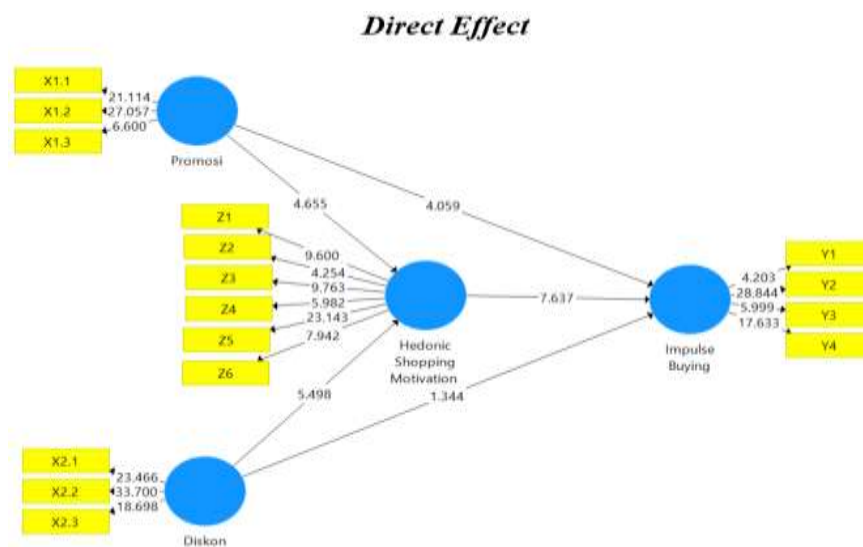


Figure 1. Path Analysis Results

Table 1. Direct Effect Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Promotion (X1) -> Hedonic Shopping Motivation (Z)	0,390	0,403	0,084	4,655	0,000
Discount (X2) -> Hedonic Shopping Motivation (Z)	0,440	0,438	0,080	5,498	0,000
Promotion (X1) -> Impulse Buying (Y)	0,297	0,285	0,073	4,059	0,000
Discount (X2) -> Impulse Buying (Y)	-0,130	-0,133	0,097	1,344	0,182
Hedonic Shopping Motivation (Z) -> Impulse Buying (Y)	0,606	0,632	0,079	7,637	0,000

The indirect effect test is useful for testing the hypothesis of the indirect influence of independent variables on dependent variables that are influenced by intervening variables. The results of the indirect effect test in this study can be seen in Table 2.

Table 2. Indirect Effect Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Promotion -> Hedonic Shopping Motivation -> Impulse Buying	0,236	0,254	0,060	3,963	0,000
Discount -> Hedonic Shopping Motivation -> Impulse Buying	0,267	0,277	0,066	4,060	0,000

4.2 Discussion

a. The Effect of Promotion on Hedonic Shopping Motivations

Based on the results of the analysis, it can be seen that for testing the promotion variable (X1) on Hedonic Shopping Motivation (Z), the path coefficient value is 0.390 with a p-value of 0.000. Because the p-value is smaller than α ($0.000 < 0.05$), it can be concluded that the effect of promotion on Hedonic Shopping Motivation is positive and significant. This is due to the existence of promotion-related indicators that affect hedonic shopping motivation. These promotion indicators include advertising, sales promotions, and public relations. Promotion is one of the important aspects that encourages the desire to make a purchase. Shopee offers attractive promos to buyers by displaying offers on the main page of the site and shopee application during seasonal shopping periods and celebrations. Promotions on shopee can attract buyers, especially female employees of the Jember Regency Government, to feel curious so that they decide to shop based on the

desire to get the pleasure of shopping without considering the benefits of the products they buy. This study has significant similarities with previous studies conducted by Giovanni & Bernarto (2023), Anggarwati et al. (2023), that the promotion variable has a positive and significant effect on the hedonic shopping motivation variable. However, research by Kusumawardhani & Mulyowahyudi (2023) found that the promotion variable had a positive but insignificant effect on hedonic shopping motivation.

b. The Effect of Discounts on Hedonic Shopping Motivations

Based on the results of the analysis, it is known that the test of the discount variable (X2) on Hedonic Shopping Motivation (Z) produces a path coefficient value of 0.440 with a p-value of 0.000. Because the p-value is smaller than α ($0.000 < 0.05$), it can be concluded that the effect of discounts on Hedonic Shopping Motivation is positive and significant. This is due to the existence of indicators related to discounts that have an impact on hedonic shopping motivation. Discount indicators include the amount of the discount, the discount period, and the type of product that gets the discount. The discount given by Shopee is a form of appreciation for the purchase of certain goods/services in the form of a discount. Large discount offers can encourage consumers to consciously or unconsciously make purchases just to satisfy their pleasure. This study has significant similarities in results with previous studies conducted by Kadek et al. (2020) and Anggarwati et al. (2023) that the promotion variable has a positive and significant effect on the hedonic shopping motivation variable.

c. The Effect of Promotion on Impulse Buying

Based on the results of the analysis, it is known that the testing of the promotion variable (X1) on Impulse Buying (Y) produces a path coefficient value of 0.297 with a p-value of 0.000. Because the p-value is smaller than α ($0.000 < 0.05$), it can be concluded that the effect of promotion on Impulse Buying is positive and significant. This is due to the existence of indicators related to promotion that have an impact on impulse buying. Promotion indicators include advertising, sales promotion, and public relations. In this study, there are significant similarities in results with previous studies conducted by Temaja et al. (2015), Mardhotus Sholihah et al. (2017), Syafri & Besra (2019), Wahyuni & Setyawati (2020), Sakdiah & Sukmawati (2022), Padmasari & Widyastuti (2022), that the promotion variable has a positive and significant effect on the impulse buying variable. The results of this study contradict the research of Poluan et al. (2019), Irawan et al. (2020), Faisal et al. (2021), Heridiansyah et al. (2023), Mifta & Ali (2023), which stated that the promotion variable does not have a significant effect on the impulse buying variable.

d. The Effect of Discounts on Impulse Buying

Based on the results of the analysis, it can be seen that for testing the discount variable (X2) on Impulse Buying (Y), the Path coefficient value is -0.130 with a p-value of 0.182. Because the p-value is greater than α ($0.182 > 0.05$), it means that the effect of discounts on Impulse Buying is negative and insignificant. This is due to the existence of indicators related to discounts that have an impact on impulse buying. Discount indicators include the amount of the discount, the discount period, and the type of product that gets the discount. Discounts are one of the strategies implemented by marketing. However, discounts are not one of the strategies that can encourage consumers to make impulse purchases. Some consumers are reluctant to buy because they are less interested in the products offered, and consumers also understand that the discounts given by manufacturers

are only to finish the remaining stock of products. In this study, there are similarities in results with the study conducted by Jauhari (2017) that the discount variable has a negative and insignificant effect on the impulse buying variable. The results of this study are in contrast to the studies conducted by Lestari (2018), Irawan et al. (2020), Hamdani et al. (2022), Rizqi & Artanti (2022), Sarah & Sitanggang (2022), Rasyid & Farida, (2023), (Qomariah et al., 2020), (Kusnanto et al., 2020), (Safa'atilah, 2017), that the discount variable has a positive and significant effect on the impulse buying variable.

e. The Influence of Hedonic Shopping Motivations on Impulse Buying

Based on the results of the analysis, it can be seen that for testing the Hedonic Shopping Motivation (Z) variable on Impulse Buying (Y), the Path coefficient value is 0.606 with a p-value of 0.000. Because the p-value is smaller than α ($0.000 < 0.05$), it means that the influence of Hedonic Shopping Motivation on Impulse Buying is positive and significant. This is due to the existence of indicators related to hedonic shopping motivation that have an impact on impulse buying. The indicators of hedonic shopping motivation include adventure/explore shopping (adventure looking for new products), value shopping (shopping value in the form of discounts), idea shopping (shopping ideas because of trends), social shopping (social interaction when shopping), relaxation shopping (shopping as an effort to reduce stress), and role shopping (reasons for shopping for others). Female employees in the Jember Regency Government have a tendency to shop to fulfill their pleasure. Hedonistic lifestyles tend to make it difficult to control their emotions and finances. Usually they often do not pay attention to the benefits of the products they buy. Hedonic shopping motivation makes female employees of the Jember Regency Government tend to be loyal when shopping for pleasure or based on certain brands. So they have an interest in products that can result in impulse buying. In this study, there are significant similarities in results with previous studies conducted by Syafri & Besra (2019), Wahyuni & Setyawati (2020), Faisal et al. (2021), Sakdiah & Sukmawati (2022), Mifta & Ali (2023), explaining that the hedonic shopping motivation variable has a positive and significant effect on impulsive buying. The results of this study are in contrast to research from Irawan et al. (2020) which explains that the hedonic shopping motivation variable does not have a positive and significant effect on impulsive buying

f. The Effect of Promotion on Impulse Buying through Hedonic Shopping Motivations

Based on the results of the indirect effect test in this study, it can be explained that the indirect effect between promotion on impulse buying through hedonic shopping motivation has a path coefficient value of 3.963 and p-values of $0.000 < 0.05$, meaning that there is an indirect effect between promotion on impulse buying through hedonic shopping motivation. After testing and analyzing the data, the results obtained stated that the indirect effect of promotion (X1) on impulse buying (Y) through the intervening variable hedonic shopping motivation (Z) can be concluded that promotion affects hedonic shopping motivation which then through hedonic shopping motivation also affects impulse buying. The more promotions carried out by Shopee to Female Employees in the Jember Regency Government, the higher the impulse buying, which has an impact on the high hedonic shopping motivation.

g. The Effect of Discounts on Impulse Buying through Hedonic Shopping Motivations

Based on the results of the indirect effect test in this study, it can be explained that the indirect effect between discounts on impulse buying through hedonic shopping

motivation has a path coefficient value of 4.060 and p-values of $0.000 < 0.05$, meaning that there is an indirect effect between discounts on impulse buying through hedonic shopping motivation. After testing and analyzing the data, the results obtained stated that the indirect effect of discounts (X2) on impulse buying (Y) through the intervening variable hedonic shopping motivation (Z) can be concluded that discounts affect hedonic shopping motivation which then through hedonic shopping motivation also affects impulse buying. The greater the discount value given by Shopee to Female Employees in the Jember Regency Government, the higher the impulse buying so that it has an impact on the high hedonic shopping motivation.

V. Conclusion

1. Promotion has a positive and significant effect on hedonic shopping motivation on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
2. Discounts have a positive and significant effect on hedonic shopping motivation on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
3. Promotion has a positive and significant effect on impulse buying on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
4. Discounts have a negative and insignificant effect on impulse buying on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
5. Hedonic shopping motivation has a positive and significant effect on impulse buying on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
6. Promotion has a positive and significant effect on impulse buying through hedonic shopping motivation as an intervening variable on e-commerce shopee (Study on Female Employees in the Scope of the Jember Regency Government).
7. Discounts have a positive and significant effect on impulse buying through hedonic shopping motivation as an intervening variable in e-commerce Shopee (Study on Female Employees in the Jember Regency Government).

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