

Article

How Lifestyle and Hedonic Shopping Motivation Drive Impulse Purchases on Tokopedia

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Abstract: Increasingly sophisticated technological advances have caused changes in society's activities, one of which is regarding people's purchasing power. Through the marketplace, there is a change in people's behavior from shopping offline in stores to shopping online. This research aims to analyze the influence of hedonic shopping motivation, lifestyle and psychological pricing on impulse purchase behavior on Tokopedia. This research is an exploratory type of causality to measure the relationship between two or more variables. The sample for this research consisted of 68 respondents who used the Tokopedia application. Nonprobability sampling which type of purposive sampling, is the sampling technique in this research, nonprobability sampling is a type of sampling that does not utilise random sampling techniques where the probability of getting any particular sample may be calculated. The sample consisted of respondents consisting of men and women aged 17 years and over and who had made purchases on the Tokopedia application more than once. Researchers used multiple linier regression on SPSS as a data analysis. The results of the analysis obtained in this research are that hedonic shopping motivation has a significant effect on impulsive purchase, lifestyle has a significant effect on impulsive purchase, psychological pricing has a significant effect on impulsive purchase.

Keywords: Lifestyle, Hedonic Shopping Motivation, Impulse Purchase

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1. Introduction

Changing times and increasingly sophisticated technological advances have caused changes in society's activities, one of which is regarding people's purchasing power. Internet-based technology is widely used by people who run the business in Indonesia as a selling and purchase transaction through the marketplace. Through the marketplace, there is a change in people's behavior from shopping of-fline in stores to shopping online. One of the marketplaces in Indonesia is Tokopedia. Tokopedia takes advantage of the online shopping trend as a facilitator of online purchase and selling transactions. Tokopedia offers various products to fullfil our daily needs. Currently there are more than 14 million sellers on Tokopedia, almost 100% of them are local traders. On the other hand, people in 99% of sub-districts in Indonesia can access more than 1.8 billion products with transparent prices through Tokopedia. The following is data on the most popular marketplaces during the second quarter of 2022.

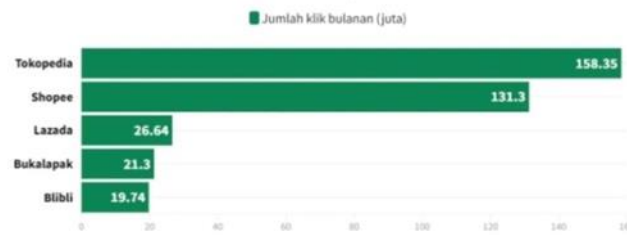


Figure 1. Data on the most popular marketplaces during the second quarter of 2022

Based on figure 1, Tokopedia became the most popular marketplace brand in Indonesia in the second quarter of 2022. Tokopedia is in first place for the number of clicks monthly in the second quarter of 2022 because the sales of electronic equipment to automotive in Tokopedia is the most sold product purchased by users on quarter II of 2023. The best-selling product categories on Tokopedia during the quarter II of 2022, including fashion, automotive, electronics, and household categories. Indonesian people's shopping trends are undergoing changes. Through Tokopedia's initiative to implement a hyperlocal strategy and its manifestations, several regions in Indonesia experienced the highest increase in the number of transactions, including the Central Papua, Southwest Maluku, Central Sulawesi, Southeast Sulawesi and North Maluku with an average increase of almost 3.5 times. Tokopedia's hyperlocal feature consists of various manifestations. One example is a collection of selected shops, called as KTP, which is a curated page of sellers' products closest to the buyer's location. KTP allows sellers to reach markets in the surrounding area more easily.

The increase of marketplace users number means that the level of impulse purchase in Indonesia is still relatively high. Impulse purchase is a purchase that is made without planning and is urgent, thereby preventing to search for other alternative options [1]. One of the factors that usually influences impulse purchase the most is hedonic motivation. Another reason underlying impulse purchase is the emergence of personal pleasure and because individuals like to collect new items, with this feeling of wanting to shop and own an item arise. Impulse purchase is based on very strong actions and a strong urge to immediately buy an item [2].

Hedonic refers to the assumption that an individual will feel happy seeking prosperity and avoid unpleasant feelings as much as possible [3]. Consumers who shop with hedonic behavior cannot assess the usefulness of the products they buy, so that impulse purchase increase [4]. Consumer needs also have an influence on lifestyle. The rise of new products starting to appear makes consumers not want to miss out on developments in current trends. Lifestyle is a symbol of a person's life which can be seen from activities through the way individuals spend their money and time, and interest consideration in the environment as well as the individual's opinions about the environment and themselves [5]. With the ease of shopping online, consumers' money and free time will potentially have quite high purchasing power [6]. The higher the consumer's income, the higher the level of consumption, which can trigger impulse purchase

Price is the value of money exchanged for the product or service obtained [7]. Price can influence consumer purchasing decisions and trigger impulse purchase. Pricing is based on standards and tends to be lower than competitors' prices, which is very popular with consumers who make special purchases without prior planning [8]. In prices there is something called psychological price. Psychological pricing is an effort to set prices to have a psychological influence on consumers [9]. An example of psychological pricing is that if a product is sold for IDR 8,000, using psychological price the price set is IDR 7,999. According to the background, researchers are fascinated to know the influence of hedonic shopping motivation, lifestyle, and psychological pricing on impulse purchase behavior on Tokopedia.

2. Materials and Methods

Research design

In this research, consisting exploratory and conclusive research. Exploratory research classified into descriptive and causal research. The purpose of causal research is to measure the relationship between research variables. If it is concluded then research Causality is research that questions causal problems. This research has a quantitative approach, quantitative research is a researcher's attempt to find knowledge by The data approach is in the form of numbers. Data was collected by distributing questionnaires via the WhatsApp and X applications to Tokopedia application users. Respondents were asked to fill out the questionnaire online via the Google form link provided.

Population, Sample, Sampling

The research population consists of all Tokopedia application users who have made purchases more than once. Nonprobability sampling with type purposive sampling is the sampling technique in this research, with the condition that male and female respondents were at least 17 years old and had made purchases on the Tokopedia application more than once. In this research, there are 19 indicators on the questionnaire. Based on the Lemeshow formula, the number of samples that must be collected is 68 respondents. Data were analyzed using SPSS to examine the structure of relationships between variables.

Data Instrument

1. Validity test

The purpose of the validity test is to find out whether the questionnaire is valid or not [10]. This technique compares the calculated r value by looking at the total value on Pearson Correlation (SPSS). If the calculated r value $>$ r_{table} means the statement item is declared valid. Meanwhile, if the value of r value $<$ r_{table} means it is declared invalid.

2. Reliability Test

The purpose of reliability test to find out the extent of the measurement results with using the same object, will produce the same data. The method is to compare the results with the constant value (0.6). In the reliability test, the r value is also called r alpha with the condition that if r alpha $>$ constant (0.6) then the statement is reliable.

Classic Assumption Test

In testing this research instrument, normality tests, multicollinearity tests and heteroscedasticity tests were carried out.

1. Normality test

The aim of the normality test is to test whether the variables the regression model has a normal distribution, commonly using Kolmogorov-Smirnov statistical test analysis. data can be said to be normally distributed if the value of Asymp. Sig (2-tailed) residual variable is above 0.05 or 5%.

2. Multicollinearity Test

The purpose of this test is to test whether in the regression model have a correlation between the independent variables. This research conducted a test multicollinearity by looking at the Variance Inflation Factor (VIF) and tolerance value in the regression model. The cutoff value that is commonly used for find out multicollinearity with a tolerance value $<$ 0.10 and a VIF value $>$ 10.00.

3. Heteroscedasticity Test

The purpose of this to test whether in the regression model there is an inequality of variance from one observation to another. The heteroscedasticity test was carried out using the Glesjer test, if each independent variable does not have a significant influence on the value absolute residual, then the regression model does not show any heteroscedasticity.

Multiple Linear Analysis

A model used to find out the influence of several independent variables on one dependent variable. The value of multiple linear regression analysis can be obtained by the following formula:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information :

Y : Purchase decision

a : Constant Numbers

b : Regression coefficient of each variable

X1 : Hedonistic shopping motivation

X2 : Lifestyle

X3 : Psychological pricing

e : Standard Error

Hypothesis testing

1. Partial Test (t Test)

The purpose is to test the effect of the independent variable on the variable partially bound between through the assumption that other variables are constant. H_0 is accepted if $t_{value} \leq t_{table}$ with a significant level of 95% ($\alpha = 0.05$). If the t_{value} is smaller than t_{table} , it means the value is in the area acceptance of H_0 , then the independent variable has no influence on dependent variable.

2. Simultaneous test (F test)

The aim of testing whether the independent variables are simultaneous effect on the dependent variable, with a confidence level of 95% ($\alpha = 0.05$). H_0 is accepted if $F_{value} \leq F_{table}$ at the 95% confidence level ($\alpha = 0.05$), if F_{value} is smaller than F_{table} , meaning F_{value} is in the area acceptance of H_0 , then independent variables simultaneously do not have influence on the dependent variable.

Analysis of the Determination Coefficient (R^2)

Used to indicate size the ability of the distribution of the independent variables to explain dependent variable or a number that shows how much the dependent variable is influenced by the independent variables. If R^2 value small means the ability of the independent variables to influence the dependent variable is very limited.

3. Results and Discussion

It should be with the interpretation of the results and their comparison with those of other studies. No need to repeat the results, review literature, references that do not have a close relationship with the present result in the manuscript.

An overview of the characteristics of respondents obtained through the distribution of questionnaires to 68 respondents shows that descriptive analysis of the characteristics of respondents shows that the majority of Tokopedia application users are women with a total of 42 respondents, the majority are around 17-26 years old, and work as students and have a recent education. SMA/SMK. Respondents made purchases more than once.

Validity and Reliability Test

Validity and reliability test are said to be valid and reliable. This can be seen in the validity test of the variables hedonic shopping motivation, lifestyle, and psychological pricing showing $R_{value} > R_{table}$ and $Sig < 0.05$. Meanwhile, the reliability test using Cronbach's Alpha, shows the data has a reliability value because variables hedonic shopping motivation, lifestyle, and psychological pricing produced an alpha value above 0.60. This shows that all variables have reliable Cronbach alpha values, so that in the future the items in each variable concept are suitable for use as benchmarks or parameters.

Classic assumption test

The result of this research using normality test, multicollinearity test, and heteroscedasticity. Normality test show a significance value of $0.2 > 0.05$, so the conclusion is the residual value is normally distributed. Apart from that, the multicollinearity test using collinearity statistics analysis show a VIF value < 10 and tolerance > 0.1 , so it is known that there is no multicollinearity in the model. Apart from that, the results of the heteroscedasticity test show that the significance value from Glejser the hedonic shopping motivation variable (X1) is $0.692 > 0.05$. The significance of lifestyle (X2) is $0.704 > 0.05$. Variable significance value psychological price (X3) is $0.933 > 0.05$. The conclusion is heteroscedasticity did not happen.

Results of Multiple Linear Regression Analysis

Table 1. Multiple linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	18.728	.781			23.972	<.001
X1	.141	.018	.622		7.775	<.001
X2	.184	.030	.486		6.105	<.001
X3	.080	.026	.250		3.098	.003

a. Dependent Variable: Y

Based on table 1, it shows that the variables hedonic shopping motivation, lifestyle, and psychological pricing show a significant value of less than 0.050, which means X1, X2, X3 have a significant influence on impulse purchase behavior.

Hypothesis Test Results

Hypothesis test consisting from t test and F test, it can be seen that the variables hedonic shopping motivation, lifestyle, and psychological pricing have significant values smaller than alpha 0.05. Thus, the variables X1, X2, X3 have influence against Y. So H1, H2, and H3 are accepted

Coefficient of Determination Results (R2)

The results show that the value of adjusted R-square coefficient of determination is 0.607 (60.7%). This means that the ability of the independent variable in this study influences the dependent variable by 60.7%, while the 39.3% is explained by other variables outside this research.

The Influence of Hedonic Shopping Motivation on Impulse Purchase Behavior on Tokopedia

This research show that the variable is hedonic shopping motivation significant influence on impulse purchase. This is shown by the hedonic shopping motivation value having tvalue of $7.775 > t_{table} 1.668$. These results are supported by previous research conducted by [11] showing that the hedonic shopping motivation variable has a tvalue of $2.528 > t_{table} 1.982$ so the hedonic shopping motivation variable has a significant influence on impulse purchase among Zalora customers in the city of Medan.

The Influence of Lifestyle on Impulse Purchase Behavior on Tokopedia

This research show that lifestyle variables have a significant influence on impulse purchase. This is shown by the value of the lifestyle variable having a tvalue of $6.105 > t_{table} 1.668$. This results are combined with previous research conducted by [12] showing that the lifestyle variable has a tvalue of $2,283 > t_{table} 1,970$ so t the lifestyle variable has a significant influence on impulse purchase among Generation Z Shopee consumers.

The Influence of Psychological Pricing on Impulse Purchase Behavior on Tokopedia

This research show the psychological pricing variable has a significant influence on impulse purchase. This is shown by the psychological pricing having tvalue of $3.098 > t_{table} 1.668$. These results are combined with previous research conducted by [13] showing

that the price variable has a value of $t_{\text{value}} 2.415 > t_{\text{table}} 1.982$ so the price variable has a significant influence on impulse purchase among Shopee e-commerce users in Pekanbaru.

4. Conclusion

According to data analysis and the explanation that has been described, the conclusion is hedonic shopping motivation has a significant influence on impulse purchase. This can be interpreted that the higher the level of hedonic shopping motivation, the higher the level of impulse purchase on the Tokopedia application. Lifestyle has a significant influence on impulse purchase. This can be interpreted that the higher the lifestyle in society, the higher the level of impulse purchase on the Tokopedia application. This can be interpreted as saying that the better the application of psychological pricing, the higher the level of impulse purchase on Tokopedia.

Researchers suggest that consumers on the Tokopedia application should reduce shopping based on hedonic shopping motivation, lifestyle and psychological pricing, because this will influence consumer behavior to be wasteful and not good for the long term. Tokopedia should increase convenience for consumers when shopping, such as by increasing confidence in the products being sold, increasing security in transactions, and improving system performance. For further research, it is recommended to add independent variables or change them so that there is more variation in determining factors that have an influence on impulse purchase, as well as other types of companies that will be the object because each company has different rules in marketing strategy.

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