

RESEARCH THESIS

THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE TOWARDS IMPULSE BUYING ON TOKOPEDIA

**(Study on Tokopedia Consumer in the Faculty of
Economics and Business, Universitas Hasanuddin)**

ANDI NABILAH ALIYAH SAID



**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
2020**

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As one of the requirements to obtain
Bachelor of Economics degree

compiled and submitted by
ANDI NABILAH ALIYAH SAID
A211 16 812



To

**DEPARTMENT MANAGEMENT
FACULTY OF ECONOMIC AND BUSINESS
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ANDI NABILAH ALIYAH SAID

A211 16 812

Has been examined and approved for seminar

Makassar, 11 August 2020

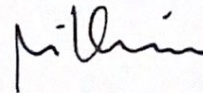
Adviser I

Adviser II



Prof. Dr. Hj. Mahlia Muis, SE., M.Si

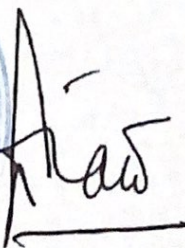
NIP. 19640205 198810 1 001



Dr. Haeriah Hakim SE., M.Mktg

NIP. 19781007 200112 2 001

Head of Management Department
Faculty of Economics and Business
Universitas Hasanuddin



Prof. Dra. Hj. Dian Anggraec Sigit Parawansa, M.Si., Ph.D

NIP. 19620405 198702 2 001


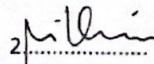
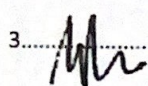

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compiled and submitted by
ANDI NABILAH ALIYAH SAD
A211 16 812

Has been maintained in the thesis examination
on 11 August 2020 and declared to have met
the graduation requirements
Approve

No.	Examiner Name	Position	Sign
1.	Prof. Dr. Hj. Mahlia Muis, SE., M.Si	Chairman	1. 
2.	Dr. Haeriah Hakim SE., M. Mktg	Secretary	2. 
3.	Hj. Nurdjannah Hamid, SE., M. Agr	Member	3. 
4.	Muhammad Sabranjamil Alhaqqi, B.Sc., M.Intbus	Member	4. 

Head of Management Department
Faculty of Economics and Business
Universitas Hasanuddin




Prof. Dra. Hj. Dian Anggraecce Sigit Parawansa, M.Si., Ph.D
NIP. 196204051987022001

AUTHENTICITY STATEMENT

I, the undersigned below

Name : Andi Nabilah Aliyah Said

Student ID Number : A211 16812

Department : Management

Hereby state that the thesis entitled:

THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE TOWARDS IMPULSE BUYING ON TOKOPEDIA

(Study on Tokopedia Consumer in the Faculty of Economics and Business, Universitas Hasanuddin)

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Makassar, 21 May 2020

Who

Andi Nabilah Aliyah Said

MATERAI
TEMPEL
17C5AHF437258965
6000
ENAM RIBU RUPIAH



PREFACE

Praise and deep gratitude to Almighty Allah SWT for the abundance of grace and guidance of him given to the writer which made this thesis can be properly in completed. Greetings and Salawat always be dedicated to the Prophet Muhammad SAW. For the grace and blessing, the author finally able to finished the thesis research as the requirement to achieving a Bachelor of Economics Department of Management at Universitas Hasanuddin. The author wants to greeting a huge thankful, for every guidance around which seen or unseen by eyes also by hearts. Along the author process of this research thesis seems like many obstacle and difficulties to solved, but the author well passing by the struggles because the support of every person and parties around. Furthermore, the author would like to express their thankfulness to mention the support system of her special one by one well namely below:

1. Regard to the beloved family Papa Ir. Agus Jaya M.Si. and Mama A. Herlyani Hamzah S.T.P.,M.M. also two younger brothers Afin Umar and Abiyan Alief, as the author parents who raised and always there for their ordinary children by giving the best support and prayers to the author.
2. Regard to the supervisor Prof. Dr. Hj. Mahlia Muis, SE.,M.Si and Dr. Haeriah Hakim SKMTG, during a research process as mentors who provide time and valuable lesson of making the paper from beginning till end.
3. Regard to the examiner whom gave the author suggestion for improvement of this research thesis, Dr. Hj. Nurdjannah Hamid, SE.,M.Agr as an academic advisory who was helpful during college and Muhammad Sabranjamil Alhaqqi, B.Sc., M. Intbus, s person in charge of international department who provide the best for Faculty of Economics and Business, Universitas Hasanuddin.
4. Regard to the chair and secretary Department Management Faculty of Economics and Business, Universitas Hasanuddin. Mam Prof. Dr. Hj. Dian U.S. Parawansa, M.Sc., Ph.D and Sir Andi Aswan, SE., MBA., M.Phil., DBA.
5. Regard to all Faculty of Economics and Business lecturers who have been beyond valuable for their guidance and share of their intricate knowledge throughout the author learning process in college.
6. Regard to beloved friends such as mangkudu, errorian, and Imbrts you guys completely fulfilled my schools life.

7. Regard to my Truth or Dare team member which are randy burger, lydiu, saraherifat, nophie, yusrilmir, wiennalif, fadhilnov erisyaf and old member riflanab and wilavypsm) you guys completed a joyful story until now.
8. Regard to the prettiest dearest girls around rahma, muthe, panio, dilau, sesda, melinda, ochi, imano, ami, hasra, naya, yani, fia, yuni, sila, angky, mamik, kiki, zay, nirma, ikha, dita, kayui, yuyun, sophie, kanova, tami, angel, tenri, ayu, maya, kadila, kadevita, finky, mila, nesya, alifia, takia thanks for every moment we did since day one we know each other. Stay healthy and gorgeous.
9. Regard to Go-German ami, hasra, ainun, wisnu, izhak, yuyun known as KKN-Mates thanks for the support during a month when we were far from home and our family.
10. Regard to brothers gorychan, agungitb, andika, fathur, kanto, deddy, kabot, kasute, maun, teguh, afer and every bro I couldn't mention one by one thanks for being annoying but also yelling support.
11. Regard to all international 2016 classmates, thanks for the lesson during my college years.
12. Regard to all participants and committee of as known as KKN mate called ISU Frankfurt 2019, author was guaranteed a very best experience during my lifetime
13. Regard to all my organization relatives in Aiesec in Unhas, Hipmi PT. Unhas also UKMB UNHAS thanks for always being the place author share her stories and learn experience from
14. Regard to one and only aquaman for being a kindest support system in this current pandemic situation.

Last but not least, may Allah SWT blessing and bring mercy to every soul mentioned or even not mention one by one. Wishfully everyone has very good life ahead and grasp gracefulness through afterlife. Personally, the author realize this research still need improvement, thus every suggestion will gladly be accepted. Therefore, this thesis is expected to be a beneficial source in the future..

MAKASSAR,21 MAY 2020
ANDI NABILAH ALIYAH S.

ABSTRACT

The Effect of Hedonic Shopping Motivation and Shopping Lifestyle towards Impulse Buying on Tokopedia (Study on Tokopedia Consumer in the Faculty of Economics and Business, Universitas Hasanuddin)

Andi Nabilah Aliyah Said

Mahlia Muis

Haeriah Hakim

This research aims to determine The Effect of Hedonic Shopping Motivation and Shopping Lifestyle towards Impulse Buying on Tokopedia. Moreover, the research is conducted to perceive the experience of student's motivation whether they are being consumptive or hedonistic to fulfill their desire in shopping lifestyle influenced by impulsive buying at electronic commerce mononymously known as Tokopedia. The respondents are students within the entrance year of 2016-2018 from the Faculty of Economics and Business, Universitas Hasanuddin This study analyzed said by respondents who have already get shopping experience with the transaction at Tokopedia. The source of data used in this study obtained from questionnaire (primary) research, which conducted a sampling method using purposive sampling. The number of samples used is 92 students from the Faculty of Economics and Business, Universitas Hasanuddin. Moreover, the analytic method used is descriptive statistics and analysis of multiple linear regression which is processed with the support of SPSS 23 for Windows. The findings of this research show that both variables namely Hedonic Shopping Motivation and Shopping Lifestyle partially have a positive and significant effect on Impulse Buying either directly or indirectly.

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying, E-Commerce, Tokopedia.

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CHAPTER I

INTRODUCTION

1.1 Background

In this face-paced era, technology and social media have a powerful influence on society. Thus, making technology development has brought forth the internet and social media within the community, by which the internet becomes one of the essential social needs. Exceptional internet is getting accessible to everyone. In Indonesia, internet users also increase annually, aligned with business activities.

Nowadays, business activities transmitted to discharge offline stores into an online store as a form of adaptation of the business point of view in the development era. By this, the online store also handled limitations of time and distance. Aligned tendency factors of impulsive buying indicate a fresh shape. Referred to the ideology of hedonism by Kaul (2007) theory of shopping express society views lifestyle by fulfill their pleasure or happiness as possible, including any activities and avoid any painful feelings.

Online shopping immediately offers sales and promotions which gain consumer pleasure, according to Oziski (2016), every internet user in society select goods or services, including sales and advertising they like from electronic commerce. In any case, every online shopping experience in society creates an artificial way of having a transaction for fulfilling their consumers pleasure.

Above all, shopping experience in society comes from consumer pleasure, their needs and wants. Saraneva (2008) stated that shopping lifestyle has a role main character in shopping experience. The most consumers find the solution to fix their moods by doing virtual shopping activities through the Internet called

online shopping. Referring to the shopping experience, the consumer has an escape way to get their minds from problems in negative moods called relaxation shopping mentioned by Ozen (2013). Most consumer comes from millennial generation as existing power as internet users.

Specifically, internet user aligns with reinforcement of technology which enlarges every region in Indonesia. Supported by APJII (2019), more than half of the Indonesian population has connected to the internet, which determines how the society of a regional involvement goes to Java Island. Based on digital data from We Are Social and Hootsuite published in January, many exciting things to consider by optimizing digital marketing strategy, which observed region as the significant divergence between urban and rural areas. In this case, Java dominates for internet in national urban area headline data at figures 1.1 below:

Figures 1.1: Headline summary data of internet user in Indonesia 2019



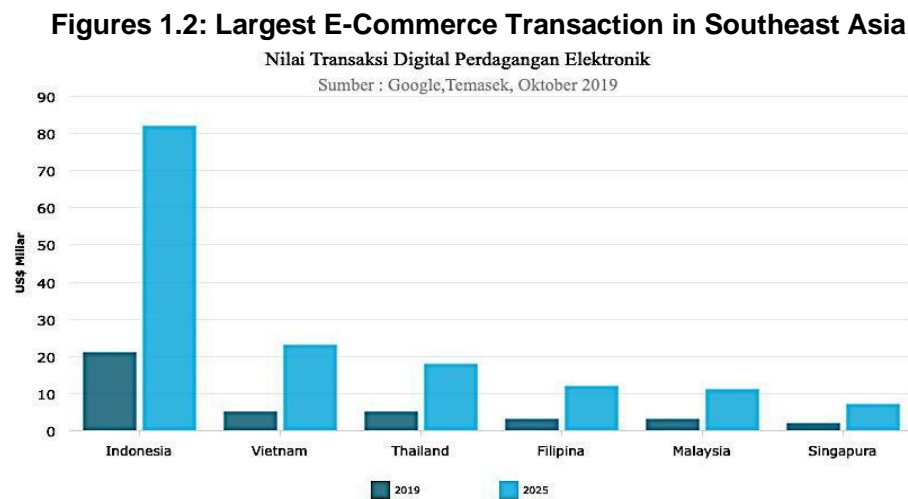
Within insight growth of Indonesia internet users especially in middle-class society, a new shopping lifestyle is brought due to more convenient access to the internet. According to Ustanti (2018), the invention of internet is not only capable to find a practical solution of buying and selling goods but even to invent ride-hailing transportation service.

Afterwards consider primary data above discourse to receive mobile and social media use of internet penetration in Indonesia, making the consumers prefer to do online shopping than offline that define consumers in an adventure shopping motivation. According to hedonic shopping motivation have dimension from Arnold & Reynolds (2003), it stated an adventure shopping is a category of stimulation which context to explore the individual expression while shopping. The reason behind why offline shopping culture diminishes because it has formed a new pattern called online shopping helped by equitable technology in society.

Otherwise, massive technology is more recognizable through digital, mobile, and social media. Trends of business developments have revolutionized offline to online. According to Nielsen (2014), the enlargement of internet users holds influence changing in buying behavior from offline into an online purchase. The online business transaction became a new platform for sellers to distribute their products and services to consumers by easier payment methods through mobile banking.

Nowadays, society is capable of getting easy access to the marketplace through the internet, which provides the ability to overcome limitations of space, distance, and activities. Internet development and innovation make the consumer quickly proceed with the transaction of products in the marketplace. Based on observations from the e-Conomy SEA Report (2019), there are multiple research programs launched by three reliable companies: Bain analysis, Google trends, and Temasek. Moreover, the companies are the industry sources and expert company to give highlights and insight into an economic scheme in Southeast Asia.

Despite the average growth of digital industrial, E-commerce demonstrates transaction data in the Southeast Asia region in the range of 20-30%. Indonesia was discovered a countries with the most significant transaction value revenue compared to other countries such as Vietnam, Thailand, Philippines, Malaysia, and Singapore. Each country shows performance as well in a report released by Google Temasek (2019), one of the sectors with the most significant transaction value going into E-commerce. In this sector, Indonesia is predicted to increase the highest amount in the next few years, explanation on 1.2 below:



Sources: Google, Temasek, Oktober 2019

Certainly, the marketplace in Indonesia has the most significant economic transaction as substantial funding is currently contributed by these marketplaces such as Bukalapak, Lazada, Shopee, Gojek, Tokopedia, and Traveloka. The markets mentioned above has a significant amount of buyer transactions, at Indonesia has connected to the phenomenon in these research variables. Most consumers have a different behavior of shopping, which depends on how marketplace provides the products. It could also be a trigger factor for the consumers when they use that marketplace to have unplanned or impulse buying behavior.

Although the aspect of impulse buying is divided into several parts such as unplanned, spontaneous, sudden, forceful, and eager to purchase a product directly without paying attention to the consequences. According to Park (2006), most impulsive products are new, like unexpectedly cheap products the most item to buy is clothing or accessories, which close to their self-confidence and support performance. Moreover, suggested the relationship between shopping lifestyle and impulse buying is a spontaneous response to purchasing products from advertisements towards online sites.

Table 1.1: E-commerce visitor in Indonesia Per-quarterly

NO	MARKET	2018			2019		
		Q1	Q2	Q3	Q1	Q2	Q3
1.	Tokopedia	117.297	111.484	153.639	137.200	140.414	65.953
2.	Shopee	34.510	30.843	38.882	74.995	90.705	55.964
3.	Bukalapak	93.589	85.138	95.932	115.256	89.765	42.874
4.	Lazada	117.010	49.990	36.405	52.044	27.995	27.995

Sources: iPrice, 2019

Based on table 1.1 above shows that a comparative in E-commerce visitors among four marketplaces of three-quarters drive to Tokopedia. The progress within two years as the first place than others, such as Shopee, Bukalapak, and Lazada. Since Tokopedia founded in 2009, it develops strengthens among other markets. To do so, Tokopedia continues to keep supporting good partnerships. It includes relations with the government by actively creating opportunities for individuals and small enterprises to continue improving their image of products with collaborative programs held in many cities, including

Makassar. Particularly the event called Maker-fest is an independent movement to empower local creators who have officially launched. It came from a lesser-known offline product to online products provided by Tokopedia. These movements are held to discover, inspire, and offer stages between offline and online stores for the public to release that improvement in local creative business or enterprise ideas as a global Indonesian brand for the future. The rundown of the Maker-fest event consists of various agenda such as workshops, sharing sessions, competitions, and others.

Otherwise, referring to the Mark Plus Insight survey permitted by Youth Monitoring (2015) stated that young adults or millennial in economic students have a great way of lifestyle. It happened because of the tendency of a high desire in many buying unnecessary things without considering their own needs. Furthermore, as long as the excellent marketing strategy in Tokopedia fulfill consumers aspirations and improves features to generate sales include provide benefits to buy simultaneously. Tokopedia, as Costumer to Customer (C2C) in Indonesia, makes people shopping online repeatedly. It happened due to its persistent promoting celebrity endorsement and by giving out cash-back, discount, and free shipping. Tokopedia promotion strategy in figures 1.3 below.

Figures 1.3: Tokopedia Promotion Strategy



Sources: Tokopedia, 2020

For instance, this study predicts college students especially in the Faculty of Economic and Business surroundings to spend their money by get desire E-commerce product's on Tokopedia. Online shopping is a process that provides media technology, allowed user to use technology web-based support by commercial transactions easier expressed activity according to Ozkisi (2016). A researcher whom concern about college students stated the student intention prefers to decide accessible in payments that provide sales either for goods or services through purchases.

Meanwhile, college students get attractiveness sees a lot of promotional tools above like celebrity promotion, advertisements, low prices, and cash-back or vouchers. Moreover, without hesitation a consumer decides to buy a product, even if unnecessary indicated as an effect of impulsive buying or spontaneity. According to Prastia (2013), impulse buying is defined as an emotional matter driving from consumer experiences who urges to buy a product persistently.

Vidha (2015) mentioned that prior researchers have discussed the field impulse buying has been going around worldwide around developed and developing countries for the past sixty years. In research findings, Impulsive Buying in any sector is mainly focused on identifying general factors, some aspects may have understanding, but practical research has to finish. Otherwise, this three variants of variables mentioned in the previous related paragraph.

Additionally Hedonic Shopping Motivation by Kaul (2007), consumers shop due to the fulfillment of pleasure and no longer focus on the benefits of products after purchasing. Consumers defined into several indicators such as adventure, social, idea, relaxation, and value from those are factors that explain with no

longer concentrated on benefit products. Especially in relaxation shopping, the consumers are going to have an alternative way to deal with stress.

Furthermore, consumers willing to prevent stress by shopping becomes the consumption pattern of an individual. The reason for spending time and money in fashion products, latest models, and famous brands to increase their social status, which indicates a shopping lifestyle according to Japariato (2013). When society shows their lifestyle to buy products from advertising, whereas a consumer experience immediately not paying attention of consequences which indicate as impulsive buying, according to Ristiana (2016). Every society specifically have decisions in shopping lifestyles that correlate to online products attention. In a brief, the title of the research by Paramita (2014) is called "The Influence of Hedonic Shopping Motivation, Positive Emotion at Online Site towards Impulse Buying." Type of research with the quantitative approach and conduct samples of 100 from Universitas Brawijaya students found a significant and indirect influence towards impulse buying. It has proven that both variables shopping activity is done through the internet or online site.

At one time, the fundamental things to obtain attractive advertisements is explain consumers spontaneity and stimulate to become impulsive buying. To summarize, benefits of Tokopedia provides convenient features for consumers with variety kind of products categorized in lower to higher prices, as well as a lot of promotional strategies that lead to impulsive buying. Moreover, several phenomena observed in the previous paragraph, these variables come along with the development of technology. Based on the description of this study, the author has interested in researching: **"THE EFFECT OF HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE TOWARDS IMPULSE BUYING**

ON TOKOPEDIA" (Study on Tokopedia Consumer in Faculty of Economics and Business, Universitas Hasanuddin)

1.2 Research Question

Based on the background information stated above, the formulation of this problem research has written below:

1. Does Hedonic Shopping Motivation has a significant effect on Impulse Buying on Tokopedia consumer?
2. Does Shopping Lifestyle has a significant effect on Impulse Buying on Tokopedia consumers?
3. Which variable has simultaneously effect towards Impulse Buying on Tokopedia consumers?

1.3 Research Objectives

Based on the formulation of the existing problems, the objectives of this research written below:

1. To understand and analyze the influences of Hedonic Shopping Motivation and Shopping Lifestyle towards Impulse Buying on Tokopedia consumers.
2. To understand and analyze the influences of Shopping Lifestyle towards Impulse Buying on Tokopedia consumers.
3. To understand and analyze the influences of Hedonic Shopping Motivation and Shopping Lifestyle, which get simultaneously on Impulse Buying on Tokopedia consumers.

1.4 Benefit of Research

1.4.1 Theoretical Benefits

The theoretical benefits of this research concern the development of marketing knowledge insight and E-commerce perspective, which expected to increase consumers from understanding each variable. Implementation demands of the paradigm shift in society, which initially emphasizes physical interaction between sellers and buyers while using internet encouragement. The research can use as examination material for further study and contextual same topics also added on for treasury in the library at Universitas Hasanuddin.

1.4.2. Practical Benefits

The practical benefits of this research considerate designing the basis managerial decision for the marketplace, especially Tokopedia expected to improve its features and services. Moreover, the research concern about giving consumers preferences of Tokopedia provides consumer experience and engagement through another electronic commercial.

1.5 Writing Systematic

Systematic writing provides a broad impression of this research which has a connection between each chapter, as write below:

CHAPTER I INTRODUCTION

Chapter One in detail, consist of the background problem, research question, research objectives, benefits of research and systematic writing.

CHAPTER II LITERATURE REVIEW

Chapter Two in detail, consist of theoretical basis describe marketing theory, electronic commerce, Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying. Moreover conduct a prior research, conceptual framework, and research hypothesis.

CHAPTER III RESEARCH METHODOLOGY

Chapter Three in detail, consist of several research methods drive to describe such research design, place and time, population and sample, types and sources of data, data collection techniques, research variables, operational definition, an instrument of research and data analysis techniques.

CHAPTER IV RESEARCH FINDING AND DISCUSSION

Chapter Four in detail, consist of general description about research object, respondents identity, validity and reliability test, multiple linear regression analysis, research instrument test, hypothesis test and discussion.

CHAPTER V CONCLUSION AND SUGGESTION

Chapter Five in detail, consist of conclusion describe from the discussion within the previous chapter and suggestion will be given for the further related research.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

This subdivision explains marketing theory, E-commerce, Hedonic Shopping Motivation, Shopping Lifestyle, and Impulse Buying.

2.1.1 Marketing Theory

Nowadays successful business strategy has one thing that actuates uniqueness to satisfy value of the consumer. Meanwhile, target markets define to build sustainable customer value in return which make a relationship supported marketing aim. According to Kotler (2018), Marketing engages customers and manage profitable towards customer relationships. On that point, two steps of marketing process already attract new customers that promise unpleasant values by deliver satisfaction.

Generally, every business process wanted to satisfy better outcomes than any competitors aside in building their marketing concept. A planning process have create, promote, and deliver goods or services. Additionally, affection response hedonic motives in shopping into feelings of enjoyment in the environment, a sense of eye-sight or visual appeal, escapism sense of relief feelings until getting a pleasant atmosphere. According to Schiffman & Kanuk (2008), Motivation can describe well as the driving force within individuals that impels to action. It means motivation as a dominant force in someone to reaction present for emotional behavior in marketing fields. Also, motivation is a popular

subject in consumer behavior when researchers seek a better perceptive of personal preferences.

Generally refers to Nguyen (2007), there are main types of consumer motivation which identity in existing literature classify either hedonic motivation (pleasure-seeking) or utilitarian motivation (task-oriented). Aligned with those motivation as an influence of personal preference to do purpose action, which divides motivation into two types such first motivation rationally known an individual response objectively on task-oriented while determine price, availability, and efficiency of the products. Whereas other motivation emotions have related to feelings that become pleasure-seeking as direct purchase in products to raise high status. According to Kotler and Armstrong (2018) stated that marketing characteristic and meeting human and social needs. In summary, one brief definition of marketing is pleasantly meeting needs. Phenomenon a set of activities in the total scheme of business activities that design a plan, determines prices, promote and distribute goods. Marketing offers value for customer needs. As the first stage in the marketing process of business must fully understand customer preferences.

Straight ahead the business has a combination of marketing mix tools and comprehensive, integrated marketing programs that communicate and deliver extraordinary value for customers. Zeithaml (2009) defined marketing mix as elements of an organization controls used to satisfy or communicate with consumers.

Furthermore, major marketing has classify into four groups called four 4Ps such as **Products** an object or idea made available for consumer use. It can be offered to a market to satisfy the desire or needs, divided into options, quality,

design, features, and packaging. Further products and brands positioned based on current trends. **Price** point are a result that elasticity is similar to promotion place which includes list price, marked price, discounts, shipping costs, and competitors prices. **Place** makes products accessible to potential buyers and their purchase influence. In order to list the location includes retail, digital, phone, chat, fax, other options includes distribution channels, platforms, websites, and other online presence, physical sites, inventory, and delivery. **Promotion** has the last part of the marketing mix either content communications through message a persuades an audience.

Includes buyers and purchase influence, to purchase a product or service. Beyond creating exclusive deals, find a unique hook that makes the products or services memorable. Include branding, content marketing, advertising, search, influence relations, social media, PR, and sales.

In other words, complete marketing mix tool comes from a vision of business that needs collaboration by indicated critical achievement towards marketing concept. According to Kotler and Armstrong (2018) divided into three essential factors that use as an essential marketing strategy, such us market orientation defines consumer-oriented companies aside clearly understanding the mission of “W” that implies what our business, who is our consumer is, what our consumer value, and what our industry should do. Second, coordination and integration marketing activities have to make an effort to provide consumer satisfaction that companies goals achieved. Besides, companies research consumers attitudes and behaviors. Third, make a profit through mobile marketing consumer satisfaction is the first factor of companies to acquire more benefits, where satisfied consumers deal to make repurchase transactions. For

that, the company must know how to maximize satisfaction and get profit by using mobile marketing.

2.2 Electronic Commerce

Electronic Commerce (E-commerce) delivers buying, selling, or exchanging products, services, and information through internet networks. According to Sharzadi (2015), Electronic commerce is a trade-in product or service that uses a network called the internet. E-commerce expands wider that not just for a commercial but also requires a database that includes a delivery system, business partners, customer service, and job vacancies.

Recently, most of the world businesses use E-commerce as their business platform through digital networks. Based on perspectives in E-commerce by classifying several transactions and looking at the nature models, which divided into four categories referring to Irmawati (2011) below:

- ✧ Business to Consumer (B2C) disseminated information, open to the public, but services provided on request of directly respond. Involve selling products and services retail to buyers where a seller can be a distributor producer as a retailer. For example, websites called Amazon and eBay.
- ✧ Business to Business (B2B) defines trade partners that already build a long relationship having trust known by exchanged information. Additionally, it involves the sale of products and services not directly. For example, the Cisco company is advancing rapidly due to the use of data and just in time manufacturing technology for its products.
- ✧ Consumer to Consumer (C2C) involves consumers who sell directly to consumers or sell products or services to someone else through advertising

of the marketplace. For example: In the market provide to sell the products or services by handling consumers, well-known market places in Indonesia are called Tokopedia.

- ✧ Customer to Business (C2B) this is the opposite of B2C types. Interconnection from the final customer who acts as a seller, whereas the business operates as a buyer. The activity carried out by using similar websites. For example, since Google play allows users to upload operations to their servers, the applications made for customers collaboration between the consumer and Google Play as a business development unit that accommodates products.

2.3 Hedonic Shopping Motivation

Regarding the name of these variables has been divided into some contexts. First, it used to explain general principles in human behavior, whereas individuals are more likely to initiate practices that lead to rewards or away from punishment. Moreover, hedonic motivation has been considered in the context of well-being when it explains how individual differences in pursuing happiness refer to Huta (2014). Hedonic motivation provides to initiate behaviors that enhance positive experiences pleasant and practices that reduce negative experiences. Hedonic comes from the Greek word stands of "hedone," which means enjoyment and pleasure in feelings.

Additionally, affection response hedonic motives in shopping into feelings of enjoyment in the environment, a sense of eye-sight or visual appeal, escapism sense of relief feelings until getting a pleasant atmosphere. According to Schiffman & Kanuk (2008), Motivation can describe well as the driving force

within individuals that impels to action. It means motivation as a dominant force in someone to reaction present for emotional behavior in marketing fields. Also, motivation is a popular subject in consumer behavior when researchers seek a better understanding of personal preferences.

Generally refers to Nguyen (2007), the main types of consumer motivation identity in existing literature to classify either hedonic motivation (pleasure-seeking) or utilitarian motivation (task-oriented). Aligned with both motivation is an influence of someones preference to do an action on purpose have divides motivation into two types, first motivation rationally known an individual response objectively on task-oriented while determine price, availability, and efficiency of the products. Whereas other motivation emotions have related to feelings that become pleasure-seeking as direct purchase in products to raise high status.

2.3.1 Indicator of Hedonic Shopping Motivation

Refers Ozen and Engizek (2013) Hedonic Shopping Motivation can be measured in five dimensions, written below:

- ✧ Adventure Shopping refers to a motivation that stimulates a person to find some exciting products while shopping as a results in a feelings of their own world. The passion of hedonic shopping appears on this basis, forming a fun and the excitement of exploring (shopping as special experiences).
- ✧ Relaxation Shopping is an alternative way of shopping to deal with the problems. It appeared when consumers while buying some products to heal, recharge mood, and bring back a positive atmosphere to forget bad feelings. As a result, shopping is the best way to overcome negative attitudes (an alternative way to deal with stress).

- ✧ Value Shopping is the motivation of a consumer known as a smart buy due to either understand products or compare a price, discount, and sales. Feelings enjoy bargaining products while looking for transactions with low prices and willing to get products directly (buying discount & low prices).
- ✧ Social Shopping is built information from relatives and happily shopping for others. Meanwhile, the online consumer shares and gives information about an experience with the same interest and other buyers. In contrast, virtually (prefer to buy for others rather than for themselves).
- ✧ Idea Shopping is when a consumer learns trend or innovation of products currently. Moreover, online shopping allows find advertisements, price comparisons, and promotion about insight of product.

According to the explanation above, consumers have their own role in consumption patterns as the motivation to shop initially either for rational consumer motives or emotional motives. Hedonic shopping consideration in offline and online stores have to build pleasure and enjoyment in shopping activity. Nowadays, there are specific goals of hedonism, whereas consumers are recreation-oriented, pleasure, joy, and entertainment aspects while shopping.

2.4 Shopping Lifestyle

Shopping lifestyle consists of two words refers Cambridge Business Dictionary (2020) "Shopping means activity from buying goods, specially from any store" Initially shopping is an act of buying products or services with the plan or unplanned. An individual curiosity create a shopping sense more emotional especially when bad mood. Eventually stress can lead to overcome from factors

an activity of someone who gets adventure, trendy, fun, relax, reward, and socialize after buying a product instead.

Moreover, refers to Cambridge Business Dictionary (2020) lifestyle means "Someone way of living like things that they usually do and how spend their money on." All individual lifestyle kind a diverse because depends on controlled their lifestyle to become aligned. Lifestyle has influences a consumption pattern, initially someone who concern about spending time and money that shopping to increasing their social status. According to Yusri (2014) defines consumer well lifestyle through interest and opinion because the financial power.

Define shopping lifestyle, according to Mowen & Minor (2002), explains that lifestyle reflects a consumption pattern describe someone used their own time and money. Specifically, the shopping lifestyle is not only an economic activity but also a psychological and social desire. Refers to the consumer shopping orientations have various parts such as industrial, convenience, experiential, leisure, and fulfillment. Lifestyle with nature such as activities, interests, and opinions, thus make it unchangeable permanently.

Meanwhile, shopping lifestyle selected by someone allocates their income, both in terms spend on various products or services. As a result, Shopping Lifestyle is a form of process in which consumers use their time and expense to fulfilling their own needs and desires, a consumer willing to spend material resource just to get what they wanted for a personal pleasure refers to Alba (2012). Generally, the status of economic sense in spending lifestyle show a preferred allocation of income, both in terms of allocating funds for various products and services as specific alternatives in the same outlines.

Refers to Japariato (2013) research above find out the relationship of shopping lifestyle towards impulse buying behavior using indicators of responding to buying the offers advertising, fashion products, latest models, shopping for the most famous brands, available brands purchase in terms of excellent quality and often to purchase various brands rather than usual brands. Therefore, as concluded, there is an inter-correlation between shopping lifestyle and impulse buying.

2.4.1 Indicator of Shopping Lifestyle

Refers to Japariato (2013), Shopping Lifestyle can suggest in five indicators as below, such as:

- ✧ Shop for fashion products because of special offers. The awareness created by the consumer due to an advertisement.
- ✧ Shop for fashion best quality, it represents mostly consumer decision to buy fashion products.
- ✧ Famous brand will be the most searched item. It is clear because of every consumer influence by other influences.
- ✧ Interest to similar products in different brands, doubtless attracted by other lower prices products.
- ✧ Risk of spends money in online shop currently, every consumer prefers to buy online rather than directly into the offline store.

2.5 Impulse Buying

Impulse Buying following with two words, either impulse or impulsive, means act immediately or spontaneously with a motion of heart support

positivism reason but irrational caused. In general, refers to Azim (2013) impulse buying is process of desire a products without planned or unplanned. Meanwhile, buying is transaction process for someone to receive their products.

Moreover, consumers condition impulsive buying without consider of purchasing trend interest to buy products spontaneously refers to Eren (2012). Additionally, impulse buying divided into dimensions that stimulus emotion that happens accidentally from a cognitive aspect and psychological within the mental process include perceptive and mental.

Representation summarizes in five dimensions by Rook (2002), such as sudden feelings, temporary less control, conflict, and struggle reduced cognitive assessment, also spending regardless of consequence.

Impulse Buying is a consumer experience of an urgency to buy immediately without paying attention to later consequences, according to Ristiana (2016). It is related to the emotional dimension as a psychological process in a person that refers to emotions, feelings, and moods. Emotional impulse associated with an intense feeling that shown after purchasing because the desire to buy a product immediately ignores the negative consequences of satisfying.

2.5.1 Indicator of Impulse Buying

Refers to Ristiana (2016) suggested five indicators of Impulse Buying as following below, such as:

- ✧ Pure Impulse Buying is a purchase that influenced because of an emotional outflow from consumers by purchasing products outside buying habits. (desire to buy new looking variations without any plan).
- ✧ Reminder Impulse buying is a purchase that occurs because consumers remind them to purchase the products. (A consumer who made purchases by looking at an advertisement).
- ✧ Suggestion impulse buying purchases arise when a buyer sees the online products for the first time and imagines need for the item later, even though a consumer unacknowledged an issue before. (suggesting usability and decide to make a purchase).
- ✧ Planned impulse buying is purchases happen when a buyer enters several specific purchases in mind with a plan to make other purchases later on current offers. (Immediately purchase made by planned).

Based on four categories above, refer to Ristiana (2016), as a result of Impulse Buying is insistence with a sense of strength, endurance plan to buy something directly without paying attention to the consequences later. Those categories of impulse obtaining show different characters pattern responses such as forceful, persistent, and unplanned also enthusiasm that all conclude consumers as impulsive to buy. Due to the consequences of comes directly, without paying attention to going impulsively within new products and offering strengthens of products.

2.6 Prior Research

Table 2.1 List of Prior Research

No	Research Name	Title of Research	Variable	Output Research
1.	Veronica Rachmawati (2009)	Relationship between hedonic shopping values, positive emotion, and behaviour impulse buying to retail consumers.	X: Hedonic Shopping Value Y: Positive Emotion and Impulse Buying	Hedonic Shopping Value and Positive Emotion variables influence the Impulse Buying Variable towards Positive Emotion variable as a mediating variable between Hedonic Shopping Value variable to Impulse Buying.
2.	Gede Wira Kusuma, Syafie Idrus, Atim Djazuli (2013)	Influence of Hedonic Shopping motivation on buying decision with Gender as Dummy Variables	X: Hedonic Shopping Motivation Y: Buying Decision	Adventure shopping, role shopping, value shopping, social shopping, idea shopping, and gender significantly influence buying decisions. Gratification is positive but does not affect substantially purchasing decisions. Female consumers were more dominant than men for shopping.
3.	Edy Purwo Saputro, Sih Handayani (2016)	Influence of Hedonic shopping towards Online Shopping	X:Hedonic Shopping Motivation Y:Online Shopping	Indicator variables support significant such variable perceived ease of use, perceived usefulness, attitude, and hedonic value, and there is one variable not significant is seen risk.
4.	Hilal Ozen, Nil Engizek (2013)	Shopping online without thinking Being emotional or rational?	X: Hedonic Shopping Motivation Y: Impulse Buying	Variable adventure shopping, Social Shopping, Relaxation shopping, and Value shopping have a positive effect on online Impulse Buying Tendency while Shopping Ideas negatively affect (IBT)
5.	Ni Putu Siska Deviana D - I.Gst Ayu Kt.Giantari (2016)	Influence of Shopping Lifestyle Fashion Involvement towards Impulse Buying Behavior society in Denpasar	X1:Shopping Lifestyle X2: Fashion Involvement Y: Impulse Buying Behavior	Variable Shopping Lifestyle has significantly influenced Impulse Buying Behavior use multiple regression methods. Fashion Involvement & Positive Emotion has changed towards Impulse Buying Behavior for fashion society in Denpasar
6.	Muhammad Afif (2020)	Influence of Hedonic Sopping Motivation, Shopping Lifestyle and Sales Promotion Impulse buying	X1: Hedonic Shopping Motivation X2: Shopping Lifestyle X3: Sales Promotion Y: Impulse Buying	The purpose of this research has clarified the influence of HSM, Shopping Lifestyle on Impulsive Buying. The method used is quantitative by collecting, presents, and analyzes data from a study with multiple linear regression to determine the effect simultaneously and partially.

2.7 Empirical Study

Earlier empirical study research used as a reference to determine idea comparing related to the systematic concept which conducted. In another study examine by Afif (2020), the research conduct on Shoppe Indonesia consumers around Malang city students. In a particular aligned with purpose on this research processed influence of Hedonic Shopping Motivation, Shopping Lifestyle on Impulsive Buying. Surely the methodology used in research is quantitative by collect questionnaire data, presenting and analyzing data from any study using multiple linear regressions to determine the simultaneously and partially effects of each variable. As a result, the consumer has influenced Hedonic Shopping Motivation indicators such as advent, social, idea, value, and status.

Other research conducted by Ozen (2013), the purpose and aims to explore Hedonic Shopping Motivations of Turkish consumers have a potential impact on their Impulse Buying in the online environment. Besides, covers which dimension has the most substantial effect on the research, designed by methodology, conducted with a questionnaire of Turkish online consumers served as the sample. Data analysis using informative factor analysis and structural equation modeling, findings research confirms this value drives towards Impulse Buying. Meanwhile, dimensions of Hedonic Shopping Motivation such as adventure, relaxation, and value. As online effects in a positive way and social shopping has negatively to online Impulse Buying. It found that idea of shopping does not have a significant impact on online Impulse Buying, given the occurrence in online shopping also important motivations on consumer behavior. It provide useful

insights into Impulse Buying behavior in an online scope and developing consumer markets.

2.8 Conceptual Framework

Sugiyono (2017) defined a conceptual framework as a combination of variables observed from various theories that have described critically and systematically. Determine about a concept of research start with the expansion of internet penetration, consumers usage, discover concept, and online marketplace. At the same time, marketers strive to gain a competitive advantage in business.

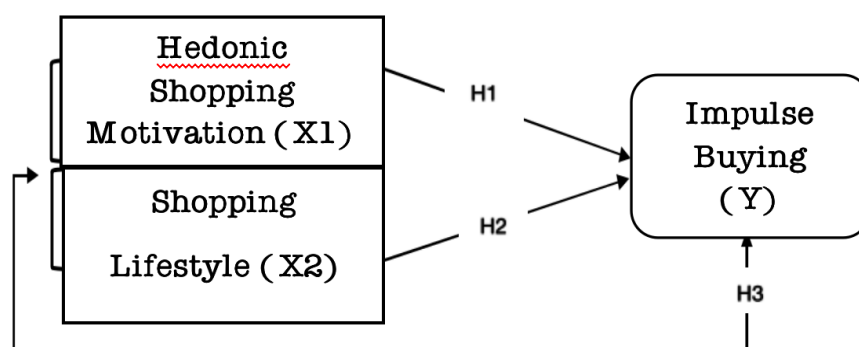
Based on a review of either theories or previous research those are factors explain, Hedonic Shopping Motivation has direct benefits and encourages consumers. Meanwhile, shopping has fulfilled the pleasure of the specialized experience, which emphasizes consumers emotional feelings and psychological that make shopping as entertainment choices. According to Ozen (2013), Hedonic Shopping Motivations define online shopping without focused on products benefit. Either being emotional or rational, satisfy consumer needs, and wants who do shopping activities as a pleasure screening by instead no longer focus on profits and consequences of products purchased by consumers.

Regarding Shopping Lifestyle as consumer process, use their time and expense of a person to fulfill their needs and desires. Shopping Lifestyle refers to Japariato (2013). It can interpreted as the consumers' habit of getting the latest products that can increase value consumption patterns as a huger sales promotion strategy, both online and offline. Based on the discounted price

offered, a percentage in original price from products or services build unplanned purchase, especially in Tokopedia much promotion provided.

Furthermore, Impulse buying according to Ristiana (2016), as a result of Impulse Buying is insistence with a sense of strength, endurance plan to buy something directly without paying attention to the consequences. Despite growing interest among researchers, retails, and marketers, they still have general deficiency research and need another perspective of consumers in E-commerce.

In the combination of the variable between marketing, it provides an additional explanation in which the presence of a study can be useful for the object in Electronic Commerce as a fundamental reason for consumer buying impulsively. Based on conceptual framework consists of two independent variables, such as Hedonic Shopping Motivation and Shopping Lifestyle, whereas the dependent variable is Impulse Buying. Regards on the explanation of conceptual framework, the interrelationship between research variables arrange as follows:



Figures 2.1 Conceptual Framework

2.9 Research Hypothesis

According to Malholtra (2007) hypothesis is an unproven statement or factors of the phenomenon that given interest idea to the researcher. It can also be a stated possible answer to the researchers question, which predicts that may include a prediction thought process. Another discussion about the hypothesis as a temporary answer to research formulation problems, which refers to Sugiyono (2017), an explanation phenomenon as assumption reasoning without any possibility of the truth and starting point for the further research. Based on the framework, previous research and research objectives of the research hypothesis stated as below:

- ✧ H1: Hedonic Shopping Motivation (X1) has contributed significantly towards Impulse Buying (Y) on Tokopedia consumers.
- ✧ H2: Shopping Lifestyle (X2) has contributed significantly towards Impulse Buying (Y) on Tokopedia consumers.
- ✧ H3: Hedonic Shopping Motivation (X1) Shopping Lifestyle (X2) has contributed significantly and simultaneously towards Impulse Buying (Y) on Tokopedia consumers.