

## The Effect of Hedonic Shopping Motivation and Shopping Lifestyle on User Impulse Buying Shopee E-Commerce (Study on Majalengka University Students)

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### ABSTRACT

The progress of e-commerce is growing rapidly. One of the e-commerce that is often used by students at Majalengka University is the e-commerce Shopee. The high use of e-commerce Shopee among students results in impulse buying. This study aims to determine the effect of Hedonic Shopping Motivation and Shopping Lifestyle partially on the Impulse Buying of e-commerce Shopee users at Majalengka University students.

This study uses a quantitative method with the type of survey research using a descriptive analysis approach and verification analysis. The population in this study were Shopee e-commerce users at Majalengka University students, with a sample of 100 respondents. The sampling technique used is incidental sampling. This study uses a Likert scale. Data analysis using classical assumption test, multiple linear regression analysis, coefficient of determination, model feasibility test, and hypothesis testing using the partial test.

The results of the research that have been carried out show that Hedonic Shopping Motivation is in the high category, Shopping Lifestyle is in the high category and Impulse Buying is in the medium category. Hedonic Shopping Motivation and Shopping Lifestyle have a positive and significant effect partially on the Impulse Buying of Shopee e-commerce users

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**Keywords:** Hedonic shopping motivation; impulse buying; and shopping lifestyle.

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


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## INTRODUCTION

In this day and age, the progress of business in Indonesia is growing rapidly, especially in the retail sector, both direct and indirect retail business (online). In line with the development of retail businesses in Indonesia, of course, technology is also increasing rapidly. Seeing the rapid progress of technological development, this will have an impact on retail trade in the form of e-commerce. The presence of this e-commerce will make it easier for consumers to transact because in e-commerce the management system has been done automatically. In addition, e-commerce also does not require large costs because by only using the internet alone people can get what they want.

The number of e-commerce companies in Indonesia causes fierce competition to attract someone to visit and make purchases through their site. Many e-commerce companies that have emerged in recent years show that the market in Indonesia is very potential. Here are the top e-commerce brands in Indonesia in the first quarter of 2021:

Domain	Traffic Share	Change	Rating	Monthly Visitor	Unique Visitor
 tokopedia.com	33.07%	↑ 11.81%	#222	132.0M	40.62M
 shopee.co.id	29.73%	↑ 5.6%	#225	118.6M	35.67M
 bukalapak.com	7.79%	↑ 5.34%	#1.442	31.11M	12.77M
 lazada.com	7.45%	↑ 13.6%	#1.256	29.75M	11.90M
 blibli.com	4.86%	↑ 1.26%	#3.037	19.41M	10.07M
 iprice.co.id	2.28%	↑ 7.63%	#7.583	9.110M	6.317M
 amazon.com	2.23%	↑ 3.06%	#12	8.899M	6.110M
 cekresi.com	1.22%	↑ 11.83%	#19	4.868M	3.304M
 ralali.com	1.21%	↑ 14.22%	#17	4.849M	1.354M
 jd.id	0.93%	↑ 9.51%	#15	3.700M	1.687M

**Figure 1. Top E-commerce Brands in Indonesia in Quarter 1 of 2021**

Source: E-culture.id

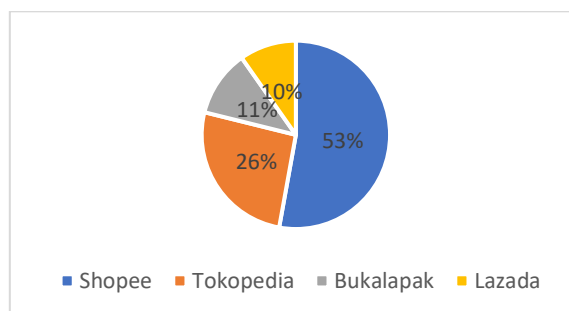
The data above shows that Tokopedia leads the online shopping market in Indonesia. Based on Similar Web data in the Marketplace category in Indonesia. From this data, during the January 2021 period, the nation's child platform led with a traffic share of 32.04 percent with 132 million visits. The portion of visits via mobile dominates at 62.7 percent. Meanwhile, from desktop 37.3 percent. The average visit duration was 6 minutes 37 seconds. The second rank is occupied by Shopee with a traffic share of 29.78 percent. and the number of monthly visits of 18.6 million. Shopee itself is most accessed via mobile 72.4 percent and desktop 21.3 percent, with an average visit duration of 6 minutes 30 seconds.

According to Handi Irawan (2016: 2), Indonesian consumers have 10 unique characteristics, namely having a short memory, not planning, like to gather, not adaptive to new technology, tending to focus on context and not content, like foreign products, religious, like to show off, influenced by subculture and do not care about the environment. One of the behaviors of Indonesian consumers is not having a plan (impulse buying). According to Aprilia and Septila (2017), impulse buying is a purchase process made by consumers without considering the needs of a product and does not pass the stage of searching for information on a product, and is very thick with emotional elements. Meanwhile, according to Shilpia Defa Widayani (2020: 20), defining impulse buying is a sudden desire to buy a product without planning or previous purchase desires without going through much consideration and tends to use emotions in decision making, occurs when consumers suddenly experience a strong and solid desire to buy something as soon as possible. Not all consumers act rationally and logically when making purchases online. So from there emerged a phenomenon, namely Impulse Buying (Koski in Suci Sekarayuning, 2019: 3).

Based on previous studies, several factors that are the reason why someone is encouraged to do impulse buying include internal and external factors. Internal factors in a person are moods that are influenced by moods and habits when shopping. While external factors that affect Impulse Buying are Hedonic Shopping Motivation and Shopping Lifestyle offered by Shopee e-commerce.

Hedonic Shopping Motivation is a motivation that arises from providing feelings of pleasure and satisfaction (Risa Ulina Hutagalung, 2020: 20). Hedonic Shopping Motivation is also a psychological need such as satisfaction, prestige, emotions, and other subjective feelings. This need often arises to meet social and aesthetic demands and is also called emotional motives (Setiadi in Yunir Amelia, 2017). Since the purpose of the shopping experience is to meet the needs of Hedonic Shopping Motivation, the purchased product looks like it was chosen without planning and will present an Impulse Buying. Impulse Buying begins when consumers search for information or browse. Consumers who like to shop, have a greater tendency to search for information about certain products. From the information obtained, there will be a desire to have the product so that it will decide to make purchase activities. Consumers who shop with hedonic motives, when searching for information can feel pleasure in examining visual elements in online stores.

The next factor that is felt to influence Impulse Buying is the Shopping lifestyle. According to Risa Ulina Hutagalung (2020: 23), Shopping Lifestyle is a person's lifestyle that refers to the lifestyle of consumers in everyday life by utilizing time and spending the money they have. Someone who has followed the development of lifestyle such as with fashion, is willing to spend time to follow the latest trends. Darma & Japariato in Risa Ulina Hutagalung (2020: 23) defines that Shopping Lifestyle describes a person's activities in spending time and money to shop and with money consumers will have high purchasing power. This way of spending time and money is used by some consumers to make excessive purchases, one of which is driven by attractive offer stimuli offered by sellers at Shopee. The object of this study is a student of Majalengka University. The author took this object because many Majalengka University students make online shopping transactions at Shopee e-commerce. Previously, the author had pre-reset 40 Majalengka University students by distributing questionnaires randomly. As a result, the Shopee online buying and selling site occupies the top place that is widely used, more details can be seen from the data below:



**Figure 2. Percentage of E-commerce Users of University of Majalengka Students 2021/2022**

The data above shows that Shopee e-commerce is increasingly becoming excellent in making buying and selling transactions. Because can be seen from the sample taken by 53% who use Shopee e-commerce in buying and selling. For various reasons, Shopee often makes massive discounts of up to 90% from various categories, Shopee users can also enjoy flash sales three times a day, starting from 00.00 – 11.59, 12.00 – 17.59 and 18.00-00.00 WIB, various other benefits such as free shipping vouchers with subsidies of up to IDR 20,000, cashback vouchers of up to 50 %, and provides a wide selection of easy payment methods. The purpose of this study is to determine the Effect of Hedonic Shopping Motivation on Impulse Buying of Shopee E-Commerce Users and to find out How the Influence of Shopping Lifestyle Impulse Buying of Shopee E-Commerce Users.



## LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS

### Consumer Behavior

Consumer behavior is essential to understand why consumers do and what they do. According to Harman Malau (2017: 217) the behavior of individuals, groups, or organizations and the processes they use to select, secure, use, and discard products, services, experiences, or ideas for satisfaction. According to Kotler in Riomas Sinurat and Jefri Sinurat (2020: 192), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires

### Hedonic Shopping Motivation

According to Shilpia Defa Widayani (2020: 9), *Hedonic Shopping Motivation* is a motivation that arises due to psychological needs such as satisfaction, prestige, emotions, and other subjective feelings so that they assume that by shopping they have their pleasure, although sometimes what is bought is not necessarily beneficial for them. According to Risa Ulina Hutagalung (2020: 20), *Hedonic Shopping Motivation* is a motivation that arises from within consumers to do shopping activities to provide a shopping experience, eliminate boredom and provide feelings of pleasure and satisfaction. The *Hedonic Shopping Motivation* indicators as identified by Ozen and Engizek in Valentin Samuri (2018: 3) in their research include *adventure shopping*, *value shopping*, *idea shopping*, *social shopping*, and *relaxation shopping*.

### Shopping Lifestyle

According to Risa Ulina Hutagalung (2020: 23), *Shopping Lifestyle* is a person's lifestyle that refers to the lifestyle of consumers in everyday life by utilizing time and spending the money they have. According to Darma and Japariato (2014: 3) *Shopping Lifestyle* reflects a person's choice in spending time to shop and with money consumers will have high purchasing power. When most people have a high *Shopping Lifestyle*, it will encourage them to do *Impulse buying*. It can be said that if you spend a lot of time and money on things that are useless, excessive, or not following your needs, then this lifestyle can be categorized as *Impulse Buying behavior*. According to Edwin and Sugiono (2018: 26), there are five indicators of *Shopping Lifestyle*, namely the influence of advertising, the latest model, brand, quality, and personality.

### Impulse Buying

*Impulse Buying* is a purchase process made by consumers without considering the needs of a product and does not pass the stage of searching for information on a product and is very thick with emotional elements, according to Aprilia and Septila (2017). Based on some of the definitions above, *Impulse Buying* is defined as the process of buying goods occurs spontaneously, *impulse buying* as irrational purchases and associated with quick and unplanned purchases followed by conflicts of mind and emotional impulses. According to Rook in Anita Rahmawati (2018: 43), there are four indicators of *impulse buying* spontaneity, computational strength, stimulation, and indifference to consequences.

## RESEARCH METHODOLOGY

The method used in this study is a survey method with a descriptive and verificative approach. The type of data used is quantitative data. The source of data collection obtained in this study is primary data. The data collection technique used is through questionnaires. The population in this study is Shopee *e-commerce* users at Majalengka University with a very large number of unknown data. The sampling technique in this study used *non-probability sampling* techniques. The sampling method used is *incidental sampling*, which is a sampling technique based on chance, that is, anyone who happens to meet the



researcher can be used as a sample if it is considered that the person who happened to meet is suitable as a data source. The population is large and the exact number is unknown, so several samples are taken to represent the population. According to Ibnu Widyanto (2017: 43) in Tristasyastiana Sutrisno (2021: 42), determining the sample size that is not known the exact number of the population can use the RAE formula, determining the number of samples (n) with a 92% confidence level can be used the following formula:

$$RAE = \pm 2 \sqrt{\frac{pq}{n}}$$

Source : Ibnu Widyanto (2017: 43)

Information:

RAE = *Relative Allowable Error*

P = Estimation

q = 1-p

n = Number of samples

and obtained :

P = 20% = 0,20

It is known that the value of the proportion p = 20% because the questionnaire answers use the Likert scale, which consists of five categories that have a value score of 100, then  $100 : 5 = 20$ . So, the value of q will be obtained as follows:

q = 1 - p = 1 - 0,20

= 0,80

= 80%

Error rate (RAE = 8%)

$$RAE = \pm 2 \sqrt{\frac{pq}{n}}$$

$$0,08 = \pm 2 \sqrt{\frac{0,2 \cdot 0,8}{n}}$$

$$0,08 = 2 \sqrt{n} \sqrt{0,2 \cdot 0,8}$$

$$= 2 \sqrt{n} \sqrt{0,16}$$

$$\sqrt{n} = \frac{0,8}{0,08}$$

$$\sqrt{n} = 102$$

$$n = 100$$

By the sampling technique, the sample size of 100 respondents can already represent the student population of Majalengka University who use *Shopee e-commerce*.

In connection with the use of questionnaires in collecting research data, the sincerity of respondents in answering statements is expected so that the measuring instrument is valid and trustworthy so that it can describe the object of research that needs to be done, namely in two kinds of testing methods in the form of test of validity (*test of validity*) and *test of reliability* (reliability test), as well as data analysis used in this study, are classical assumption test, multiple linear regression analysis, determination coefficient analysis, model feasibility test, and partial hypothesis test (t). The paradigm of the relationship between variables is described as follows:

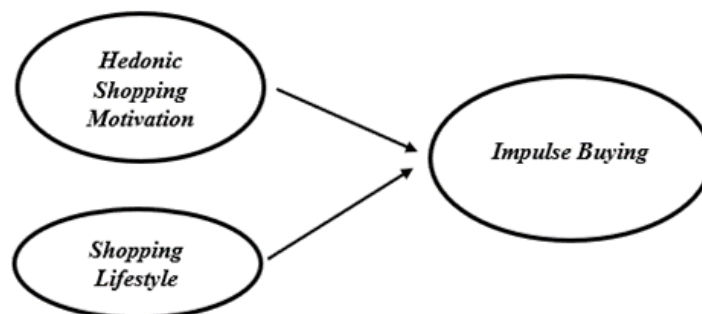


Figure 3. Research Paradigm

**Hypothesis:**

- H1 : Hedonic Shopping Motivation affects the Impulse Buying of Shopee e-commerce users  
 H2 : Shopping Lifestyle affects the Impulse Buying of e-commerce shop users

**RESULTS AND DISCUSSION**

The results of the study can be declared valid if there are similarities between the data collected and the data that occurs in the object studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. According to Sugiyono (2017: 121), valid means that the instrument can be used to measure what should be measured.

The validity test is carried out to find out whether each statement item of all variables in the questionnaire used is valid or not. The validity test in this study was carried out on 16 statements consisting of 6 statements for the *Hedonic Shopping Motivation* variable (X1), 5 statements for the *Shopping Lifestyle* variable X2), and 5 statements for the *Impulse Buying* variable (Y). The criteria used to assess the validity of each statement is if  $r_{\text{counts}} > r_{\text{table}}$  (Sugiyono, 2019). The following validity test results are presented in Table 1

Table 1. Validity Test

No	Rhitung			Rtabel ( $\alpha=5\%$ )	Information
	<i>Hedonic Shopping Motivation</i>	<i>Shopping Lifestyle</i>	<i>Impulse Buying</i>		
1	0.731	0.730	0.764	0.196	Valid
2	0.642	0.756	0.798	0.196	Valid
3	0.664	0.581	0.459	0.196	Valid
4	0.641	0.714	0.771	0.196	Valid
5	0.711	0.667	0.799	0.196	Valid
6	0.789			0,196	Valid

Source: SPSS Version 25 output, and self-processed 2021

In table 1 above, it can be concluded that all statement items used to measure the variables *Hedonic Shopping Motivation*, *Shopping Lifestyle* and *Impulse Buying* show that  $r_{\text{count}}$  for 16 (sixteen) statements is greater than  $r_{\text{table}}$  at the level of significance of 5% or (0.05) which is 0.196. So it can be concluded that all points of the statement are valid. In addition to validity tests, there are also reliability tests carried out to find out whether each statement item of all variables in the questionnaire used is reliable or not. The results of the reliable test as in Table 2 below:



**Table 2. Reliability Test Results**

No	Variable	Cronbach's Alpha	Critical Value	Information
1	<i>Impulse Buying (Y)</i>	0.845	0,60	Reliable
2	<i>Hedonic Shopping Motivation (X1)</i>	0.812	0,60	Reliable
3	<i>Shopping Lifestyle (X2)</i>	0.835	0,60	Reliable

Source: SPSS Version 25 output, and self-processed 2021

Based on Table 5, it is known that the results of *Cronbach's alpha* value with the *Hedonic Shopping Motivation* variable of 0.845; *Shopping Lifestyle* variable of 0.812; and *Impulse Buying* variable of 0.835; greater than the specified critical value of 0.60. This means that the data is worth analyzing because *Cronbach's Alpha* result is greater than the predetermined critical value.

### Classical Assumption Test

The classical assumption test aims to determine the condition of the data used in the study. This is done to obtain the right analysis model. The conditions that must be met are that the data are normally distributed, do not contain multicollinearity, autocorrelation, and heteroscedasticity. For this reason, before conducting multiple linear regression testing, it is necessary to first test classical assumptions consisting of:

### Normality Test

Imam Gozali (2013) stated that the normality test aims to test whether, in the regression model, the dependent variable and the independent variable both have a normal distribution or not. Good data that is worth using in this study is data that has a normal distribution. In this study, normality testing was carried out with the Kolmogorov-Smirnov test which was also proven by histogram and P-Plot graphs. The result is as follows:

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.45746045
Most Extreme Differences	Absolute	.033
	Positive	.033
	Negative	-.033
Test Statistic		.033
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Sumber : Output SPSS 25,2021

Based on table 3, it is known that *Asymp Sig.* In the *Kolmogorov-Smirnov One-Sample* test of  $0.200 > 0.05$  (5%), it can be said that all variables have normal distributed residual values.

### Multicollinearity Test

A good regression model should not occur a correlation between independent variables. The multicollinearity test aims to test whether the regression model found a correlation between independent variables. The results of the multicollinearity test using SPSS version 25 are as follows:

**Table 4. Multicollinearity Test Results**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Model	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	1.770	1.136		1.557	.123		
	Hedonic Shopping Motivation (X1)	.182	.088	.209	2.062	.042	.448	2.233
	Shopping Lifestyle (X2)	.593	.104	.577	5.700	.000	.448	2.233

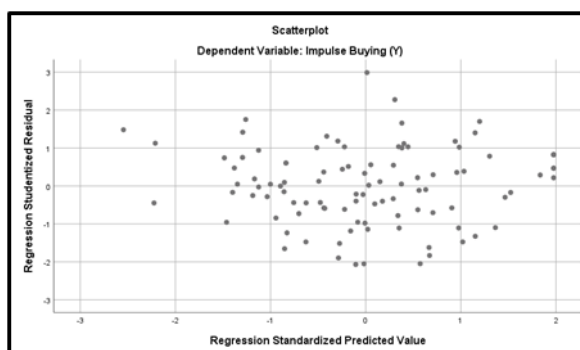
a. Dependent Variable: Impulse Buying (Y)

Sumber : Output SPSS 25,2021

Based on table 6 above, shows that the Hedonic Shopping Motivation variable has a tolerance of 0.448 where the value is  $> 0.10$  and a VIF value of 2.233 where the value is  $< 10$ , and the Shopping Lifestyle variable has a tolerance value of 0.448 where the value is  $> 0.10$  and a VIF value of 2.233 where the value is  $< 10$ . It can be concluded that there is no multicollinearity between independent variables in the regression model.

### Heteroscedasticity Test

A good regression model is one in which heteroscedasticity does not occur or homoscedasticity occurs. The heteroscedasticity test aims to test whether, in a regression model, there is an inequality of variance from the residual from one observation to another. If the variance from the residual of one observation to another observation is fixed, then it is called homoscedasticity and if it is different then it is called heteroscedasticity. The results of the heteroscedasticity statistical test obtained in this study are as follows:



**Figure 3. Heteroscedasticity Test Results**

Sumber : Output SPSS 25, 2021



Based on Figure 3, the *scatterplot* shows that the data points spread both above and below 0 on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to be used to predict *Hedonic Shopping Motivation*, *Shopping Lifestyle*, and *Impulse Buying*.

### Autocorrelation Test

The autocorrelation test aims to test whether, in the linear regression model, there is a correlation between the confounding error in period  $t$ , and the user error in table  $t-1$  (previous). If there is a correlation, then there is an autocorrelation problem. The results of autocorrelation testing are as follows:

**Table 5. Model Summary**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.745a	.555	.546	2.48267	<b>1.883</b>
a. Predictors: (Constant), Shopping Lifestyle (X2), Hedonic Shopping Motivation (X1)					
b. Dependent Variable: Impulse Buying (Y)					

Sumber : *Output SPSS 25, 2021*

Based on the results of the data analysis above, it can be known the value of  $d$  (Durbin Watson) = 1.883. To find out the  $d_U$  and  $d_L$  values of Durbin Watson's test criteria, because  $n = 100$  and  $k = 2$  (the number of independent variables, then the value of  $d_L = 1.633$  and  $d_U = 1.7152$ . Based on the basic table of autocorrelation decision-making, the equation by this study is  $d_U < d < (4 - d_U)$  where  $1.7152 < 1.883 < 2.284$ . So it can be concluded that the basis for the decision is not rejected, there is no positive or negative autocorrelation, which means it is free from autocorrelation.

### Multiple Linear Regression Analysis

This regression analysis is intended to determine whether or not there is an influence of the independent variable (*Hedonic Shopping Motivation* and *Shopping Lifestyle*) on the dependent variable (*Impulse Buying*) and whether the effect is significant or not by testing the hypothesis, namely the  $t$  test. Then the results of the multiple linear regression test The results of multiple regression analysis can be seen in Table 4. Based on Table 4, the multiple regression model equation is obtained as follows:

$$Y = 1.770 + 0.182 X_1 + 0.593 X_2 + e$$

Then the equation can be explained as follows:

1. The constant in the regression model is 1.770 and has a positive sign. This means that if all independent variables (*Hedonic Shopping Motivation* and *Shopping Lifestyle*) have a value of zero (0), then the value tied to *Impulse Buying of Shopee E-commerce Users* is 1,770.
2. The value of the Hedonic Shopping Motivation regression coefficient is 0.182 and has a positive sign, meaning that if the Hedonic Shopping Motivation variable increases by one unit (score), the Impulse Buying of Shopee E-commerce Users will increase by 0.182. And vice versa assuming other variables are fixed.



3. The value of the Shopping Lifestyle regression coefficient is 0.593 and has a positive sign. this means that if the Shopping Lifestyle variable increases by one unit (score), the Impulse Buying of Shopee E-commerce Users will increase by 0.593. And vice versa assuming other variables are fixed.
4. The residual error value ( $\epsilon$ ) means that other variables make the error in the prediction in this study against the sample data.

### Coefficient of Determination Analysis

The coefficient of determination analysis is used to determine how much the percentage of influence of *Hedonic Shopping Motivation* and *Shopping Lifestyle* on the *Impulse Buying of Shopee E-commerce Users* partially. According to Umar in Sudirno and Suparto (2019: 97) the determination formula is as follows:

$$KD = r^2 \times 100\%$$

Information:

KD : Value coefficient of determination

r : Value coefficient of determination

The results of the coefficient of determination analysis can be seen in Table 4. Based on table 4, it can be explained as follows:

- a. To find out the magnitude of the contribution of *Hedonic Shopping Motivation* to the *Impulse Buying of Shopee E-commerce Users*:

$$\begin{aligned} KD &= r^2 \times 100 \% \\ &= (0.637)^2 \times 100\% \\ &= 40,58\% \end{aligned}$$

Based on the calculations that have been done, it can be seen that the contribution of *Hedonic Shopping Motivation* affects the *Impulse Buying of Shopee e-commerce users*, which is 40.58

- b. To find out the magnitude of the contribution of *Shopping Lifestyle* influence to the *Impulse Buying of Shopee e-commerce users*:

$$\begin{aligned} KD &= r^2 \times 100 \% \\ &= (0.732)^2 \times 100\% \\ &= 53,58\% \end{aligned}$$

Based on the calculations that have been done, it can be seen that the contribution of *Shopping Lifestyle* affects the *Impulse Buying of Shopee e-commerce users*, which is 53.58%

### Model Due Diligence

Ferdinand (2014: 239), said that the F test is used to see whether the existing regression model is feasible or not. Feasible means that existing regression models can be used to explain the influence of independent variables (*Hedonic Shopping Motivation* and *Shopping Lifestyle*) on dependent (*Impulse Buying*) user *e-commerce* Shopee for Majalengka University students. The analysis is based on benchmarking through the ANOVA table.

$$F = \frac{MS \text{ Regressi}}{MS \text{ Residual}}$$

The results of the model feasibility test can be seen in Table 6 below:

Table 6. Anova

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	746.250	2	373.125	<b>60.537</b>	.000b
	Residual	597.872	97	6.164		
	Total	1344.122	99			
a. Dependent Variable: Impulse Buying (Y)						
b. Predictors: (Constant), Shopping Lifestyle (X2), Hedonic Shopping Motivation (X1)						

Sumber : *Output SPSS 25, 2021*

Table 6 shows that the calculated F value is obtained at 60,537 at a signification level of 5% with profitability value (sig) = 0.000. While the F value of the table is 3.09 which means that the F value is calculated  $60,537 > 3.09$  the F value of the table and its significance is  $0.000 < 0.05$ , it can be said that the model used in this study is feasible or fit to predict the Impulse Buying of Shopee *e-commerce* users in *Majalengka University students*.

## Hypothesis Test

### Partial Test (Test t)

The partial test (t-test) aims to determine the effect of each independent variable on the dependent variable. The decision-making criteria in this test according to Ghazali (2016: 99) is if the p value  $< 0.05$  then  $H_a$  is accepted, otherwise if *the p value  $\geq 0.05$  then  $H_a$*  is rejected. This Hypothesis Test is used to test the hypotheses of *Hedonic Shopping Motivation (X1)*, *Shopping Lifestyle (X2)*, and *Impulse Buying (Y)*. The test statistics used to calculate the t test in this study are by the formula:

$$t_{\text{calculate}} = \frac{r \sqrt{n-2}}{\sqrt{n-1}}$$

Information:

 $t_{\text{calculate}}$  = Value of t

r = Value Corelation coefficient

n = Number of samples

Based on table 4, the hypothesis test describes the partial test results for each independent variable as follows:

### The Effect of Hedonic Shopping Motivation on Impulse Buying of Shopee E-commerce Users in Majalengka University Students ( $H_1$ )

In the variable Effect of *Hedonic Shopping Motivation* obtained a calculated  $t_{\text{value}}$  of 2.062 with a positive sign with a significance level of 0.042. At free degree ( $dk$ ) =  $n - k = 100 - 2 = 98$  with a significant level of 5% the table t value of 1.98447 is obtained (for the t distribution table can be seen from the attachment). Because  $t_{\text{counts}} 2.062 > 1.98447$  and significance values of  $0.042 < 0.05$ ,  $H_0$  is rejected. This means that the Influence of *Hedonic Shopping Motivation* has a significant effect on the *Impulse Buying* of *Shopee E-commerce* Users. Thus the first hypothesis ( $H_1$ ) can be proven.

The results of the data analysis are known that *Hedonic Shopping Motivation* has a positive and significant influence on the *Impulse Buying of Shopee e-commerce users* in *Majalengka University students*. The significance here is the level of closeness of a relationship between the *Hedonic Shopping Motivation* variable and the *Impulse Buying of Shopee e-commerce users* which is based on partial test results where the *Hedonic Shopping Motivation* variable has a calculated t value greater than  $t_{\text{table}}$  and a significant probability value that is smaller than the alpha value. This means that  $H_0$  is rejected and  $H_a$  is



accepted, so the first hypothesis states that Impulse Buying can be verified. This means that the higher the *Hedonic Shopping Motivation* behavior, the higher the *Impulse Buying behavior of Shopee e-commerce users* among Majalengka University students.

It can be concluded that *Hedonic Shopping Motivation* has a positive and significant effect on the *Impulse Buying of Shopee e-commerce users* in Majalengka University students. This research is supported by the theory of Widia Sefiska Rahma and Whyosi Septrizola (2019) entitled "The Effect of *Hedonic Shopping Motivation and Shopping Lifestyle* on E-Impulse Buying of Padang State University students in *Lazada.co.id* ", it is known that the Hedonic Shopping Motivation variable has a positive and significant effect on e-impulse buying of Padang State University students in *Lazada.co.id*. The results of a study conducted by Risa Ulina Hutagalung (2020) entitled "The Effect of *Hedonic Shopping Motivation and Shopping Lifestyle* on Impulse Purchases in Matahari Department Store Plaza Medan Fair Consumers" also showed that the Hedonic Shopping Motivation variable had a positive and significant effect on the impulsive purchase variable.

### **The Effect of Shopping Lifestyle on Impulse Buying of Shopee E-commerce Users on Majalengka University Students (H<sub>2</sub>)**

In the *Shopping Lifestyle* variable, a calculated  $t_{\text{value}}$  of 5,700 with a positive sign was obtained with a significance level of 0.000. In free derajat (dk) =  $n - k = 100 - 2 = 98$  with a significance of 5% the value of  $t_{\text{table}}$  is 1.98447 (for the distribution table  $t$  can be seen from the appendix). Because  $t_{\text{counts}} 5.700 > 1.98447$  and significance values of  $0.000 < 0.05$ ,  $H_0$  is rejected. This means that *Shopping Lifestyle* has a significant effect on the *Impulse Buying of Shopee E-commerce Users*. Thus the second hypothesis (H<sub>2</sub>) can be proven.

The results of data analysis are known that *Shopping Lifestyle* has a positive and significant influence on the *Impulse Buying of Shopee e-commerce users* in Majalengka University students. The significance here is the level of closeness of a relationship between the Shopping Lifestyle variable to the Impulse Buying of Shopee e-commerce users which is based on partial test results where the Shopping Lifestyle variable has a calculated  $t$  value greater than  $t_{\text{table}}$  and a significant probability value that is smaller than the alpha value. This means  $H_0$  is rejected and  $H_a$  is accepted, so the first hypothesis states that *impulse buying of Shopee e-commerce users* can be verified. This means that the higher the *Shopping Lifestyle* behavior, the higher the *Impulse Buying behavior of Shopee e-commerce users* among Majalengka University students.

It can be concluded that *Shopping Lifestyle* has a positive and significant effect on the *Impulse Buying of Shopee e-commerce users* in Majalengka University students. This research is supported by Reni Suci Wahyuni and Harini Abrilia Setyawati with the title "The Effect of *Sales Promotion, Hedonic Shopping Motivation, and Shopping Lifestyle* on Impulse Buying on Shopee E-Commerce" which shows that Shopping Lifestyle variables have a positive and significant effect on Impulse Buying. The results of research conducted by Nur Ratnasari (2020) entitled "The Influence of *Shopping Lifestyle and Fashion Involvement* on Impulse Buying (Case Study of Hijab Purchases in Students of the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar)" showed the same results that the *Shopping Lifestyle* variable had a positive and significant effect on *Impulse Buying*.

## **CONCLUSIONS AND IMPLICATIONS**

### **Conclusion**

Based on the results of data analysis and discussion in the previous chapters regarding *Hedonic Shopping Motivation* and *Shopping Lifestyle* on *Impulse Buying of Shopee E-commerce Users* at Majalengka University Students, several conclusions can be drawn as follows:



1. *Hedonic Shopping Motivation* has a positive and significant effect on the *Impulse Buying of Shopee e-commerce users*. This means that the higher the *Hedonic Shopping Motivation*, the higher the *Impulse Buying rate of Shopee e-commerce users*.
2. *The shopping Lifestyle* has a positive and significant effect on the *Impulse Buying of Shopee e-commerce users*. This means that the higher the *Shopping Lifestyle*, the higher the *Impulse Buying rate of Shopee e-commerce users*.

### Implication

Based on the results of research and discussions that have been carried out, researchers provide suggestions that are expected to provide benefits and can be used as consideration for interested parties, namely:

1. *Hedonic Shopping Motivation* has a positive and significant effect on *Impulse Buying*. Therefore, researchers suggest that to increase *Hedonic Shopping Motivation*, Shopee must make consumers feel new experiences when visiting Shopee e-commerce websites *by making the atmosphere of choice features different from other e-commerce*, besides that consumers feel like they are exploring a new world when visiting. This makes consumers will do *Impulse Buying*.
2. *Shopping Lifestyle* has a positive and significant effect on *Impulse Buying*. Therefore, researchers suggest increasing *Shopping Lifestyle*, Shopee provides products with various *brands from local brands and outside brands so that buyers can adjust their needs, provide offers through advertisements on all social media, provide more latest model clothes, provide fashion products from famous brands more updates*. This will make consumers will do *Impulse Buying*.
3. In this study, researchers only examined the effect of *Hedonic Shopping Motivation* and *Shopping Lifestyle* on *Impulse Buying*. Therefore, it is recommended for future researchers to add independent variables that are different from those used in this study such as *band image, fashion involvement, price discount*, and others that affect *impulse buying*. As well as using research objects that are broader and different from the previous research objects.

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