

IMPULSIVE BUYING DIAGNOSIS AND TRIGGER FACTORS FOR ONLINE SHOPPING IN THE NEW NORMAL ERA

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Article Information	Abstract
<p>Article History: Received: September 2022 Accepted: September 2022 Published: September 2022</p> <p>Keywords: <i>Website Quality, Social Influence, Shopping Enjoyment, Flash Sale, Impulsive Buying Online</i></p>	<p>Changes in consumer behavior after Covid-19 and the new normal era in shopping are increasingly interesting to be discussed in depth by various academic researchers. The increase in impulsive buying that occurs in one period, especially online shopping is very good economically because it shows the high demand and supply will have an impact on the economy of a country. This study applies quantitative research to finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. The primary data collection technique was assisted by an online google form with a simple random sampling technique with a sample size of 150 respondents. Statistical analysis used to test the hypothesis significantly uses the SmartPLS for students' application which includes testing the quality of the measurement model and testing hypotheses. It can be concluded that this study meets the requirements of construct reliability and validity, this is because all variables have Cronbach's alpha values and composite reliability values above 0.70 so they are declared reliable. The findings of this study indicate that website quality, flash sales, and shopping enjoyment are significant for impulsive buying online, and social influence is not significant for impulsive buying online. Meanwhile, the factors that trigger online shopping experienced by respondents of online shopping research have become a lifestyle, have become a necessity of today's life.</p>

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1. Introduction

Changes in consumer behavior after Covid-19 and the new normal era in shopping are increasingly interesting to be discussed in depth by various academic researchers. This is shown by the increasing number of literature that examine them (Yuniarti et al., 2021) the findings show that impulsive buying of Harbolnas leads to a desire to show one's identity. According to (Miranda, 2016) the phenomenon of impulsive buying does not only occur in Indonesia but in other countries. Meanwhile, according to impulsive buying (Wibisono & Fachira, 2021) is an unplanned purchase decision only based on impulses. According to (Zhao et al., 2021) in his research website stimulation supports information technology that supports impulsive buying. The phenomenon of impulsive buying does not only occur in online shopping according to (Pradhan, 2018) that most supermarket visitors do not have a plan in shopping.

The increase in impulsive buying that occurs in one period, especially online shopping is very good economically because it shows the high demand and supply will have an impact on the economy of a country. According to (Rakhmawati et al., 2021) During the COVID-19 pandemic, Indonesian people simply use e-commerce. This can also be seen from the development of e-commerce transactions in Indonesia from 2018 to 2021, touching the figure of IDR 403 trillion (Rizaty, 2021). According to (Aragoncillo & Orús, 2018) Traditionally, impulse buying has an important influence on consumer behavior. However, the growth of the internet and social networks can trigger a change in behavior patterns towards a more planned and rational buying process. This means that the phenomenon of impulse buying is getting wider because it does not always have to be interpreted as an unplanned purchase but a more planned and rational purchase. This difference of opinion according to (Bhakat & Muruganatham, 2013) that consumers' planned impulse purchases are partly only certain products.

According to (Karim et al., 2021) The results of the study show that the stimulus website has no relationship to increasing impulsive buying behavior online, while the stimulus website, marketing stimulus, and

product variations affect perceived enjoyment.. According to (Waani & Alfa Tumbuan, 2015) that store displays affect impulsive buying. Meanwhile, according to (Tielung & Bukidz, 2014) states that social influence has a good effect on impulsive buying online. A study is expected to have theoretical strength that is supported by relevant findings, so what is of interest to the researcher is to conduct a diagnosis of impulsive buying and triggering factors empirically. This is to find out the significant factors in the occurrence of impulsive buying online shopping in the new normal era.

The importance of exploring research as a form of research development in the hope of finding new findings at different times in the new normal era regarding the occurrence of impulsive buying, especially in online shopping. Through this research, it is also expected to be able to find important information that can be used as a strong foothold by the community in doing online shopping in the future depending on the community in online shopping. According to (Atrisia & Hendrayati, 2021) One of the factors that attract attention to the occurrence of impulsive buying, especially in online shopping, is flash sales. According to (Wibowo, 2015) business pressure that leads to electronic media causes people to be more accustomed to using the internet network.

Website quality in business practice is closely related to the characteristics of the website itself. Accord to (Jundrio & Keni, 2020) website quality is related to the overall consumer perception of the performance of the website when it is run. Accord to (Kuan et al., 2008) *website quality is a broader concept that includes its uses*. Accord to (Octavia & Tamerlane, 2017) polish the definition of website quality to be more attractive as the overall advantage of a website in conveying a message addressed to the viewer. So, indicators that are in accordance with this research include the quality of website information, the system used in the website, website interaction and services and website usability (Prayogo & Sutisna, 2018).

Social influence is one of the important factors that can affect impulsive buying online or offline. The decision of a consumer to do impulsive buying online contains changes,

attitudes, and individual opinions after interacting with other individuals or other groups (Anggraeni, 2020). Accord to (San et al., 2014) that social influence occurs when individuals change their interest in products as a result of information induction by people or groups. So, indicators that are in accordance with this study include social influence, namely consumer actions (intentions), normative beliefs, other consumer encouragement and the surrounding environment (Haryono et al., 2015).

In the world of e-commerce, flash sale activities are routines that are carried out as promotional event to attract the attention of consumers by providing offers or discounts for a short or certain time (Atrisia & Hendrayati, 2021); (Janah, 2022; Rofiuddin, 2022). Study (Aqmarina & Wahyuni, 2019) Flash sale is a system implemented by e-commerce by providing special offers with a limited period to encourage customers to buy products. So, the indicators of flash sales are price spontaneity, the price of the main product, containing discounts, and promo intensity (Darwipat et al., 2020).

The meaning of shopping enjoyment or better known as shopping enjoyment is a reflection of individual personality traits linking the shopping process with pleasure (Aqmarina & Wahyuni, 2019). Study (Darmaningrum & Sukaatmadja, 2019) shopping enjoyment can be interpreted as a shopping experience that is created for fun and not for the shopping activity. Amid post-covid-19, this has become a common occurrence for impulsive buying of e-commerce. So, indicators of shopping enjoyment include offline shopping making time, online shopping fun, and online shopping taking time (Rachman, 2018).

Impulsive buying e-commerce is an interesting rumor to discuss, this is because impulsive buying has been interpreted as an unplanned purchase and a planned purchase from a consumer (Yuniarti et al., 2021). Impulsive buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted (Miranda, 2016). (Aragoncillo & Orús, 2018) Impulsive buying is defined as purchases that are not planned before entering the store but are caused by promotional stimuli. So, the indicators of impulsive buying online are main/special product offers, habits/without

thinking and accepting the consequences of shopping (Edy & Haryanti, 2018).

Impulsive buying online is a buying activity made online by prospective consumers against one of the marketplaces on the internet (Syastra & Wangdra, 2018). Impulse buying online is influenced by website quality (Utari & Wijayanti, 2021). Website quality also affects shopping enjoyment (Yogyakarta, 2019). Social influence also affects shopping enjoyment (Permana & Parasari, 2019). (Rachmawati, 2014). Flash sale also affects shopping enjoyment (Vannisa et al., 2020). Flash sale also affects impulsive buying online (Zakiyyah, 2018a).

2. Research Method

This study applies quantitative research aimed at finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Makasar, 2019). The population in this study are people who live in Labuhanbatu Regency and its surroundings. The sample used refers to the number of indicators as a measuring tool is $17 \times 10 = 170$ respondents (Alwi, 2012). From the distribution of questionnaires to respondents who responded and gave proper answers, there were 150 respondents. The primary data collection technique was assisted by an online google form with a simple random sampling technique. Statistical analysis used to test the hypothesis significantly uses the SmartPLS 3.0 application and software which includes testing the quality of the measurement model and testing the hypothesis (Tam et al., 2019).

3. Results and Discussion

Research Result

This section will describe descriptively the factors that trigger online shopping experienced by respondents based on the distribution of questionnaires. The following is descriptive data that is summarized in simple terms by respondents' answers that trigger online shopping, including:

a) Description of Online Shopping Intensity



Figure 1. Respondents' Online Shopping Intensity

Source: Processed Data, 2022.

Based on Figure 1. It can be seen that the distribution of data from this study proves that the factors that trigger online shopping in terms of the intensity of online shopping, the highest answer is that respondents do online shopping 2 times a month as many as 57 people or 38.0%. According to (Danuza & Herieningsih, 2018) the intensity of accessing the online shop is significant for the occurrence of impulsive buying online.

b) Description of the Reasons for Online Shopping



Figure 2. Respondents' Reasons for Online Shopping

Source: Processed Data, 2022.

Based on Figure 2. it can be seen that the distribution of data from this study proves that the factors that trigger online shopping in terms of the reasons for online shopping are the highest respondents who answer lifestyle respondents as many as 52 people or 34.7%.

According to (Lestari, 2016) that the respondent's understanding of online shopping so that through this understanding the knowledge or online shopping experience they experience creates a tendency or in other words leads to today's lifestyle.

c) Favorite Marketplace Description

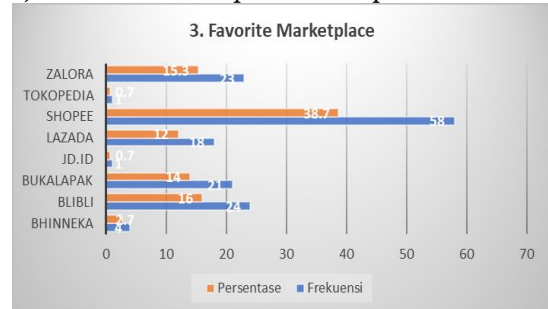


Figure 3. Respondents' Reasons for Online Shopping

Source: Processed Data, 2022.

Based on Figure 3. it can be seen that the distribution of data from this study proves that the factors that trigger online shopping in terms of favorite online marketplaces are the highest respondents who answer Shopee respondents as many as 58 people or 38.7% who are residents of the Labuhanbatu Regency. According to (Junaedi, 2020) stated that the Shopee marketplace would be the most superior in Indonesia in 2021 compared to the Tokopedia, Bukalapak, Lazada and Blibli marketplaces .

Smart-PLS Test Results

From the results of the loading factor model in Figure 4, it can be seen that the research indicator/variable as a construct has a cross loading value greater than 0.70 so it can be concluded that the loading factor model meets the requirements.



Figure 4. Loading Factor Model
Source: Processed Data, 2022.

Meanwhile, to support the consistency and accuracy of the instrument in measuring constructs, based on the results obtained from the Smart-PLS model, it is known that the value of Cronbach's alpha variable website quality is 0.974, social influence is 0.946, a flash sale is 0.920, shopping enjoyment is 0.860 and impulsive buying online is 0.841. While the composite reliability value of the website quality variable is 0.981, social influence is 0.961, a flash sale is 0.943, shopping enjoyment is 0.915 and impulsive buying online is 0.926. So it can be concluded that this study meets the requirements of construct reliability and validity, this is because all variables have Cronbach's alpha values and composite reliability values above 0.70 so they are declared reliable.

Hypothesis test

Based on the results of bootstrapping calculations on the Smart-PLS software, a model like a Figure 6 is obtained below:

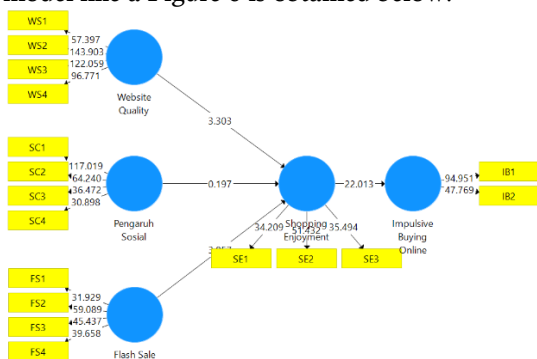


Figure 6. Loading Factor Model
Source: Processed Data, 2022.

From the picture above, based on the results of bootstrapping, it is known that the path coefficients in the model can be seen as follows:

Table 1. Path Coefficients

Hypothesis	T Statistics	P Values	Description
Website Quality -> Shopping Enjoyment	3.303	0.001	Accepted
Pengaruh Sosial -> Shopping Enjoyment	0.197	0.844	Rejected

Hypothesis	T Statistics	P Values	Description
Flash Sale -> Shopping Enjoyment	3.857	0.000	Accepted
Shopping Enjoyment -> Impulsive Buying Online	22.013	0.000	Accepted

Source: Smart-PLS output, 2022.

Discussion

Furthermore, after testing the hypothesis, it is necessary to conduct a discussion based on the results of hypothesis testing which will be described as follows:

- H₁: website quality is significant for shopping enjoyment, this can be seen from the t-statistic value of 3.303 which is greater than 1.96 with a significance level of 0.001 less than 0.05. Thus the results of testing the first hypothesis are accepted. This further confirms that the quality marketplace website contains works and information rich in features that make it easier for users to surf the marketplace looking for product information which in the end the website supports the enjoyment of shopping by consumers. According to (Kemala Dewi & Rachmawati, 2020) website quality has a very strong influence on creating impulsive buying, before impulsive buying occurs, it indicates that there is the pleasure felt by customers after using the marketplace website.
- H₂: social influence is not significant on shopping enjoyment, this can be seen from the t-statistic value of 0.197 which is smaller than the value of 1.96 with a significance level of 0.844 which is greater than 0.05. Thus the results of testing the second hypothesis are rejected. This further confirms that social influence is not effective enough to prove its effect on shopping enjoyment. The reason that is quite logical in explaining the results of the rejection is that the negative respondents' answers are quite high. In addition, social influence cannot be used as an indicator or dimension because a consumer's decision to do shopping enjoyment contains changes, attitudes, and individual opinions after interacting with other individuals or other groups

- (Anggraeni, 2020).
- 3) H₃: flash sale is significant on shopping enjoyment, this can be seen from the t-statistic value of 3.857 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the third hypothesis are accepted. Interestingly, flash sales in measuring the level of shopping enjoyment in this study are in line with (Zakiyyah, 2018b) a flash sale can be an indicator of impulsive buying and it is in these conditions that a consumer enjoys shopping in the marketplace. Study (Aqmarina & Wahyuni, 2019) flash sale is a system implemented by e-commerce by providing special offers with a limited period to encourage customers to buy products.
 - 4) H₄: shopping enjoyment is significant for impulsive buying online, this can be seen from the t-statistic value of 22,013 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the fourth hypothesis are accepted. The occurrence of shopping enjoyment when a customer visits a marketplace website further strengthens impulsive buying more often. According to (Darmaningrum & Sukaatmadja, 2019) shopping enjoyment can be interpreted as a shopping experience that is created for fun and not for the shopping activity. Meanwhile, impulsive buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted (Miranda, 2016). So, the pleasure of spending big capital occurs in impulsive buying itself.

4. Conclusions

This study succeeded in diagnosing several indicators/variables that resulted in shopping enjoyment in a marketplace, which were driven by website quality and flash sales. However, social influence is not strong enough to affect the occurrence of shopping enjoyment. While the factors that trigger online shopping experienced by respondents of online shopping research have become a lifestyle, have become a necessity of today's life, and are personal initiatives. These three things are the triggers for impulsive buying online. Finally, from this

research, it is known that the highest favorite shopping marketplace for the people of Labuhanbatu Regency is Shopee. This is because the Shopee marketplace community is familiar with and aggressively advertises using well-known brand ambassadors.

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