



The effects of live streaming shopping and hedonic shopping motivation on impulsive buying in users of the Shopee application in Mataram city

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INFO ARTIKEL

Abstract

Keywords:

*Live Streaming Shopping,
Hedonic Shopping
Motivation, Impulsive Buying*

This study aims to determine the effects of live streaming shopping and hedonic shopping motivation on impulsive buying in users of the Shopee application in Mataram city. The type of research used was descriptive quantitative with causal associative nature. The population in this study were consumers who have purchased on the Shopee application in Mataram city. The number of samples taken was 100 people. The sampling technique used in this research was purposive sampling technique. The data were collected through an online survey and analyzed using multiple linear regression analysis through the SPSS version 25 program. The results showed that live streaming shopping and hedonic shopping motivation have a positive and significant influence on impulsive buying.

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Introduction

E-Commerce is business activities with the aim of taking profits such as sales, purchases, services, information and trade through intermediaries, namely through an internet network (Romindo et al., 2019:). With the existence of e-commerce, it is able to change marketing patterns for the process of buying and selling goods and services by not having to meet face-to-face but through online media. In 2017 it reached 139 million users and this year it increased to 212.2 million. Then the e-commerce penetration rate in 2023 is projected to reach 75.3% of the

total selected market population. This increase can change the way consumers purchase products. Consumer needs will increase if the consumer's income also increases, this makes the increasing desire of consumers to shop and can satisfy the emotional in themselves (Gumilang and Nurcahya, 2016). This emotional satisfying behavior is a shift in consumer behavior in making unplanned purchases or impulse purchases (Utami, 2010).

Unplanned purchases or impulse purchases are purchases that are not reflective, not expected so that they occur spontaneously based on desires that arise suddenly (Gasiorowska, 2011). In this study, a study was conducted on Shopee e-commerce in Mataram City which was used as the object of research. Shopee is an online shopping site that offers a wide variety of products ranging from electronics, household appliances, sports, accessories to fashion. Shopee is the e-commerce with the highest number of site visits in Indonesia in the first quarter of 2023. During the January-March period this year, Shopee's website received an average of 157.9 million visits per month, far surpassing its competitors.

Based on the results of this data, it proves that there is competition on the e-commerce platform so that the need for a competitive strategy from shopee is very important. Along with the high level of competition, each platform is competing to provide services that are able to attract consumers to buy products, even one of which encourages consumers to make unplanned purchases or impulse purchases (Ittaqullah et al 2020).

The features found on Shopee are an alternative solution for business actors in building consumer trust, one of the features found on Shopee is live streaming. Live streaming or live broadcast is a media development that involves real-time interaction (Cai & Wohn, 2019). Impulse buying in live streaming commerce has the highest relevance, as the findings can improve buyers' knowledge, attitudes and behavior, thereby improving their business operations in live streaming commerce (Suhyar & Pratminingsih).

Based on the phenomena that have been described and also supported by various theoretical studies from previous research, it can be found an interesting thing that live streaming shopping and hedonic shopping motivation will certainly greatly affect consumer consumptive behavior, which in turn will also appear in many kinds of unplanned consumer purchases or impulse purchases. In this case, the researcher considers that there is a need for research related to "The Effect of Live Streaming Shopping and Hedonic Shopping Motivation on Impulse Purchases for Shopee Application Users in Mataram City".

LITERATURE REVIEW

Impulse Buying

Sinaga, et al (2012) define impulse buying as "buying actions that were not previously recognized consciously as a result of a consideration or buying intention formed before entering the store". Mowen and Minor (2008, in Fani Zayusman et al, 2019) state that Impulsive buying is an act of buying that is carried out without having previous problems or intentions in a sudden urge to buy goods that he cannot resist.

Live Streaming Shopping

Live streaming shopping is defined as the delivery of e-commerce transactions through a real-time streaming platform, which creates a virtual space with highly interactive opportunities for streamers and consumers (Wang et al., 2022). Live streaming is a developmental media arc that involves real-time interaction arc (Cai & Wohn, 2018). Live streaming commerce is characterized as a

subset of e-commerce that incorporates real-time social interaction, a characteristic that is exclusive to live streaming.

Hedonic Shopping Motivation

Hedonic motivations are motivations that arise from psychological needs such as satisfaction, rewards, feelings and other subjective feelings. These needs arise to meet social and aesthetic needs and are also referred to as emotional motives (Sumarwan, 2014: 25). According to Kaczmarek (2017), hedonic motivation is the willingness to initiate behavior that increases positive experiences (pleasant or good experiences). Consumers buy and consume products not only for their functional value, but also for their social and emotional value (Setiadi, 2013: 36).

HYPOTHESIS

H1 : It is suspected that live streaming shopping affects impulse purchases on shopee application users. the more interesting the live streaming, the higher the impulse purchases made by consumers.

H2 : It is suspected that hedonic shopping motivation affects impulse purchases on shopee application users. the higher the hedonic shopping motivation, the greater the opportunity for consumers to make impulse purchases.

RESEARCH METHODS

This type of research is quantitative research with a causal associative approach. Causal associative research is research that aims to determine the cause and effect between two or more variables developed in management (Ferdinand, 2014). This study explains the relationship between independent and dependent variables that influence and are influenced by each other.

RESULTS AND DISCUSSION

Classic Assumption Test Results

TABEL 1
RESULT NORMALITAS KOLMOGOROV SMIRNOV TEST
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.19207872
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

From Table 1, it is known that the significance value obtained from the OneSample Kolmogorov-Smirnov test is 0.200, which means this value is greater than 0.05. Thus, it indicates that in the regression model, the residual variable is normally distributed.

TABEL 2
Test Multikolinieritas Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.697	1.481		3.172	.002		
	Live Streaming Shopping	.431	.077	.467	5.619	.000	.336	2.972
	Motivasi Belanja Hedonis	.274	.050	.457	5.502	.000	.336	2.972

a. Dependent Variable: Pembelian Impulsif

Based on the data above, it can be seen that the tolerance value > 0.10 and the VIF value obtained are < 10.00. So it can be concluded that the regression model of the effect of Live Streaming Shopping and Hedonic Shopping Motivation on impulse buying in the Shopee application does not occur multicollinearity problems.

TABEL 3
Test Result Heteroskedastisitas
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.733	.889		4.197	.000
	Live Streaming Shopping	-.023	.046	-.085	-4.91	.624
	Motivasi Belanja Hedonis	-.014	.030	-.078	-4.54	.651

a. Dependent Variable: Abs_Res

From the results of the table above, it can be seen that the results of the Glejser test have a significance value of all variables having a confidence level > 0.05 so it can be concluded that there is no heteroscedasticity problem.

TABEL 4
Multiple Linear Regression Analysis Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.697	1.481		3.172	.002
	Live Streaming Shopping	.431	.077	.467	5.619	.000
	Motivasi Belanja Hedonis	.274	.050	.457	5.502	.000

a. Dependent Variable: Pembelian Impulsif

Based on these calculations, the multiple linear regression equation can be made as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad Y = 4.697 + 0,431X_1 + 0,274X_2 + e$$

From the above equation can be analyzed as follows:

1. The constant value in the equation is 4,697. This means that when the Live Streaming Shopping and Hedonic Shopping Motivation variables are considered constant, the value of impulse purchases on the Shopee application is 4,697.

2. b1 (regression coefficient value x1) is 0.431. This means that for every 100% increase in the Live Streaming Shopping variable, it will affect impulse purchases by 4.31%, assuming that other variables are considered constant or do not change.
3. b2 (x2 regression coefficient value) of 0.274. This means that for every 100% increase in the Hedonic Shopping Motivation variable, it will affect impulse purchases by 2.74%, assuming other variables are considered fixed or unchanged.

HYPOTHESIS TEST F TEST

**TABEL 5
F TEST RESULT
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3469.013	2	1734.506	166.788	.000 ^b
	Residual	1008.747	97	10.399		
	Total	4477.760	99			

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Motivasi Belanja Hedonis, Live Streaming Shopping

Based on Table 5 the Fcount value is 166.788 with a significance of 0.000. The Fcount obtained from the data above is $166.788 > 3.09$ and a significance value of $0.000 < 0.05$. The test results can be concluded that the hypothesis is accepted, which means that the Live Streaming Shopping variable and Hedonic Shopping Motivation affect Impulse Buying.

Test T

**Tabel 6
Result Test T
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.697	1.481		3.172	.002
	Live Streaming Shopping	.431	.077	.467	5.619	.000
	Motivasi Belanja Hedonis	.274	.050	.457	5.502	.000

a. Dependent Variable: Pembelian Impulsif

$$\begin{aligned}
 t_{\text{tabel}} &= (\alpha/2 ; n-k-1 = t) \\
 &= (0,05/2 ; 100-2-1) \\
 &= (0,025 ; 97) \\
 &= 1,98472
 \end{aligned}$$

Based on these calculations can be explained as follows:

- 1) The influence of Live Streaming Shopping variables on Impulse Purchases

The test results of Live Streaming Shopping on impulse purchases obtained a significance value of $0.000 < 0.05$ and a tcount value of $5.619 > 1.984$. This shows that there is a positive and significant influence between the Live Streaming Shopping variable on impulse purchases in the Shopee application. Based on the test results, it can be concluded that the hypothesis that Live Streaming Shopping has an effect on Impulse Buying can be accepted.

2) The Effect of Hedonic Shopping Motivation Variables on Impulse Purchases

The results of testing Hedonic Shopping Motivation on impulse purchases obtained a significance value of $0.000 < 0.05$ and a tcount value of $5,502 > 1.98472$. This shows that there is a positive and significant influence between the Hedonic Shopping Motivation variable on impulse purchases on the Shopee application. Based on the test results, it can be concluded that the hypothesis stating that Hedonic Shopping Motivation affects Impulse Buying can be accepted.

1. Coefficient of Determination (R²) and Adjusted R²

The coefficient of determination is used to describe the model's ability to explain how the influence of the independent variable affects the dependent variable. According to (Ghozali, 2016) The coefficient of determination can also be calculated with Adjusted R² can increase or decrease if an independent variable is added to the model. The following data is the result of the calculation of the Coefficient of Determination Test (R²) and Adjusted R

TABEL 7
Results of the Coefficient of Determination (R²) and Adjusted R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.770	3.225

a. Predictors: (Constant), Motivasi Belanja Hedonis, Live Streaming Shopping

1. Based on the calculations in table 7 it can be seen that the coefficient of determination (R) value is found in the Adjusted R Square value of 0.770. This means that the ability of the independent variable to explain the dependent variable is 77%, the remaining 23% is explained by other variables not explained in this study.
2. Based on the calculations in table 4.12, it can be seen that the coefficient of determination (R²) is 0.775 or 77.5%. This means that the influence of the independent variable on the dependent variable is 0.775 or 77.5%.

Discussion of Research

Results Based on the results of the research conducted on the variables in this study, several findings can be explained as follows:

The Effect of Live Streaming Shopping on Impulse Purchases on the Shopee Application

The findings of this study reveal that live streaming shopping has a positive and significant effect on impulse purchases. This means that live streaming shopping causes impulse purchases by consumers when shopping for Shopee application products. This research is in line with research conducted by Fitryani et al., (2021) which states that live streaming shopping has a significant effect on impulse

purchases. This statement is also supported by research conducted by Stefani (2022) which states that live streaming shopping has a significant influence on impulse purchases. In this study, it shows that live streaming shopping is able to overcome the problems experienced by consumers in making purchases so that the desire to shop from consumers increases and ultimately makes impulse purchases. This is in line with the dominant indicator in this study, which is that streamers (broadcasters) know a lot about the products they promote on the Shopee application so that this can convince consumers of the products they will buy. The developments experienced at this time can be beneficial for online business actors, especially those in the Shopee application, which in the Shopee application greatly influences the interaction of sellers and buyers because the live streaming that is carried out can be seen and watched randomly by all Shopee application users.

The Effect of Hedonic Shopping Motivation on Impulse Purchases in the Shopee Application

The findings of this study reveal that hedonic shopping motivation has a positive and significant effect on impulse buying. This means that the higher the hedonic shopping motivation, the higher the impulsive purchases made by consumers when shopping for shopee application products. This research is in line with research conducted by Mustika et al., (2023) which states that hedonic shopping motivation has a positive and significant effect on impulse purchases. In this study, there is a significant influence given by the hedonic shopping motivation variable where shopping in the Shopee application is an exciting thing for consumers so that it can conclude impulse purchases and it is possible that these consumers can influence their friends or environment to make purchases of the Shopee application. This action is also supported by the increasing ease of TikTok application users in sharing posts with each other.

Closing Conclusion

This study was conducted with the aim of knowing the effect of Live Streaming Shopping and Hedonic Shopping Motivation on Impulse Buying in the Shopee application. Based on the research that has been done, the following conclusions are obtained:

1. Live Streaming Shopping has a positive and significant influence on impulse purchases on the Shopee application. This means that the higher the live streaming shopping for a product, it also has an impact on increasing impulse purchases on the Shopee application.
2. Hedonic Shopping Motivation has a positive and significant influence on impulse purchases on the Shopee application. This means that the higher the hedonic shopping motivation that consumers have, this also has an impact on increasing impulse purchases on the Shopee application.

Research Limitations and Suggestions Research Limitations

This research has been attempted and carried out in accordance with scientific procedures, however, it has the following limitations:

1. The number of respondents is still insufficient to represent potential customers on the Shopee application in Mataram City so that the scope of the research is quite narrow, causing the research results to be less generalizable.
2. There are limitations to research using questionnaires, namely that sometimes the answers given by the respondents do not show the actual

situation. This happens because each respondent has their own perceptions, assumptions and understanding.

3. The lack of understanding of the respondents regarding the scale used also greatly influences the answers given by the respondents.

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