

# The Driving Factors for Online Impulse Buying on Shopee Marketplace at The Faculty of Islamic Economics and Business

1<sup>st</sup> Abdul Malik<sup>1</sup>, 2<sup>nd</sup> M. Yunus<sup>2</sup>, 3<sup>rd</sup> Rafidah Rafidah<sup>3</sup>, 4<sup>th</sup> Nurfitri Martaliah<sup>4</sup>, 5<sup>th</sup> Sri Rahma<sup>5</sup>,  
6<sup>th</sup> Nadia Febrianti Zakaria<sup>6</sup>, 7<sup>th</sup> Ranti Eka Safitri<sup>7</sup>  
{ amalik@uinjambi.ac.id<sup>1</sup>, myunus@uinjambi.ac.id<sup>2</sup>, rafidah\_era@uinjambi.ac.id<sup>3</sup>,  
nmartaliah@uinjambi.ac.id<sup>4</sup>, srirahma@uinjambi.ac.id<sup>5</sup>, nadyafebriantizakaria@gmail.com<sup>6</sup>,  
rantiekasaputri01@gmail.com<sup>7</sup> }

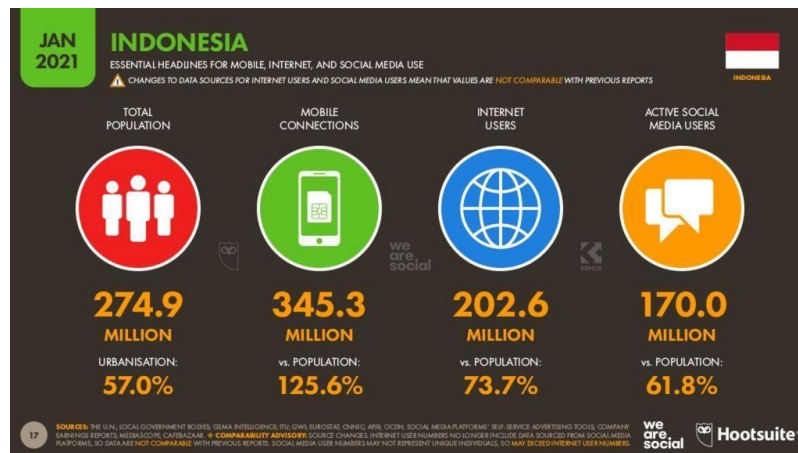
UIN Sultan Thaha Saifuddin Jambi<sup>1, 2, 3, 4, 5, 6, 7</sup>

**Abstract.** The purpose of this research is to find out the influence of gender, internet addiction, promotion, matrealism nature, and motivation of hedonistic shopping towards online impulse buying on shopee marketplace among students Islamic Economic and Business Faculty of UIN Jambi. The analysis unit of this study is a student of the Faculty of Islamic Economics and Business UIN Jambi with a non-curriple population and a sample of 97 people. The analysis method in this study is quantitative method because this research accommodates the form of numbers and statistical processing. Based on the results of research that has been done, obtained data from a number of five independent variables used, there are two variables that have no significant effect on online impulse buying, namely gender variables and internet addiction, while the other three variables namely promotion, matrealism and motivational shopping hedonists have a positive and significant effect on online impulse buying.

**Keywords:** Gender, Internet Addiction, Promotion, Matrealism, Hedonistic Shopping Motivation And Impulse Buying Online Factors.

## 1 Introduction

Nowadays, The transition to an all-digital era as we can feel today, has encouraged an increase in the number of internet users in Indonesia. Evidently, based on data compiled from the We Are Social report, it is known that in early 2021 internet users in Indonesia reached 202.6 million people. If it is accumulated from 274.9 million people in the total population of Indonesia, this means that 73.7% of the total population in Indonesia has access to the internet.



**Fig. 1.** Internet Users in Indonesia.

The internet is considered to be able to help make it easier for humans to explore various information around the world, the convenience obtained makes internet users increase every year. This fact is also a breath of fresh air for the business world. The high number of internet users in Indonesia has become a promising market potential for the business world, especially online-based businesses, where nowadays it has become a desire and demand for every modern human being for more practical and efficient transactions.

Based on data compiled by Analytic Data Advertising (ADA), since March 2020 online buying and selling activities have increased by 400%. In addition, in March 2020 there were as many as 98.3 million purchase transactions through e-commerce that were successfully recorded by Bank Indonesia (BI). One of the most popular platforms for electronic commerce or "e-commerce" today is known as a marketplace. Currently there are so many marketplaces with a high number of users in Indonesia. Among them, the most popular is shopee in the first highest rank with 71.5 million visitors in July 2020.

All forms of convenience offered by advances in information technology, from the existence of internet connections to the emergence of smartphones, and various online shopping platforms do not necessarily bring positive winds. On the other hand, the fact is that the various conveniences felt by the community from the advancement of the technological world have led to negative impacts, one of which is in terms of consumption behavior that is no longer in accordance with economic principles. Sometimes consumers make these online transactions without any prior plans or what is known as impulse buying. This fact is in line with Susanta's opinion which states that the majority of Indonesian consumers have an unplanned character[1].

Impulse buying is defined as an act of buying without prior planning, and carried out with little or no consideration, where emotions and irresistible urges have an important role in this purchase which ultimately encourages consumers to buy. This indicates that impulse buying will tend to lead to a consumptive nature which ultimately makes impulsive buyers more extravagant than usual. Actions like this are clearly not in line with Islamic teachings regarding consumption behavior, according to the word of Allah in Q.S Isra' (26):

"...and give to close families their dues, to the poor and those who are on the way and do not squander (your wealth) extravagantly." (Al-Qur'an Surah Isra':26)

The urge to make impulse purchases does not only occur in transactions made offline. However, it can also occur in online buying and selling transactions. This is in accordance with the opinion expressed by Rook and Fisher who explain that the opportunity to make impulse purchases online is very potential [2]. Online impulse buying is influenced by several factors. Based on Miranda's research results found 2 main factors that encourage the emergence of impulse buying on consumers, namely factors that come from within (internal) and from outside (external). Internal factors that come from within the individual buyer itself, where one of them is influenced by the gender factor[1]. Based on the results of Chandra's research, it was found that there was a significant influence between gender variables on online impulse buying, where men were more often found doing online impulse buying than women [3]. Then another internal factor that also affects online impulse buying is the internet addiction factor. Regina & I Putu revealed that consumers who are not aware of having experienced internet addiction spend more time than other people in general online. It will be easier for him to get information about the products being offered and promotions that are being held by the seller, either intentionally or unintentionally [4]. Another internal factor that also influences impulse buying is the nature of materialism and hedonic shopping motivation. Based on the results of Regina & I Putu's research, it was found that there was a significant positive effect of materialism on online impulse buying on internet users in Indonesia[4]. On the other hand, the results of Aqmarina & Zulfa's research also prove that there is a significant influence of hedonic shopping motivation on impulse buying [5]. Furthermore, another factor which is an external factor originating in terms of marketing characteristics that affect impulse buying is the promotion factor. Lina argued that in a business, promotion is needed to inform and influence consumers to buy[4]

This online impulse buying trend seems to have also affected students.[6] This is motivated by the ease of accessing the internet which ultimately encourages students to feel at home spending a long time connecting to the internet. As previously explained, Shopee is currently one of the number one favorite marketplaces for online browsing and transactions for products desired by potential buyers with the highest number of visitors in Indonesia when compared to similar competitors. This means that shopee is one of the online shopping platforms with great potential for online impulse buying.

This online impulse buying has also become a symptom for most students at the Islamic Economics and Business Faculty, UIN STS Jambi. Based on the results of the pre-research that the author did, it was found that there was a high number of online impulse buying for students of the Islamic Economics and Business Faculty of UIN STS Jambi. This is evidenced from the results of

Interviews were conducted with 40 students with a total of 33 students who became informants and 7 male students. Of the 40 students, as many as 36 people or 90% of them stated that they had done online impulse buying on the shopee marketplace. This indicates that there is a high tendency to do online impulse buying for students of the Islamic Economics and Business Faculty, UIN STS Jambi, even though this kind of buying behavior is clearly contrary to Islamic consumption behavior. This paper was made with the aim of seeing how the influence of each factor that drives online impulse buying on the shopee marketplace among students of the Faculty of Economics and Islamic Business, State Islamic University of Sulthan Thaha Saifuddin Jambi which consists of gender factors, internet addiction, promotion, the nature of materialism and hedonic shopping motivation.

## **Literature Review**

### ***Buy and sell online***

#### *1) Definition of buying and selling online*

Buying and selling or online trading is defined as the buying and selling of goods and services by utilizing electronic media, the majority of which are done via the internet or online[7]. According to Suherman, buying and selling via the internet is a contract of buying and selling goods or services which is carried out by utilizing electronic media in the form of the internet[7].

#### *2) The law of buying and selling online in Islam*

Business or buying and selling conducted online according to Islamic teachings is allowed as long as it avoids prohibited things such as usury, monopoly, fraud and injustice[7]. The basic requirements that must be met in order to allow an online buying and selling transaction according to Islam are: There are no religious shari'ah provisions that are violated, such as fraud, forbidden business transactions, fraud and monopoly.

### ***Impulse Buying***

Herabadi defines impulse buying or impulse buying as an act of unplanned buying which involves little or no consideration and emotions and unstoppable urges have an important role in encouraging consumers to buy[5].

### ***Gender***

According to Ali and Hasnu, gender is a social difference in society that distinguishes between men and women[8].

### ***Internet Addiction***

Internet addiction is defined as a condition when a person feels comfortable and happy for hours when connected to an internet connection, and will trigger an excessive negative response if there is a disturbance in the internet connection that causes the internet to stop[4].

### ***Promotion***

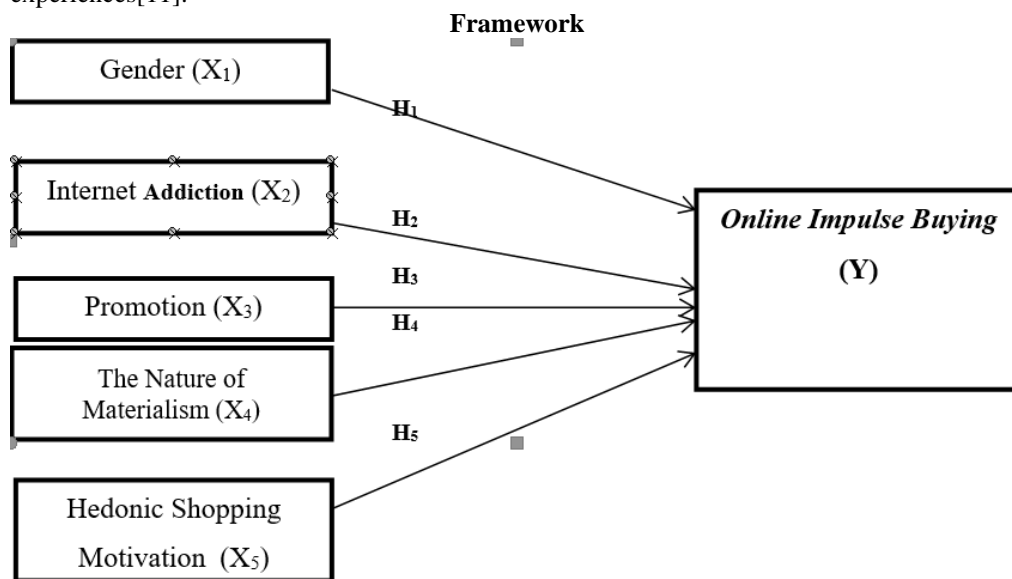
Philip Kotler argues that promotion is all activities that aim to attract the attention of consumers which is usually carried out by a company by offering its product features[9]. Another opinion from Indriyo stated that promotion is an activity held by a company in order to introduce and attract consumers' attention and buying interest in the products that the company offers[10].

### *The Nature of Materialism*

Fitzmaurice and Comegys mention materialism is a view that considers ownership of things as the center of their lives and the key to their happiness is these things[3].

### *Hedonic Shopping Motivation*

Hedonic shopping motivation is an urge to shop, with the aim of fulfilling psychosocial needs due to the desire to get pleasure when shopping. not only to obtain a product, but also to socialize with other consumers, follow developing trends, as well as other personal and social experiences[11].



**Fig. 2.** Research Framework.

### **Research Hypothesis**

The hypotheses in this study are:

1. H<sub>a</sub> : There is a positive influence of gender, internet addiction, promotion, materialism and hedonic shopping motivation on online impulse buying.
2. H<sub>0</sub> : There is no positive influence of gender, internet addiction, promotion, materialism and hedonic shopping motivation on online impulse buying.

## **2 Methodology**

The population in this study were students of the Islamic Economics and Business Faculty of UIN Jambi who had made unplanned purchases on the online shopping site shopee. The sample in this study were 97 respondents. Using secondary data derived from journal articles, books, and websites as well as primary data obtained through the distribution of

questionnaires containing question items on a Likert scale of 1-5 and open-ended questions in the form of reasons for each indicator. The data in this study were analyzed using multiple linear regression analysis techniques.

### 3 Results and Discussion

#### 3.1 Respondent Description

Based on the results of the questionnaires distributed, it is known that the respondents consisted of 49 female students and 48 male students. with the age category 18-24 years old and is a student from semesters 4, 6, 8 and 10. and has an allowance of Rp <100.000,00 - Rp<1,000,000.00

##### 3.1.1 Validity and Reliability Test

The correlation value of the entire rcount value of each question item in the validity test in this study was stated to be greater than the rtable value. So it was concluded that each question item from the variables in this study was declared valid.

**Table 1.** Reliability Test Results.

Variable	Alpha	Information
Adiksi internet addiction (X2)	0,800	Reliabel
Promotion (X3)	0,733	Reliabel
The Nature of Materialism (X4)	0,730	Reliabel
Hedonic Shopping Motivation (X5)	0,780	Reliabel
<i>Online Impulse Buying (Y)</i>	0,765	Reliabel

Based on table 4.7, it is known that all variables, namely internet addiction, promotion, materialism, hedonic shopping motivation and online impulse buying are declared reliable because the alpha value is above 0.6.

### 3.1.2 Hypothesis test

```
> summary(lm(data3$Y~data3$X1+data3$X2+data3$X3+data3$X4+data3$X5))

Call:
lm(formula = data3$Y ~ data3$X1 + data3$X2 + data3$X3 + data3$X4 +
    data3$X5)

Residuals:
    Min       1Q   Median       3Q      Max
-5.0400 -0.5003 -0.0383  0.4749  2.8086

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept)   0.39101     1.79751   0.218  0.8283
data3$X1      0.29645     0.25956   1.142  0.2564
data3$X2      0.01475     0.04599   0.321  0.7492
data3$X3      0.47044     0.10631   4.425 2.67e-05 ***
data3$X4      0.11845     0.05728   2.068  0.0415 *
data3$X5      0.23021     0.09482   2.428  0.0172 *
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 1.218 on 91 degrees of freedom
Multiple R-squared:  0.5344,    Adjusted R-squared:  0.5088
F-statistic: 20.89 on 5 and 91 DF,  p-value: 7.58e-14
```

Fig. 3. Multiple Regression Test Results.

1. *Gender differences have no effect on Online Impulse Buying.*

The gender variable was declared insignificant with a significance value of  $0.256 > 0.05$ , which means that there is no influence of gender on online impulse buying. Thus the first hypothesis in this study which states that there is an influence of gender on online impulse buying is rejected. This fact is different from the usual findings where generally women are the ones who dominate unplanned purchasing decisions or impulse buying. However, the findings in this study are in line with the findings in research conducted by Samuel (2007), Tifferet and Herstein (2012), and Langner (2013) that there is no effect of gender differences on online impulse buying.

2. *The Effect of Internet Addiction on Online Impulse Buying*

The internet addiction variable was declared insignificant because the significance value obtained from the t-test results was  $0.749 > 0.05$ . Then accept  $H_0$  which means internet addiction has no effect on online impulse buying. The results of this study are different findings from the results of research by [4]. but the results of this study are supported by the results of research conducted by [5]. Internet addiction can have no effect on online impulse buying because someone who is addicted to the internet does not necessarily access the internet to find information on an online product, and vice versa.

### 3. *Effect of promotion on Online Impulse Buying*

The promotion variable was declared significant because the significance value based on the t-test obtained a value of  $0.000 < 0.05$ . Then accept  $H_a$ , which means that promotion has an effect on online impulse buying. The important goal of holding a sales promotion is to stimulate potential customers and indirectly have a positive influence on the purchase of a product whose offerings are made online [12].

### 4. *The effect of materialism on Online Impulse Buying*

The nature of materialism is declared to have an effect on online impulse buying with a significance value of  $0.041 < 0.05$ . The findings in this study are in line with the findings in the research [3] which shows a significant positive effect on the nature of materialism on online impulse buying.

### 5. *The Effect of Hedonic Shopping Motivation on Online Impulse Buying*

The hedonic spending motivation variable was declared significant because the significance value obtained based on the t-test was  $0.017 < 0.05$ . Then accept  $H_a$ , which means that hedonic shopping motivation has an effect on online impulse buying. Therefore, the findings in this study support the findings of [5] which reveal that hedonic shopping motivation has a significant effect on Impulse Buying.

## 4 Conclusions

Based on the results of the study, it was found that there are 3 variables that affect online impulse buying, namely the promotion variable, materialism and hedonic shopping motivation variables. Meanwhile, the other two variables, namely gender and internet addiction, have no effect on online impulse buying.

The suggestions that the author can give are for sellers who use the Shopee marketplace to further enhance promotional efforts such as providing discounted prices and various attractive vouchers to increase buying and selling interest. And for further researchers, it is hoped that they can add variations of other variables that have not been used in this study, as well as increase the number of samples or even expand the scope of research not only limited to the Faculty of Islamic Economics and Business, UIN STS Jambi.

## References

- [1] Miranda and Y. Cynthia, "Kajian Terhadap Faktor yang Mempengaruhi Impulse Buying dalam Online Shopping.," *Competence J. Manag. Stud.*, vol. 10, no. 1, 2016.
- [2] Semuel and Hatane, "Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online dengan Sumberdaya yang dikeluarkan dan Orientasi Belanja Sebagai Variabel Mediasi.," *J. Manaj. dan kewirausahaan*, vol. 8, no. 2, pp. 101–15, 2006.
- [3] Chandra, I. K. A. Hari, and N. M. Purnami, "Pengaruh Jenis kelamin, Promosi Penjualan dan Sifat Materialisme terhadap Perilaku Impulse Buying Secara Online.," *E-Jurnal Manaj.*, 2014.
- [4] Winatha, R. Giovanna, and I. P. G. Sukaatmadja, "Pengaruh Sifat Materialisme dan Kecanduan Internet Terhadap Perilaku Pembelian Impulsif Secara Online.," *E-Jurnal Manaj.*, vol. 3, no. 3, 2014.
- [5] Aqmarina and Z. I. Wahyuni, "Pengaruh Motivasi Hedonic Shopping dan Adiksi Internet Terhadap Online Impulse Buying.," *TAZKIYA J. Psychol.*, vol. 6, no. 2, 2019.
- [6] Herabadi and A. Gisela, "Perbedaan Individual dalam Kecenderungan Belanja Impulsif: Sarat



- Emosi dan Pendek Pikir.," *J. Psikol.*, vol. 12, pp. 58–70, 2003.
- [7] Fitria and T. Nur, "Bisnis jual beli online (OnlineSshop) dalam Hukum Islam dan Hukum Negara.," *J. Ilm. Ekon. Islam*, vol. 3, no. 1, pp. 52–62, 2017.
- [8] Putra, M. Santika, and I. W. Santika, "Pengaruh Gender, Daya Tarik Promosi, Kepemilikan Kartu Kredit Terhadap Perilaku Pembelian Impulsif Online Produk Lifestyle.," *E-Jurnal Manaj.*, vol. 7, no. 10, pp. 5570–98, 2018.
- [9] P. Kotler, *Manajemen Pemasaran*. Jakarta: PT.Prenhallindo, 2010.
- [10] I. Gitosudarmo, *Manajemen Pemasaran Edisi Kedua Cetakan Keenam*. Yogyakarta: BPFE, 2000.
- [11] M. J. Arnold and K. E. Reynolds, "Hedonic Shopping Motivations.," *J. Retail.*, vol. 79, no. 2, pp. 77–95, 2003, doi: [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1).
- [12] Kiran, Vasanth, M. Majumdar, and K. Kishore, "Innovation in in-store promotions: effects on consumer purchase decision," *Eur. J. Bus. Manag.*, vol. 4, no. 9, 2012.