

Factors Affecting Students of the Accounting, Managerial Accounting and Business Administration Study Program of the Batam State Polytechnic Doing Impulsive Buying at Shopee E-Commerce During the Covid-19 Pandemic

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Abstract: This study aims to test the factors that influence students of the Accounting, Managerial Accounting and Business Administration study program of the Batam State Polytechnic to do impulsive buying on shopee e-commerce during the Covid-19 pandemic. This research uses quantitative methods with data collection techniques using questionnaires distributed through google forms. A total of 173 samples used the purposive sampling method with the slovin formula. The data processing technique uses the SPSS Version 20 program with multiple linear regression analysis. The results of this study found that product quality partially has a significant effect on impulsive buying. Lifestyle partially has a significant effect on impulsive buying. Sales promotion partially has a significant effect on impulsive buying. Product quality, lifestyle and sales promotion simultaneously have a significant effect on impulsive buying.

Keywords: Product Quality, Lifestyle, Sales Promotion, Impulsive Buying

1 Introduction

The increase in covid-19 pandemic cases that occurred in Indonesia resulted in the government implementing the Implementation of Community Activity Restrictions (PPKM). The implementation of restrictions on activities that occur in Indonesia requires people to carry out daily activities at home, starting from worship, school and work. Situations like this make internet technology an important part of carrying out community activities. The Internet also creates sales transactions in cyberspace that indirectly connect buyers with sellers.

The application of internet technology in the Indonesian retail industry has changed the shopping behavior of consumers. Impulsive purchases on the internet have increased during the covid-19 pandemic. The internet makes it easy to carry out shopping activities indirectly and causes an increase in impulsive buying behavior of people in Indonesia so that e-commerce has a potential market in Indonesia. Electronic Commerce can be defined as a business process using internet technology that connects a company and buyers electronically in an electronic transaction model and the sale / exchange of goods, services and information.

Impulsive buying is one of the important and quite influential components in e-commerce. Impulsive buying behavior is the tendency of consumers to make purchases spontaneously or suddenly (Arya & Telagawathi, 2021). This kind of situation is something unintentional and

also this kind of buying behavior is considered more attractive compared to a planned purchase. Currently, under the influence of technology that offers unlimited possibilities with fast and easy purchase options, this has also reached 50% of total consumer spending and encourages consumers to engage in impulsive buying behavior (Venia et al., 2021).

Generally, everyone buys according to needs. But in fact many also shop not as needed, because sudden desires appear unplanned. Impulsive buying can happen anytime and anywhere. By living according to the pattern and flow of consumerism, people are not happy when the desired products and services are not owned. This consumptive lifestyle makes people often buy goods without being accompanied by consideration.

An online store is an online shopping system that allows buyers to ask about products or prices to sellers via the internet so that they do not make physical contact. Given the current popularity of online shopping so that it can be an opportunity for manufacturers to promote their products. Of the 175 million people in Indonesia who use the internet, the Financial Services Authority (OJK) has recorded as many as 88.1% who use e-commerce services. This percentage is ranked first in the world according to data compiled by We Are Social as of April 2021.

Shopee is a start-up company from Sea Group based in Singapore. Shopee started entering the Indonesian market in June 2015. PT Shopee Internasional Indonesia sees a new opportunity in the world of e-commerce due to the increasing use of technology/gadgets. Currently, Shopee has expanded its reach to various countries namely Malaysia, Thailand, Taiwan, Vietnam, Indonesia and the Philippines. Based on data compiled from iPrice, Shopee's monthly web traffic reached 138 million visits in the fourth quarter, making Shopee one of the most widely used e-commerce in Indonesia in 2021.

Impulsive buying is common or found among students, because students already have the confidence to manage their finances. This is in accordance with the opinion of Dewanti & Haryono (2021) according to him, students, namely final year teenagers, have the characteristics of being easily influenced by advertising promotion, lack of thrifty thinking, lack of realistic thinking and easy to be influenced (impulsive). Students choose to shop through electronic commercial because of its convenience and practicality. So that consumptive behavior occurs because they buy goods on the basis of wants not needs (Saputro et al., 2021).

The characteristics of purchasing a product using the internet have the potential to encourage consumers to purchase products that they don't really need. The impact of spontaneous (impulsive) purchases is not infrequently experiencing regrets after buying goods, and experiencing financial problems as a result of unplanned purchases. This research is also intended for consumers, especially students, to control impulsive behavior because impulsive purchases are not always good.

Based on the description previously explained, the author is interested in examining the factors that influence impulsive buying during the Covid-19 pandemic that occurred in students of the Accounting, Managerial Accounting and Business Administration study program at the Batam State Polytechnic. The formulation of the problem in this study is to test whether factors of product quality, lifestyle and sales promotion have a significant effect on impulsive buying.

Study of Theory, Literature and Hypothesis Development

Theory of Consumer Behavior

The theory that is used as the main basis for this study is consumer behavior. Online consumer behavior is a behavior shown by consumers in finding, buying, using and spending a product and the desired product will satisfy the needs of consumers (Schiffman and Kanuk, 2007).

According to Mangkunegara (2002), consumer behavior is defined as actions carried out by individuals, groups or organizations related to the decision-making process in obtaining, using goods that can be influenced by the environment.

Interesting consumer behavior in online stores is the behavior of impulsive buying what marketers call unplanned purchases. Impulsive buying decisions are spontaneous decisions made by consumers when they see promotions on the web, can be caused by many things, such as attractive products, discounts, or new products (Christanto & Haryanti, 2018). Therefore, consumer behavior studies need to be studied as a step for business actors to find out how consumers behave in retail stores, especially in e-commerce.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) model proposed by Ajzen (2002) is used to predict behavior and explain human behavior in certain contexts. According to the theory of reasoned action, a person's behavior depends on his interest (intention), while interest in behaving is highly dependent on subjective attitudes and norms for behavior (Ajzen, 2015). Consumer interests and behavior are influenced by individual internal factors and external factors (social environment).

Theory of reasoned action It is stated that almost all behavior is under the control of a person's will to perform certain actions. However, in reality there are still many people's behavior that is not in full control. Behaviors that experience deficiencies such as those related to skills, abilities, knowledge and good planning.

Theory of reasoned action (TRA), developed in 1967, then the theory was revised and expanded by Icek Ajzen and Martin Fishbein and named Theory of Planned Behavior (TPB). The theory of planned behavior that aims to overcome problems that are not completely under one's control is not yet complete in the theory of reasoned action.

Impulsive Buying

Impulsive buying is an unplanned shopping process, characterized by a relatively agile purchase provision and the hope of having the product as soon as possible (Lestari, 2018). Impulsive buying occurs when consumers make the decision to buy suddenly, because it often appears quickly and suddenly or spontaneously (Purnamasari et al., 2021).

According to Arya & Telagawathi (2021) impulsive buying is a shopping activity without self-control or without deep consideration where consumers do not really think about what the benefits and uses of the product are. The purchasing behavior made by consumers leads to unreasonable actions, resulting in impulsive purchases (Yiğit, 2020).

Factors Affecting Impulsive Buying

According to Loudon and Bitta (2002) in the journal Harahap & Amanah (2022), the factors that influence impulsive buying are product attributes, ways of marketing and consumer characteristics such as personality, socio-demographic and social characteristics. In this study, researchers used factors of product quality, lifestyle and sales promotion, the following is an explanation of each factor:

1. Product Quality

The quality of an item that has a deep role based on the point of view of the consumer with the freedom to determine the level of quality, and from the point of view of the manufacturer who is beginning to be interested in quality handling in order to maintain and expand its marketing range.

According to Kotler and Armstrong (2014) in the journal Septiana & Widyastuti (2021), product quality is the ability of an item to carry out its encompassing function, durability of reliability, accuracy of ease of use and repair, to other valuable features.

According to Fatmawati & Soliha (2017) product quality is an interrelated and dynamic condition even though the definitions are different but the product basically has a specification that can give birth to satisfaction that exceeds or meets expectations for consumers who use it.

2. Lifestyle

According to Kotler and Keller (2009) in the journal Virsa Putri & Setyo Iriani (2020), lifestyle is a pattern of a person's life in the world that is expressed by his activities, interests and opinions.

Mowen and Minor in the journal Azizah (2020) said, lifestyle is a person's habit that is reflected in activities, interests and also opinions about spending funds and how they manage their time.

3. Sales Promotion

According to Adi et al., (2018), promotional activities should not only introduce the product to the consumer, but also strive to continuously influence the consumer to satisfy and buy the product.

Sales promotion is an earnest effort to generate reciprocal relationships with consumers in the long term (Kempa et al., 2020).

The purpose of holding sales promotion is to increase the short-term sales figures of a business by creating unique or attractive activities and displays and triggering impulsive purchases (Zahara, 2019). Some types of sales promotions include coupons, discount vouchers, lotteries and others.

Hypothesis

The Relationship of Product Quality to Impulsive Buying

The relationship of functions such as durability, conformity with specifications and ease of use is a proficiency resulting from the quality of products sold in commercial electronics. According to Yeboah & Owusu-Prempeh (2017) with good product quality, this has an impact on consumer satisfaction, so that it can encourage consumers to carry out unplanned purchases. Consumers make spontaneous purchases (impulsive buying) because the quality of the product is considered good, the shape is contemporary and up to date and the product seems to be limited edition (Aprilianti et al., 2019).

H₁: Product quality has a significant effect on impulsive buying on Shopee E-Commerce

Lifestyle Relationships to Impulsive Buying

The shopping lifestyle describes a person's preferences for how to drain time and money. For the available time, consumers have enough time to shop using money until consumers produce

high purchasing capabilities (Pipih Sopiyan & Neny Kusumadewi, 2020). The higher a person's lifestyle, the more encouraging one is to make impulsive purchases (Ittaqullah et al., 2020). If a product offered from commercial electronics is in line with the wishes and interests of consumers, it can be concluded that impulsive buying behavior will also be higher because it is affected and influenced by lifestyle (Venia et al., 2021).

H₂: Lifestyle has a significant effect on impulsive buying on Shopee E-Commerce

The Relationship of Sales Promotion to Impulsive Buying

According to Zahara (2019) if sales promotion is carried out more often, well and also accurately, it will increase the impulsive buying of consumers in e-commerce. Promotion needs to be made more creatively attractive, to be able to take the attention of consumers so that later they will be interested in buying the products or services offered (Wijaya & Oktarina, 2019). Various kinds of sales promotions, such as making discounts or cashback, can provoke consumers to buy even when they have no plans to buy an item until impulsive buying occurs.

H₃: Sales promotion has a significant effect on impulsive buying on Shopee E-Commerce

The Relationship Between Product Quality, Lifestyle and Sales Promotion Towards Impulsive Buying

Product quality needs to be maintained because these factors play an important role for consumers to carry out the purchase process, whether it is planned or not. The actions created by the consumer are interrelated with each other. Shopping lifestyle, sales promotion and impulsive buying behavior are a similar unity for consumers who basically have a strong desire to shop (Wahyuni & Setyawati, 2021).

H₄: Product quality, lifestyle and sales promotion simultaneously affect impulsive buying on Shopee E-Commerce

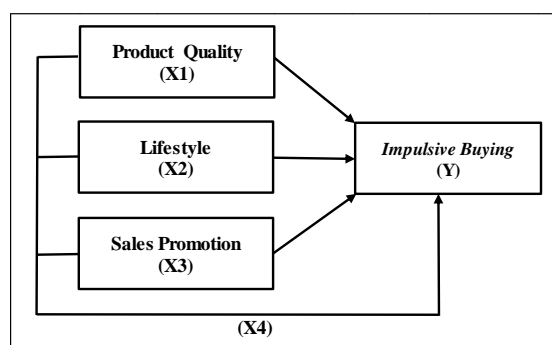


Fig. 1. Research Model

Research Methods

Table 1. Operationalization of Variables

Variable	Indicators	Scale
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Product Quality (X1)	Performance	Ordinal
	Reability	
	Feature	
	Durability	
Lifestyle (X2)	Conformity With Specifications (Septiana & Widyastuti, 2021)	Ordinal
	Activity	
	Interest	
	Opinion (Venia et al., 2021)	
Sales Promotion (X3)	Couponing	Ordinal
	Price Off Deals	
	Cash Refund Offers	
	Loyalty Programs	
Impulsive Buying (Y)	Event Marketing (Venia et al., 2021)	Ordinal
	Spontaneity	
	Out of Control	
	Disegard of Consequencies (Septiana & Widyastuti, 2021)	

Source: Self-processed data (2022)

This research uses quantitative methods with two data sources, namely primary data and secondary data. Primary data is data obtained by distributing questionnaires online as a research instrument that is shared with students of the Batam State Polytechnic through Google Form. Secondary data is obtained from the internet, journals, articles and books related to research topics. Measurement of statements in the questionnaire uses the likert scale method in order to produce accurate data.

Table 2. Student Population Data of The Department of Business Management, Batam State Polytechnic 2021

No.	Courses	Class of 2018 D4	Class of 2019 D3
1.	Accountancy	12	82
2.	Managerial Accounting	89	-
3.	Business Administration	116	-

Amount	217	82
Total	299	

Source: Administrative Administration of Batam State Polytechnic (2022)

The population in this study is final year students of the Accounting, Managerial Accounting and Administration study program class of 2018 and the accounting study program class of 2019 at the Batam State Polytechnic. The determination of the number of samples uses the slovin formula with a confidence level of 95% and an error limit of 5%. Researchers got a total sample of 171 respondents with the calculation formula below.

Calculation of the number of samples using slovin:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = number of respondents

N = population size

e = error limit

$$n = \frac{299}{1 + 299(5)^2}$$

$$n = \frac{299}{1,7475} = 171$$

Researchers had 173 respondents used in this study and used the purposive sampling method as a sample determination and with a non-probability sampling technique. So, not all members of the population had the opportunity to be sampled in this study. The data processing technique of this study uses the calculation of the SPSS (Statistical Product and Service Solution) program version 20.

The criteria related to the sample, namely the final year students of the Batam State Polytechnic majoring in business management, namely the Accounting, Managerial Accounting, Business Administration study programs class of 2018 and D3 Accounting class of 2019. Use and have made purchase transactions on Shopee e-commerce.

Results and Discussion

Validity Test

Table 3. Validity Test Results

Variable	Question Items	Value of r count	Sig. r table	Information
Product Quality	1	0,738	0,361	Valid
	2	0,732	0,361	Valid
	3	0,781	0,361	Valid

	4	0,882	0,361	Valid
	5	0,576	0,361	Valid
	6	0,752	0,361	Valid
	7	0,714	0,361	Valid
	8	0,69	0,361	Valid
Lifestyle	1	0,808	0,361	Valid
	2	0,764	0,361	Valid
	3	0,756	0,361	Valid
	4	0,76	0,361	Valid
	5	0,876	0,361	Valid
	6	0,788	0,361	Valid
Sales Promotion	1	0,715	0,361	Valid
	2	0,629	0,361	Valid
	3	0,712	0,361	Valid
	4	0,785	0,361	Valid
	5	0,809	0,361	Valid
	6	0,747	0,361	Valid
	7	0,682	0,361	Valid
	8	0,732	0,361	Valid
	9	0,771	0,361	Valid
	10	0,48	0,361	Valid
Impulsive Buying	1	0,859	0,361	Valid
	2	0,871	0,361	Valid
	3	0,831	0,361	Valid
	4	0,852	0,361	Valid

Source: SPSS Processed Data Version 20 (2022)

From table 2 above, it states that the value of r counts $>$ of the value of r of the table. Thus, it can be said that the independent variables are product quality, lifestyle and sales promotion, as well as the dependent variables, namely impulsive buying, all statements are valid.

Reliability Test

Table 4. Reliability Test Results

Variable	Reliability		Information
	Cronbach's Alpha	N of Items	
Product Quality	0,881	8	Reliable
Lifestyle	0,888	6	Reliable

Sales Promotion	0,894	10	Reliable
Impulsive Buying	0,876	4	Reliable

Source: SPSS Processed Data Version 20 (2022)

Table 3 shows that all indicators used in this study are reliable, because the value of Cronbach's Alpha > of the value of 0.7.

Classic assumption test

Normality Test

Table 5. Normality Test Results

		Unstandardized Residual
N		173
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,45478817
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,061
Kolmogorov-Smirnov Z		,861
Asymp. Sig. (2-tailed)		,449

Source: SPSS Processed Data Version 20 (2022)

The results of table 4 show that this study uses the Kolmogorov-Smirnov approach which explains the Value of Asymp.Sig of 0.449. The result is greater than 0.05 and it can be concluded that independent variables and dependent variables are normally distributed.

Multicollinearity Test

Table 6. Multicholineritas Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Product Quality (X1)	0,788	1,269
Lifestyle (X2)	0,623	1,604
Sales Pitch (X3)	0,68	1,472

Source: SPSS Processed Data Version 20 (2022)

In table 5, it is known that the magnitude of the VIF value is less than 10, synchronously by the provisions that have been determined in the form of regression, there is no correlation between independent variables or arguably free from multicholineritas.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Variable	ABS_RESIDUAL	
Product Quality (X1)	Sig. (1-tailed)	0,446
	N	173
Lifestyle (X2)	Sig. (1-tailed)	0,178
	N	173
Sales Promotion (X3)	Sig. (1-tailed)	0,694
	N	173

Source: SPSS Processed Data Version 20 (2022)

Based on table 6 the results of heteroscedasticity testing show the value of Sig. (1-tailed) of each variable > 0.05, therefore it can be concluded that the regression model in this study was free from symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
(Constant)	12,668	1,369		
1	Product Quality	,244	,038	,465
	Lifestyle	,107	,045	,194
	Sales Promotion	-,149	,028	-,424

Source: SPSS Processed Data Version 20 (2022)

Based on the results of table 7, multiple liner regression equations can be made, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 12.668 + 0.244X_1 + 0.107X_2 - 0.149X_3$$

From the regression equation above, it can be known:

1. A constant value of 12,668 means that if the product quality (X1), lifestyle (X2) and sales promotion (X3) variables are zero, then the impulsive buying variable is 12,668.
2. The value of the product quality regression coefficient (X1) of 0.244 means that if there is a 1% increase in the product quality variable, then impulsive buying will also increase by 0.244.
3. The value of the lifestyle regression coefficient (X2) of 0.107 means that if there is a 1% increase in the lifestyle variable, then impulsive buying will also increase by 0.107.

4. The value of the sales promotion regression coefficient (X3) which is -0.149 means that if there is a 1% decrease in the sales promotion variable, then impulsive buying will also decrease by -0.149.

Coefficient of Determination Analysis

Table 9. The Result of the Coefficient of Determination

Type	R Square	Adjusted R Square
1	0,284	0,271

Source: SPSS Processed Data Version 20 (2022)

According to table 8 above, it explains that the value of R Square in this study is 28.4% and Adjusted R Square is 27.1%. So it can be concluded that product quality, lifestyle and sales promotion factors affect 27.1% of impulsive buying and the remaining 72.9% are influenced by variables or other factors that were not considered in this study.

Hypothesis

T Test (Partial)

Table 10. T Test Results

Type	T	Sig.
(Constant)	9,253	0,00
1 Product Quality (X1)	6,34	0,00
Lifestyle (X2)	2,354	0,02
Sales Promotion (X3)	-5,368	0,00

Source: SPSS Processed Data Version 20 (2022)

Based on table 9 above, it has shown the results of partial hypothesis testing. First, the product quality factor obtained a significant level of 0.00, meaning that the quality of the product partially had a significant effect on impulsive buying because the value was less than 0.05. Second, lifestyle gained a significant level of 0.02, meaning that lifestyle partially had a significant effect on impulsive buying. Third, sales promotion gained a significant level of 0.00, meaning that sales promotion partially had a significant effect on impulsive buying.

F Test (Simultaneous)

Table 11. F Test Results

Type	F	Sig.
1 Regression	22,331	0,00

Source: SPSS Processed Data Version 20 (2022)

Based on table 10, it shows the calculated F value of 22.331 > F of the table which is 2.66. This can also be seen from the significance value of 0.00 at the level of 5% where 0.00 < 0.05 so that

it can be concluded that factors of product quality, lifestyle and sales promotion simultaneously have a significant effect on impulsive buying.

The Effect of Product Quality on Impulsive Buying

Based on the results of the hypothesis test analysis (H_1) conducted in this research, it is known that product quality has a partial effect on impulsive buying. The results of this study received encouragement from research (Mashariono, 2018). The results of his research said that the quality of the product has a significant effect on impulse buying because with so many kinds of products and quality, there is a great opportunity for consumers to do impulse buying.

The Effect Lifestyle on Impulsive Buying

Based on the results of hypothesis test analysis (H_2) conducted in this study, it is known that lifestyle has a partial effect on impulsive buying. According to the theory of reasoned action previously described, a person's behavior depends on his interests (intention), and consumer behavior is influenced by individual internal factors and external factors (social environment). These results are in accordance with the study (Imbayani & Novarini, 2018). The study explained that lifestyle has a significant effect on impulsive buying, which means that the higher the lifestyle, the impulse buying will also increase.

The Effect of Sales Promotion on Impulsive Buying

Based on the results of the hypothesis test analysis (H_3) carried out, it is known that sales promotion has a partial effect on impulsive buying. On the sales promotion factor, cashback programs are most in demand by respondents. This is in line with Zahara's research (2019), saying that there is an influence of sales promotion on impulse purchases. So, if the sales promotion is done well and more often, it will increase impulsive purchases.

The Effect of Product Quality, Lifestyle and Sales Promotion on Impulsive Buying

Based on the results of hypothesis test analysis (H_4) conducted in this study, it shows that product quality, lifestyle and sales promotion have a simultaneous effect on impulsive buying. This situation is supported by research by Wahyuni & Setyawati (2021), which explains that simultaneously lifestyle factors and sales promotion affect impulsive buying. The opportunity that most influences impulsive buying is the high level of lifestyle and the number of sales promotions carried out. According to the results of research conducted by Hikmah (2020), it is said that price, product quality and sales promotion have a simultaneous effect on impulsive buying.

Conclusion

Based on the hypothesis test, the results of the factors that affect students majoring in business management study program of Accounting, Managerial Accounting and Business Administration of Batam State Polytechnic can be seen to impulsive buying on shopee e-commerce during the Covid-19 pandemic, namely as follows:

1. The partial test has a significant influence of product quality factors on impulsive buying. This is because there is a good product quality so that it gives satisfaction that later the level

of consumer loyalty to a product will increase. Students are also more interested because shopee e-commerce has many types of choices and attractive colors so that it is one of the causes of impulsive buying.

2. Partially test the significant influence of lifestyle on impulsive buying. This is due to the lifestyle habits of students to make unplanned purchases and also the consequences of the Covid-19 pandemic which requires them to be at home, triggering impulsive purchases on online stores, especially shopee e-commerce.
3. Partially test the significant effect of sales promotion on impulsive buying. This is because shopee e-commerce provides promotions such as cashback, coupons, points to free shipping, making students interested in making purchases impulsively.
4. Test together the influence between product quality factors, lifestyle and sales promotion on impulsive buying.

Suggestion

Based on the conclusions above, there are several suggestions given, namely:

1. For further research, it is expected to add other factors such as price discounts and website quality.
2. For business people or companies, especially Shopee e-commerce, it is expected to always improve quality, as well as sales promotions in order to get loyalty from consumers.
3. Consumers, especially students, are expected to be able to think long in deciding on a purchase and also always consider the benefits and consequences of purchases made impulsively.

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