

THE ROLE OF HEDONIC SHOPPING MOTIVATION, PAY LATER USE, AND PRICE DISCOUNT ON IMPULSIVE BUYING BEHAVIOR (CASE STUDY ON SHOPEE CONSUMERS)

Anisyah Raidin H Thalib¹, Isnanda Zainur Rohman²

STIE YKPN Yogyakarta

E-mail: anisyahthalib915@gmail.com; isnanda.zainur@stieykpn.ac.id

ABSTRACT

This study aims to test: (1) the effect of hedonic shopping motivation on impulsive buying behavior (2) the effect of pay later on impulsive buying behavior (3) the effect of a price discount on impulsive buying behavior. The data analysis method used multiple linear regression analysis. The approach used in this study was quantitative with 209 samples of Shopee consumers who used pay later. The results of the study show that (1) hedonic shopping motivation affects impulsive buying (2) the use of pay later does not affect impulsive buying (3) price discount affects impulsive buying.

Keywords: Hedonic Shopping Motivation, Use of Pay later, Price Discount, Impulsive Buying

INTRODUCTION

The development of digital technology continues to grow and provide changes to the shopping behavior of people in Indonesia. The behavior of people who originally shopped directly at shopping centers, shops, and markets now tends to change to shopping online using platform e-commerce. There are 10 categories of top e-commerce usage in Indonesia, Shopee is in second place after Tokopedia with the number of visitors in the third quarter of 2021 as many as 134.4 million visits. Shopee provides various types of products from basic to secondary wholes to consumers from all walks of life. One example, an individual is difficult to ignore their desires when buying the desired product. This condition is known as the term impulsive buying. The existence of Shopee which provides online transaction services for activities to find information on a new product is easier to obtain so that the desire to have a new product will be created. This behavior can make individuals make excessive purchases without prioritizing the needs to fulfill their satisfaction. The individual's behavior shows hedonic buying behavior. Easy, fast, and safe payment methods are one of the

drivers of impulsive buying. The payment method using a pay later is a service provided by Shopee in the form of online loans without using a credit card. Besides being influenced by hedonic shopping motives and the use of pay later, it is also influenced by price discounts. A price discount is a discount on the price offered to customers.

Based on the background, the problems in the study, namely (1) whether hedonic shopping motivation affects impulsive buying (2) whether the use of pay later affects impulsive buying (3) does price discount affect impulsive buying. The benefits of this research are, for the author, it is hoped that this research can provide and increase knowledge the author, especially about the role of hedonic shopping motivation, the use of pay later, and price discounts on impulsive buying behavior. For practitioners, this research is expected to be able to provide information to Shopee companies and marketing management practitioners regarding what things affect impulsive buying behavior when making transactions through the Shopee application. For further research.

THEORETICAL BASIS

Impulsive buying is defined as a person's activity in purchasing because of the urge to buy directly without any consideration (Henrietta, 2012). Meanwhile, according to Gumilang & Nurcahya (2016), Impulse buying is the consumer behavior of making purchases without prior planning. According to Kosyu (2014), Hedonic shopping motivation is a person's experience in making a purchase that can cause various emotions from feeling happy, and curious about something. Hedonic behavior is all individual actions, whether consciously or not, that arise because there is an impulse from within or external factors that essentially aim to look for fun things. Most consumers who shop are hedonic because they are driven by emotional arousal (Pasaribu et al., 2015).

Shopee pay later is one of the loan services provided by PT. Lentera Dana Nusantara and PT. Commerce Finance which is supervised and registered with OJK (Financial Services Authority). The pay later feature is a payment method that can be done on credit with small interest (Asja et al., 2021). Currently, there are 4 installment periods provided, namely 1, 3, 6, and 12 months. Pay later gives a small interest to consumers and users are given the option to determine the due date, which is on the 5th or 11. Customers who are late in paying their bills will be subject to a 5% penalty per month from the bill amount (Putri & Iriani, 2020).

According to Gumilang & Nurcahya (2016) discount price is a sales strategy that focuses on prices aimed at customers who buy the same product and will get a discount. A price discount is a price reduction that can be obtained when paying off obligations within a shorter period than payment on credit (Sari & Faisal, 2018).

HYPOTHESES

Hedonic shopping motivations are the behavior of individuals in shopping in a hedonic manner accompanied by a sense of

belonging. Hedonic shopping activities provide an experience for consumers, namely a sense of happiness that arises from within (Wahyuni & Rachmawati, 2018). Individual behavior in hedonic shopping in question is when someone wants a product, making a purchase will get a separate experience. Hedonic shopping motivation behavior affects impulsive buying. The results of research conducted by Pasaribu et al. (2015) show that hedonic shopping motivation has a positive effect on impulsive buying.

H1: Hedonic shopping motivation affects impulsive buying.

The payment system using a pay later is similar to using a credit card in its function. Payments using a pay later can be made in full or in installments (Putri & Iriani, 2020). Based on the results of research conducted by R. Sari (2021), shows that paying later has a positive effect on impulsive buying.

H2: The use of Pay later affects impulsive buying.

Price discount is an adjusted price reduction due to several factors. Discounts are given for purchasing in large quantities and making quick payments before the specified period. The results of research conducted by Wilujeng (2017) show that the price discount has a positive effect on impulsive buying.

H3: Price discount affects impulsive buying.

METHOD

This study uses quantitative analysis that aims to examine the role of hedonic shopping motivation, use of pay later, and price discounts on impulsive buying behavior. The population of this research is Shopee users. The sample was determined using purposive sampling with a total of 209 respondents obtained. The type of data used is primary data obtained directly. The data collection tool used in this study is a questionnaire using a google form and distributed to respondents by distributing

online links. The data analysis technique used a validity test, reliability test, multiple regression test, and T-test which was processed using SPSS.

RESULTS AND DISCUSSION

Characteristic results in this study is known that the majority of Shopee consumers who simultaneously use pay later are female with a total of 129 or 61.7% of the total sample, the majority age of the sample is 17-22, totaling 182 samples, with the majority of work being students as many as 121 samples, with most incomes of Rp1.000.000-Rp2.999.000 and the number of dominant pay later uses 2-5 times as many as 96 samples.

Table 1. Hypothesis Test Results

	Std. Beta	t	Sig
Constant		1,360	0,175
Hedonic Shopping Motivation	0,151	20,02	0,047
Pay Later Usage	-0,019	-2,59	0,796
Price Discount	0,395	5,922	0,000

Based on the results of hypothesis testing, it can be explained that variable hedonic shopping motivation has a significance value of 0.047 (sig < 0.05). Thus, the hedonic shopping motivation variable affects impulsive buying. The results of this study are supported by research that has been done previously by Mardhiyah & Sulistyawati (2021) which states that hedonic shopping motivation affects impulsive buying. This means that the hedonic behavior of consumers can encourage impulse buying because consumers feel emotional in making purchases and are curious about ongoing fashions and trends to encourage impulsive buying.

The variable using pay later has a significance value of 0.796 (sig > 0.05), it means that the variable using pay later does not affect impulsive buying. This research is supported by research conducted by Napitupulu (2017) stated that the use of pay later did not affect impulsive buying. This

is because even though making transactions using a pay later can make it easier for consumers to make payments, consumers will be charged with interest. This will increase the liability for consumers, so they will reconsider the price they get. This makes consumers more selective in making purchases using a pay later. The results of research conducted by Hilmi (2021) stated that pay later did not affect impulsive buying because pay later was still a new thing for Indonesian customers, so the convenience and speed had no reason for them to buy impulsively.

Variable Price discount has a significance value of 0.000 (sig < 0.05), it can be interpreted that the price discount variable affects the impulsive buying variable. This is supported by the results of research conducted by D. R. Sari & Faisal (2018) that the price discount affects impulsive buying. This is because a discount can attract individuals to purchase. After all, individuals think that discounting is rarely done so consumers feel a loss if they don't make a purchase when there is a discount. Therefore, there is an incentive for individuals to make a purchase.

CONCLUSION

This study can conclude that hedonic shopping motivation affects impulsive buying in Shopee consumers. The use of pay later does not affect impulsive buying on Shopee consumers. Price discount affects impulsive buying on Shopee consumers.

The suggestion for Shopee is to maintain and increase product diversity because this affects hedonic shopping motivation so it has a good impact on impulsive buying. Consumers make random purchases at Shopee because they provide a variety of products that can encourage excessive purchases. Continue to maintain the price discount because this has a good impact on impulsive buying. In the current era, giving discounted prices to Shopee is more quickly known by the public. For further researchers, it is

recommended to be able to develop and update this research by adding or using other variables such as social lifestyle and utilitarian motivation.

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