



The Impact of Hedonic Buying Motivation, Shopping Way of Life, Positive Emotion, and Variety of Selection on Impulse Searching for in Tokopedia Online Shop

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ABSTRACT: The advancement of communication and information technology is increasing rapidly. Utilization of the Internet is an inseparable part of people's lives, so that many companies use internet services for both personal and business activities. The e-commerce business is Tokopedia. The reason of this take a look at is to decide and examine the influence of hedonic buying motivation, shopping way of life, positive emotion, and variety of selection on impulse searching for in Tokopedia online shop. The population in this study are consumers who use the Tokopedia application. The sample used turned into 100 respondents. The sampling technique is non opportunity sampling method. The method used is purposive sampling. The trying out tool used is SPSS. The test stages executed had been validity test, reliability test, normality take a look at, multicollinearity take a look at, heteroscedasticity take a look at, a couple of linear regression test, t test, F test, and coefficient of determination. The results of this study indicate that partially hedonic buying motivation, shopping way of life, positive emotion and variety of selection on impulse searching for in Tokopedia online shop. Simultaneously hedonic buying motivation, shopping way of life, positive emotion and variety of selection on impulse searching for in Tokopedia online shop.

Keywords : hedonic buying motivation, shopping way of life, Positive Emotion, variety of selection ,impulse searching



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INTRODUCTION

Advances in communication and information technology are growing rapidly. Communities can be connected throughout the world so that the exchange of information starting from the process of delivering to receiving information can occur globally (Wahyuni & Rachmawati, 2018). The internet is an inseparable part of humans's lives, such a lot of groups use internet services for both personal and enterprise sports. internet users in Indonesia have elevated substantially every year (Pradipto et al., 2016).

In conjunction with the excessive increase of internet users in Indonesia, causing changes in behavior, especially in shopping patterns. People are more likely to choose to shop online than conventionally (Alzayat & Lee, 2021; Khokhar et al., 2019). Buying online is not a price, but time-saving, no need to travel to shop, groceries are delivered to your home, and you can compare many products. The increase in Business to Customer-based sales is evidence of the development of e-commerce in Indonesia (Ajagbe et al., 2014; Bahrah & Fachira, 2021).

E-commerce is a technology that uses the internet to support electronic commerce activities, namely the sale, purchase, and marketing of goods and services (Liu et al., 2020; Zheng et al., 2019). The presence of this e-commerce will make it less complicated for customers to transact because the e-commerce control system has been executed automatically (Bahrah & Fachira, 2021; Horváth & Adigüzel, 2018). E-commerce also does not require a large cost, by using the internet they can get what they want. Of course, this step will be beneficial for both traders and consumers (Ozen & Engizek, 2014).

One such e-commerce is Tokopedia. Tokopedia was officially appointed as Tokopedia's Brand Ambassador in October 2019. The selection of BTS is certainly not without reason, BTS has recorded many achievements as a global megastar group. For the first 10 years, Tokopedia has strongly encouraged economic equality through digital means by starting online sales (Themba et al., 2021). The motivation continues to be given by building a platform. So that everyone can start, find anything and anywhere. When compared to other e-commerce that has a higher rating, but Tokopedia can place its position in the hearts of consumers, this can be visible within the following table:

Tabel 1
Top 10 E-Commerce in Indonesia 2019

No.	Online Shop	Amount Visitors/month (Million)	Rangking AppStore	Rangking PlayStore
1.	Shopee	73	#1	#1
2.	Tokopedia	67.9	#2	#3
3.	Bukalapak	39.3	#4	#4
4.	Lazada	28.3	#3	#2
5.	Blibli	26.8	#5	#5
6.	JD.ID	13.5	#7	#6

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7.	Fabelio	5.8	#32	n/a
8.	Bhinneka	5.1	#23	#19
9.	Orami	3.7	#25	#20
10.	Zalora	2.9	#6	#8

Source : iPrice, 2019

The lifestyle of today's people who are starting to embrace hedonistic behavior makes them compete for shopping to give satisfaction to themselves ([Badgaiyan et al., 2016](#)). Fulfilling everyone's life requires encouragement, and desire and motivation are factors that support everyone to take an action ([Atulkar & Kesari, 2017](#)). The characteristics of hedonic shopping motivation are pleasure, satisfaction, emotional value, and entertainment for shopping. So, hedonic buying motivation is only concerned with pleasure in shopping not to fulfill needs so that impulse searching for are more frequent in this purchase ([Suryaningsih, 2020](#)).

Purchasing on-line has become one of the shopping way lifestyles of human beings in Indonesia. The emergence of a lifestyle will affect the goals and desires of consumers ([Pratminingsih et al., 2021](#)). A buying lifestyle reflects someone's preference in spending money and time. Availability of time and money clients can have excessive buying power all of us's buying lifestyle is exclusive ([Themba et al., 2021](#)). The element that distinguishes it is a person's manner of life to express themselves with others via shopping patterns, related to customer involvement in a product which also impacts the incidence of impulse buying ([Shang et al., 2020](#); [Sofi & Najar, 2018](#)).

The mood that influences and determines the intensity of consumer decision-making is a positive emotion. Factors feelings and emotions are constructs that are temporary because they relate to certain situations or objects. Feelings such as falling in love, being happy, wanting to have, being fascinated, and being enthusiastic, from various studies have a relationship with the tendency to make impulse buying ([Badgaiyan & Verma, 2015](#); [Parsad et al., 2021](#)).

Consumers make purchases on the grounds of seeking information, many products, and various prices are included in the variety of selected variables. Purchases are made online to enjoy browsing websites or applications because consumers tend to search in a variety of ways. Based on the problems described above, research is proposed entitled "Influence Of Hedonic Buying Motivation, Shopping Way of Life, Positive Emotion And Variety Of Selection On Impulse Searching For In Tokopedia Online Shop".

The observe's provisional hypothesis or answers are as follows, based on the above rationalization (H1) : Hedonic buying Motivation, shopping way Of life, positive Emotion, and sort of choice, affect impulse looking for In Tokopedia on line shop. (H2) : Hedonic buying Motivation impacts impulse trying to find In Tokopedia online shop.(H3): shopping way Of life influences impulse attempting to find In Tokopedia on line shop.(H4) : positive Emotion influences impulse searching for In Tokopedia on-line store. (H5) : kind of choice impacts impulse searching for In Tokopedia on-line shop.

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METHOD

The population is a generalization region such as gadgets or subjects which have certain features and characteristics decided by researchers to be studied and then drawn conclusions (Creswell, 2017; Sugiyono, 2019). The populace in this examine were all users of the Tokopedia on line store. According to the sample is part of the number and characteristics possessed by means of the populace. in this look at, non-chance sampling is used, which is a sampling method that does not provide identical possibilities or possibilities for each member of the population to be selected as a pattern. The method used is purposive sampling. The definition of the purposive sampling technique in step with is a sampling method with positive issues (Sugiyono, 2019). The pattern in this examine were net customers and had standards, namely users who had shopped on the Tokopedia online site The item on this look at is the Tokopedia on line store with the studies problem, particularly users who make purchases on the Tokopedia on-line keep. This study, the use of a non-possibility sampling technique with a complete sample of one hundred respondents the usage of the Rao Purba statistics sampling technique. based totally on the attention of the 0.95 self assurance degree with zero.05 and the error that can occur is not extra than 10%

RESULT AND DISCUSSION

1. Multiple Linear Regression evaluation

A good regression equation model meets the necessities of classical assumptions, such as all statistics are usually disbursed, the model need to be free from multicollinearity symptoms and unfastened from heteroscedasticity. multiple regression analysis become used to determine how an awful lot have an impact on the unbiased variable (hedonic shopping motivation, purchasing lifestyle, wonderful emotion, variety of selection) had at the based variable (impulse shopping for). it may be visible in table.2 underneath:

Table. 2 Test Results of Multiple Linear Regression Evaluation
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error			
	1 (Constant)	4.224	1.848		
<i>Hedonic Buying Motivation</i>	.138	.067	.192	2.047	.043
<i>Shopping Way of Life</i>	.593	.136	.441	4.358	.000
<i>Positive Emotion</i>	.395	.131	.299	3.014	.003
<i>Variety Of Selection</i>	-,391	.114	-.249	-3.415	.001

a. Dependent Variable : *Impulse Buying*

b. Source: Data Processing Results (2020)

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based on table.2, the more than one regression equation is acquired as follows:

$$Y = 4.224 + 0.138X_1 + 0.593X_2 + 0.395X_3 - 0.391X_4 + e$$

Information :

X₁ = Hedonic Buying Motivation

X₂ = Shopping Way of Life

X₃ = Positive Emotion

X₄ = Variety Of Selection

e = Error

The regression model can be explained as follows:

1. The constant value of 4.224 indicates that if hedonic Buying motivation (X₁), shopping Way of life (X₂), positive emotion (X₃), and variety of selection (X₄) are considered constant, it can be estimated that impulse Searching For In Tokopedia online Shop is 4.224.
2. The hedonic Buying motivation (X₁) regression coefficient is 0.138 with a positive coefficient value. These results indicate that if the response to hedonic Buying motivation increases, the impulse SearchingFor In Tokopedia online shop users will increase.
3. Shopping Way of life regression coefficient (X₂) is 0.593 with a positive coefficient. These results indicate that if the response to shopping Way of life increases, the impulse searching for in Tokopedia online shop users will increase.
4. Positive emotion regression coefficient (X₃) is 0.395 with a positive coefficient. These results indicate that if the response to positive emotion increases, the impulse searching for in Tokopedia online shop users will increase.

The regression coefficient for variety of selection (X₄) is - 0.391 with a negative coefficient. These results indicate that if the response to a variety of selections increases, then the impulse searching for in Tokopedia online shop users will decrease, while the negative coefficient indicates a negative and proportional relationship between the variety of selections and impulse searching for.

Hypothesis Testing

The hypothesis test is a test used to determine whether the independent variables (hedonic buying motivation, shopping way of life, positive emotion, and variety of selection) on the dependent variable (impulse searching for), have an effect simultaneously (simultaneously) or the f test, or individually (partial) or t-test.

The Effect of Hedonic Buying Motivation, Shopping Way Of Life, Positive Emotion and Variety Of Selection on Impulse Searching For In Tokopedia Online Shop Simultaneously.

F Test

The F test is a hypothesis test used to determine the effect of all independent variables (hedonic buying motivation, shopping way of life, positive emotion, and variety of selection) on the dependent variable (impulse searching for) together (simultaneously). Using a 95% confidence level, $\alpha = 5\%$, df_1 (Number of variables $- 1$) = 4, and df_2 ($nk-1$) or $100-5-1 = 94$ (n is the number of samples and k is the number of research variables), then the f-table number is 2.47. The results of statistical calculations show the calculated F value = 36, 318 > 2.47 F table, a significant value of 0.000. The significance limit used is 0.05, so the significance value is smaller than 0.05. This means that H_0 is rejected and H_a is accepted, namely that simultaneously the hedonic buying motivation, shopping way of life, positive emotion, and variety of selection variables have an influence on impulse searching for in Tokopedia online shop.

The Effect of Hedonic Buying Motivation, Shopping Way of Life, Positive Emotion and Variety Of Selection on Impulse Searching For in Tokopedia Online Shop Simultaneously.

t-test

The t-test is a hypothesis test used to determine the effect of the entire independent variable (hedonic buying motivation, shopping way of life, positive emotion, and variety of selection) on the dependent variable (impulse searching for), individually (partial). The t-test is done by comparing the value between t_{count} and t_{table} , at a significance level of 5%, degrees of freedom (df) $n-k-1$ or $100-5-1 = 94$ (n is the number of samples and k is the number of research variables). Thus, the t table value is 1.985. If $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted and if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected. Based on the results of the t-test calculation with a constant of 5% and a t-table value of 1.985.

The Effect of Hedonic Buying Motivation on Impulse Searching for In Tokopedia Online Shop Partially

The test results for the hedonic buying motivation variable (X_1) obtained t_{count} 2.047 and t_{table} 1.985. It means that t-count is 2.047 and t_{table} is 1.985 with a probability $0.043 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that the hedonic buying motivation variable affects impulse searching for. This means that the impact of the influence of the development and progress of information technology today, makes consumers change their behavior, mindset, and lifestyle in terms of transacting online through internet facilities.

Changes in the impact of hedonic buying motivation in this study were felt more by women, this is because the majority of respondents are women. Female respondents prefer and prefer online shopping which is simple, fast, and easy compared to conventional methods. Most people must have a happy and happy nature when they shop either directly or indirectly. Consumer shopping motivation is an urge to shop that comes from within the consumer based on the goal to be achieved, namely fulfilling satisfaction ([Evanschitzky et al., 2014](#); [Horváth & Adigüzel, 2018](#)).

Someone will be happy to shop because the person feels that they get pleasure and feel that shopping is something interesting ([Haas & Kenning, 2014](#)). The results of this test are in line with previous research which states that hedonic buying motivation influences impulse buying ([Andani & Wahyono, 2018](#)).

The Effect of Shopping Way of Life on Impulse Searching For in Tokopedia Online Shop Partially

The test results for the shopping way of life variable (X_2) obtained t-count 4.358 and t-table 1.985. Means t-count 4.358 and t-table 1.985 with a probability of $0.000 < 0.05$ then H_0 is rejected and H_a is accepted. This shows that the shopping lifestyle variable affects impulse searching for. This means that lifestyle refers to how people live, how they spend their time, money, buying activities, their attitudes, and opinions about the world in which they live.

Lifestyle is often described by the activities, interests, and opinions of a person (activities, interests, and opinions) ([Zavadskas et al., 2019](#)). A shopping way of life describes a person's activities in spending time and money. With the availability of time, customers will have a lot of time to shop and with money, they will have high purchasing power ([Picot-Coupey et al., 2021](#)).

Lifestyle is broadly defined as a way of life that is identified by how people spend their time, what they think about themselves, and the world around them ([Sinha & Verma, 2020](#)). The results of this study are in line with the previous research which states that shopping way of life affects impulse searching for ([Zayusman & Septrizola, 2019](#)).

Partial Effect of Positive Emotion on Impulse Searching for In Tokopedia Online Shop

The test results for the positive emotion variable (X_3) obtained t_{count} 3,014 and t_{table} 1,985. It means that the t count is 3,014 and the t table is 1,985 with probability $0.03 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that the positive emotion variable affects impulse searching for. This means that consumer emotions are predicted to influence purchases where a happy consumer will make more purchases while people who are not in a happy condition will make fewer purchases.

The Effect of Variety of Selection on Impulse Searching For in Tokopedia Online Shop Partially.

The test results for the variety of selection variables (X_2) obtained t-count -3.415 and t_{table} 1.985. It means that t_{count} and t_{table} are 1.985 with a probability of $0.01 < 0.05$, so H_0 is rejected and H_a is accepted. This shows that the variety of selection variables affects impulse searching for. This means that online purchases are more likely to enjoy browsing the web with many choices because consumers tend to be variations seekers).

Coefficient of Determination (R^2)

The coefficient of determination is used to show the magnitude of the variation in the dependent variable (impulse buying) which can be explained by the independent variables (hedonic shopping motivation, shopping lifestyle, positive emotion, and variety of selection), in other words, the coefficient of determination is used to measure how far the variables independent in explaining the dependent variable. The results of the regression calculation can be seen that the coefficient of determination (Adjusted R Square) obtained is 0.588. This means that 58.8% of the variation of the impulse buying variable can be explained by the hedonic shopping motivation, shopping way of life, positive emotion, and variety of selection variables and is feasible to use and able to explain the variation of the dependent variable, namely impulse Searching for, while the remaining 41.2 % is explained by other variables not discussed in this study such as promotions, prices and so on. In addition, the acquisition of the correlation coefficient (R) of 0.778. Because this value is between 0.60 – 0.799, it can be concluded that there is a strong

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relationship between hedonic buying motivation, shopping way of life, positive emotion, and variety of selections on impulse searching for in Tokopedia online shop.

CONCLUSION

Based on the testing and analysis that has been done, the conclusions obtained from this study are as follows: 1) The results of significance test $36.318 > 0.05$, this shows that simultaneously the hedonic buying motivation, shopping way of life, positive emotion, and variety of selection variables have an influence on impulse searching for in Tokopedia online shop..2) The results of the significance test $0.043 < 0.05$ This shows that the Hedonic Buying Motivation partially affects impulse searching for In Tokopedia online shop.3) The results of the significance test $0.000 < 0.05$ This shows that the Shopping Way of Life partially affects impulse searching for in Tokopedia online shop.4) The results of the significance test $0.01 < 0.05$ This shows that the Variety of Selection partially affects impulse searching for in Tokopedia online shop.

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