THE INFLUENCE OF SALES PROMOTION, HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON IMPULSE BUYING IN UMRI STUDENTS ON GOFOOD SERVICES ON THE GOJEK APPLICATION

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Abstract

This research aims to determine and analyze sales promotion, hedonic shopping motivation, and shopping lifestyle on impulse buying among Umri students on the Gofood service on the Gojek application. This research is quantitative research with a sampling technique using nonprobability sampling technique. The sample used was 100 respondents who were Umri students and had purchased Gofood services on the Gojek application. The data source used in this research was primary data obtained directly from the results of the questionnaire which was then processed by the researcher. The data analysis method used is multiple linear regression analysis. The research results show that partially sales promotion, hedonic shopping motivation have a significant effect with a positive direction coefficient, while partially the shopping lifestyle variable has no significant effect on impulse buying and also has no positive effect.

Keywords:*Sales Promotion, Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying*

INTRODUCTION

Nowadays, this is an era where humans live side by side with increasingly advanced technology. This technological development has made changes to human behavior, one of which is shopping. Many entrepreneurs and marketers have used this technological development to develop their business. This can be seen from the increasing number of online-based businesses such as e-commerce and online food delivery services. In Indonesia itself, the food delivery service businesses that are quite well known are Gofood, Grabfood and ShopeeFood. Gofood is one of the services in the Gojek application which is used as a food delivery service. In 2019 Gojek revealed that Gofood is the largest source of income, contributing US$ 2 billion in income per year.(Wicaksono, 2019). However, Gofood has quite a big competitor, namely Grabfood. In 2022, Grabfood will control 49% of the market in the food delivery service sector in Indonesia, followed by Gofood in second position (44%) and ShopeeFood in third position (7%)(Momentum.asia, 2023).
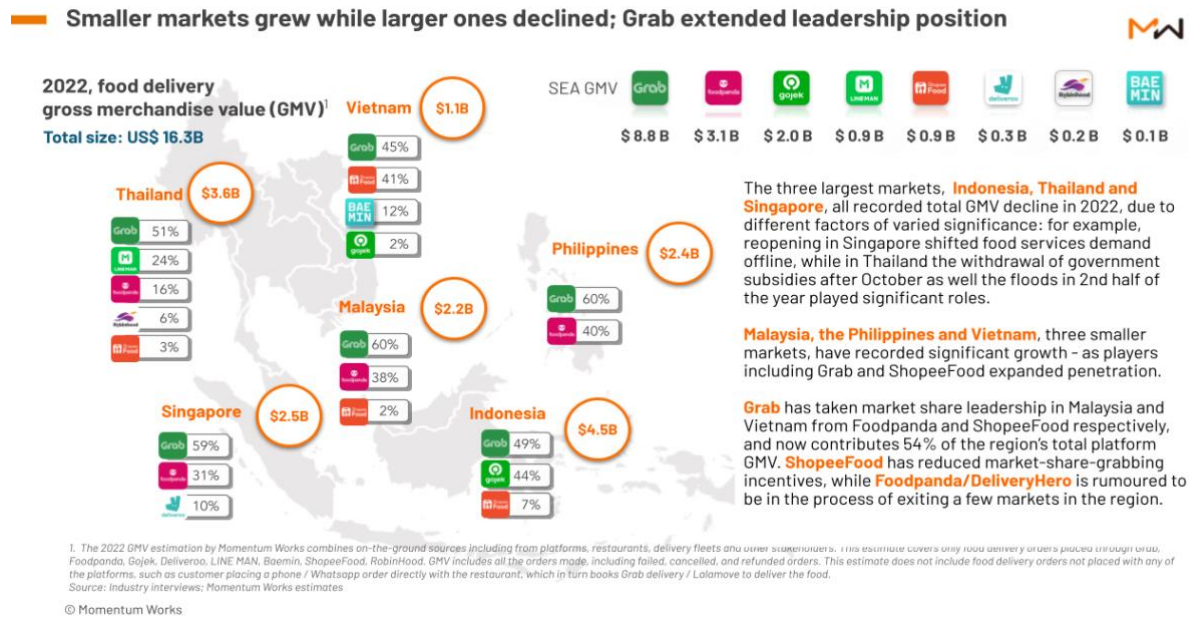
Source:momentum.asia

Figure 1.1 Food Delivery Platforms in Southeast Asia 2022

The impulse buying phenomenon that occurs on Gofood and other online food delivery in Indonesia is quite high, according to a report from a survey conducted by the Nielsen research institute, which states that consumers can order food online 2 to 6 times a week, and several reasons for consumers are that it is more practical. and save time as well as the many promotions provided by merchants(Rizal, 2019). Promotional strategies in terms of online purchases are believed to be able to attract consumers to make unplanned purchases(Jokhu & Charisma, 2022).

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In this research, the target objects were students at Muhammadiyah University of Riau, where the majority of the population is the millennial generation. According to(Alawiyah, 2021)Impulse buying behavior tends to be carried out by the millennial generation who are closer to technology such as easy and practical digital wallets.

Research regarding the influence of sales promotion on impulse buying decisions has been carried out by several previous studies. According to(Rusni, 2021)sales promotion has a positive and significant effect on impulse buying decisions. Meanwhile, according to(Diany et al., 2019)sales promotion does not have a significant effect on impulse buying

The second factor is hedonic shopping motivation. Previous research was conducted by(Kartawinata, 2021)states that hedonic shopping motivation has an influence positive towards impulse buying. However, research conducted by(Mardhiyah, 2021)stated that hedonic shopping motivation does not have a significant influence on impulse buying. The

differences in the research results above encourage researchers to conduct further research regarding the influence of hedonic shopping motivation factors on impulse buying.

Then, the third is the shopping lifestyle factorTelaumbanua & Puspitasari, (2021)in his research stated that there was no influence of shopping lifestyle on impulse buying behavior. Different fromRifatin & Sudarwanto, (2021)which states that shopping lifestyle influences impulse buying. With the differences in these research results, researchers are interested in conducting further research regarding the influence of shopping lifestyle factors on impulse buying.

"Given the research gap on the factors above, researchers are interested in conducting research on the influence of sales promotion, hedonic shopping motivation and shopping lifestyle on impulse buying among Umri students on Gofood services on the Gojek application."

LITERATURE REVIEW
Sales Promotion

*Sales promotion*is a strategy used by a business to increase the frequency of sales of a product while creating repeat purchases and loyalty from consumers(Budiman & Erdiansyah, 2022). According to(Abdurrahim & Sangen, 2019)Sales promotion is basic in marketing outreach, consisting of various types of incentive media, most of which are not long-term, which are created to create faster or more purchases of products by consumers.

Hedonic Shopping Motivation

According to(Wafiroh, 2020)Hedonic shopping motivation is where consumers use their shopping activities as a form of motivation to please themselves without thinking about the benefits of the products purchased. Hedonic shopping motivation is consumer behavior to fulfill psychological needs such as contentment, prestige, emotions and other subjective feelings by motivating themselves by shopping.(Munandar, 2022).Pranggabayu & Andjarwati, 2022revealed in his research that hedonic shopping motivation is a shopping activity that is related to feelings, fantasies, and things that are connected to the consumer's experience of a product.

ShoppingLifestyle

*ShoppingLifestyle*is an expression about a shopping lifestyle that describes differences in social status(Sucidha, 2019). Shopping lifestyle is how someone uses their money to shop(Sopiyan & Kusumadewi, 2020). According toWardhani (2022)Shopping lifestyle is a description of how a person allocates time and materials. The more time and materials a consumer has, the more purchasing power there will be.

Impulse Buying

According to(Soelton et al., 2021)"*impulse buying is the process of purchasing an item, where the buyer has no intention to buy before hand; it can be said to be purchased without a plan or instant purchase*". Impulse buying is a process of purchasing an item, where the buyer has no prior intention; it could be said to be a purchase without planning or an instant purchase. Impulse buying is defined as

a form of buying without planning, as a result of stimulus stimulation and decisions made on the spot. After making a purchase, buyers will experience emotional and psychological reactions. In other words, impulse buying can be defined as a purchasing decision without any planning or purchase intention(Ittaqullah et al., 2020). Impulse buying can also be interpreted as an unplanned decision or spontaneous buying behavior to buy a product or service(Salsabila & Suyanto, 2022)

METHOD

In this research, primary data was obtained from respondents' answers to the questionnaire distributed. This type of research is quantitative research. The place where this research was conducted was at the Muhammadiyah University of Riau, Pekanbaru city, namely on UMRI students who had made purchases from the GoFood service on the Gojek application. The time for carrying out this research was from January to July 2023. Determining the sample in this research was using the Slovin formula where the number of samples obtained was 100 respondents.

RESULTS AND DISCUSSION
1. Results of Descriptive Statistical Tests of Respondents' Responses

Descriptive statistics are statistics that have the task of collecting, processing and analyzing data and then presenting it in a good form. Several things included in this section are collecting data, processing data, analyzing data and presenting it(Ghozi & Sunindyo, 2015).

Table 1.1 Descriptive Statistical Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sales Promotion	100	8.00	40.00	29,5000	6.41731
Hedonic Shopping Motivation	100	10.00	50.00	37.4100	7.27538
ShoppingLifestyle	100	6.00	30.00	22.2400	4.39495
Impulse Buying	100	8.00	40.00	27.4300	6.79461
Valid N (listwise)	100				

Source: Primary data processed, 2023

Based on the results of the descriptive test above, we can describe the distribution of the data obtained as follows:

1   The sales promotion variable (X1) has a minimum value of 8 while the maximum value is 40, the average value of sales promotion is 29.5000 and the standard deviation of sales promotion is 6.41731.

2   The hedonic shopping motivation variable (X2) has a minimum value of 10 while the maximum value is 50, the average sales promotion value is 37.4100 and the standard deviation of hedonic shopping motivation is 7.27538.

3   The shopping lifestyle variable (X3) has a minimum value of 6 while the maximum value is 30, the average value of sales promotion is 22.2400 and the standard deviation of hedonic shopping motivation is 4.39495

4   The impulse buying variable (Y) has a minimum value of 8 while the maximum value is 40, the average sales promotion value is 27.4300 and the standard deviation of hedonic shopping motivation is 6.79461.

2. Validity and Reliability Test
2.1 Validity Test Results

Validity testing is a form of test used to measure data, the aim of which is to determine the truth of the data according to reality(Alamsyah, 2020). Validity is to find out whether the questions we ask through the questionnaire are correct (valid). The minimum requirement that must be met for a questionnaire to be considered valid is if rcount is greater than rtable. In this research, the validity of the indicators is analyzed using df (degree of freedom) with the formula df = nk, where n = number of samples, k = number of independent variables. So the df used is 100-3 = 97 with an error rate of 5% or 0.05, resulting in an rtable value of 0.197(Andriani, 2019)

Table 2.1 Recapitulation of Validity Tests

Statement Items	rcount	rtable	Criteria
Impulse Buying(Y)			
Y.1	0.723	0.197	Valid
Y.2	0.799	0.197	Valid
Y.3	0.669	0.197	Valid
Y.4	0.769	0.197	Valid
Y.5	0.794	0.197	Valid
Y.6	0.744	0.197	Valid
Y.7	0.759	0.197	Valid
Y.8	0.793	0.197	Valid
Sales Promotion(X1)			
X1.1	0.844	0.197	Valid
X1.2	0.732	0.197	Valid
X1.3	0.773	0.197	Valid
X1.4	0.825	0.197	Valid
X1.5	0.747	0.197	Valid
X1.6	0.822	0.197	Valid
X1.7	0.833	0.197	Valid
X1.8	0.697	0.197	Valid
Hedonic Shopping Motivation(X2)			
X2.1	0.807	0.197	Valid
X2.2	0.734	0.197	Valid
X2.3	0.749	0.197	Valid
X2.4	0.750	0.197	Valid
X2.5	0.712	0.197	Valid
X2.6	0.784	0.197	Valid
X2.7	0.795	0.197	Valid
X2.8	0.727	0.197	Valid
X2.9	0.787	0.197	Valid
X2.10	0.676	0.197	Valid
ShoppingLifestyle(X3)			
X3.1	0.639	0.197	Valid
X3.2	0.784	0.197	Valid
X3.3	0.784	0.197	Valid
X3.4	0.812	0.197	Valid
X3.5	0.755	0.197	Valid
X3.6	0.714	0.197	Valid

Source: Primary data processed, 2023

Based on table 2.1 above, it can be seen that all rcount values are greater than rtable, namely (0.197). This means that all statement items from the variable indicators sales promotion, hedonic shopping motivation, shopping lifestyle and impulse buying are declared valid. Thus, the indicators for each of the four research variables are feasible and can be used as gauges to measure certain variables that have been determined.

2.2 Reliability Test Results

Reliability is a tool used to measure a questionnaire where the indicators and form of the variables are constructs. A questionnaire can be said to be reliable when the respondent's responses are stable over time(Putri et al., 2021). The level of reliability of a research construct/variable can be seen from the Cronbach Alpha statistical results. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60. If the alpha value is close to 1, the data reliability value is more reliable(Duli, 2019)

Table 2.2 Recapitulation of Reliability Test Results

| Research variable	*Cronbach's Alpha*	Critical Value	Information
Impulse Buying	0.891	0.60	Reliable
Sales Promotion	0.909	0.60	Reliable
Hedonic Shopping Motivation	0.914	0.60	Reliable
ShoppingLifestyle	0.836	0.60	Reliable

Source: Primary data processed, 2023

Based on table 2.2 above, it can be seen that each variable obtained a Cronbach Alpha value ≥ 0.60. Thus, the results of the reliability test on all variables are reliable.

3. Classic Assumption Test Results
3.1 Normality Test Results

The Normality Test aims to test whether in the regression model, the residual variables are normally distributed(Artika & Shara, 2021). The normality test in this study used the Kolmogorov Smirnov approach, using a significance level of 5% (0.05). So, if the value of Asymp.Sig. (2-tailed) above a significant value of 5% means the residual variable is normally distributed(Ali & Faroji, 2021).

1.   **Normality Test Results Normal Probability Plot Graphic Approach**
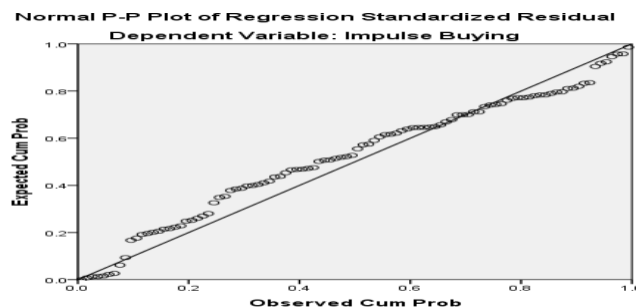
Source: Primary data processed, 2023

Figure 3.1 P-Plot Test Results of Normality Test

Based on Figure 3.1, the results of the normality test using the normal probability plot graph approach above, it can be seen that the data has a normal distribution or spread, this can be seen from the distribution of points around the diagonal axis of the graph. However, to further ensure that the data along the diagonal line is normally distributed, the KolmogorovSmirnov (KS) test is carried out.

2.   Kolmogorov-Smirnov(KS) Test Results

Table 3.1 One-Sample Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	,0000000
	Std. Deviation	4.35958251
Most Extreme Differences	Absolute	,106
	Positive	,091
	Negative	-,106
Kolmogorov-Smirnov Z		1,065
Asymp. Sig. (2-tailed)		,207

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary data processed, 2023

Based on Table 3.1 above, it shows that the results of the normality test carried out using the Kolomogrov Smirnov method show a significant normality test result of 0.207, where this result is greater than the 0.05 significance level, so it can be concluded that the research given in the normality test is normally distributed.(Meiryani, 2021)

3.2 Multicollinearity Test Results

The multicollinearity test aims to test whether a correlation is found between the independent and dependent variables in the regression model. If there is no multicollinearity or correlation between the independent and dependent variables then it can be called a good regression model(Helmiawan et al., 2019). To see whether there is multicollinearity, look at the VIF (Variance Inflation Factor) and tolerance values. The VIF value limit is 10 and the tolerance value is less than 0.1. If the VIF value is > (greater) than 10 and the tolerance value is less than 0.1, it can be concluded that multicollinearity has occurred.(Tirta & Nuraini, 2019).

Table 3.2 Multicollinearity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,806	2,449		,329	,743		
	Sales Promotion	,525	,112	,496	4,702	,000	,385	2,596
	Hedonic Shopping Motivation	,268	,125	,287	2,137	,035	,239	4,192
	ShoppingLifestyle	,050	,176	,032	,286	,775	,333	3,006

Coefficientsa

a. Dependent Variable: Impulse Buying

Source: Primary data processed, 2023

Based on Table 3.2, the results of the multicollinearity test above show that there is no independent variable that has a VIF value of more than 10 and Tolerance of less than 0.10. So it can be concluded that there is no multicollinearity between the sales promotion, hedonic shopping motivation and shopping lifestyle variables in the regression model.

3.3 Heteroscedasticity Test Results

Heteroscedasticity is a situation where there is unequal variance in the residuals for all observations in the regression model. How to test it with the Glejser Test. The test was carried out by regressing the independent variables on the absolute residual value. Residual is the difference between the Y variable value and the predicted Y variable value, and absolute is the absolute value (all positive values). If the significance value between the independent variable and the absolute residual is > 0.05 then heteroscedasticity does not occur(Mardiatmoko, 2020).

Table 3.3 Glejser Test Results

Coefficientsa

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,739	1,652		2,868	,005
	Sales Promotion	-,012	,075	-.025	-,156	,876
	Hedonic Shopping Motivation	,065	,084	,159	,770	,443
	ShoppingLifestyle	-,164	,118	-,243	-1,388	,168

a. Dependent Variable: Abs_RES

Source: Primary data processed, 2023

Based on Figure 3.3, the results of the heteroscedasticity test using the Glejser test method can be seen that the three independent variables have a significance of more than 0.05. So it can be concluded that the regression model is free from heteroscedasticity in this study.

4. Multiple Linear Regression Test Results

The purpose of multiple linear regression analysis is to determine the significance of the influence of predictor variables on the dependent variable(Wisudaningsi et al., 2019)

Table 4.1 Multiple Linear Regression Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,806	2,449		,329	,743
Sales Promotion (X1)	,525	,112	,496	4,702	,000
Hedonic Shopping Motivation (X2)	,268	,125	,287	2,137	,035
Shopping Lifestyle (X3)	,050	,176	,032	,286	,775

a. Dependent Variable: Impulse Buying (Y)

Source: Primary data processed, 2023

Based on table 4.1 of the Glejser test results above, the following regression equation is obtained:

Y= 0.806 + 0.525 X1 + 0.268 X2 + 0.050 X3

Information:

Y: Impulse Buying

X1: Sales Promotion

X2: Hedonic Shopping Motivation

X3 : Shopping Lifestyle

Based on the regression equation above, it can be explained as follows:

1   Constant (a)

The equation above shows a constant value (a) of 0.806. This means that if the sales promotion, hedonic shopping motivation and shopping lifestyle variables are assumed to have a value of zero (0), then the impulse buying variable is 0.806.

2   *Sales Promotion*(X1) against Impulse Buying (Y)

The brand image regression coefficient value on variable X1 is 0.525 and has a positive sign. This means that every increase in sales promotion by one unit will increase the impulse buying variable (Y) by 0.525 assuming that the other independent variables remain constant.

3   *Hedonic Shopping Motivation*(X2) against Impulse Buying (Y)

The brand image regression coefficient value on variable X1 is 0.268 and has a positive sign. This means that for every increase in hedonic shopping motivation by one unit, the impulse buying variable (Y) will increase by 0.268, assuming that the other independent variables remain constant.

4   *ShoppingLifestyle*(X3) against Impulse Buying (Y)

The brand image regression coefficient value on variable X1 is 0.050 and has a positive sign. This means that for every increase in shopping lifestyle by one unit, the impulse buying variable (Y) will increase by 0.050, assuming that the other independent variables remain constant.

5. Hypothesis Test Results
5.1 T Test Results

The partial test (t test) in multiple linear regression analysis aims to determine whether the independent variable X partially has a significant effect on variable Y. Decision making is based on significant values:

1.   tcount > ttable = The independent variable has an effect on the dependent variable.

2.   tcount < ttable = independent variable has no effect on the dependent variable.

3.   Sig < 0.05 = The independent variable has a significant effect on the dependent variable.

4.   Sig > 0.05 = The independent variable has no significant effect on the dependent variable.

(Andriani, 2019)

Table 5.1 T Test Results

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	,806	2,449		,329	,743
	Sales Promotion (X1)	,525	,112	,496	4,702	,000
	Hedonic Shopping Motivation (X2)	,268	,125	,287	2,137	,035
	Shopping Lifestyle (X3)	,050	,176	,032	,286	,775
a. Dependent Variable: Impulse Buying (Y)						

The test results are: Error rate (α) = 5% and degrees of freedom (df) = (nk) = 100 – 4 = 96 ttable used is 0.05% (96) = 1.984. Basis for decision making if tcount > ttable (1.984) and the sig value is <0.05, it can be said that variable X has a positive and significant effect on variable Y. Based on the table above, the following explains the influence of each independent variable partially:

1   Hypothesis 1

The results of testing using SPSS for the sales promotion variable (X1) on impulse buying (Y) obtained a value of tcount = 4.702 > ttable = 1.984 with a significance level of 0.000 < 0.05. This means that the sales promotion variable (X1) has a positive and significant influence on impulse buying (Y), in other words the hypothesis (H1) is accepted.

2   Hypothesis 2

The results of testing with SPSS for the variable hedonic shopping motivation (X2) on impulse buying (Y) obtained a value of tcount = 2.137 > ttable = 1.984 with a significance level of 0.035 < 0.05. This means that the hedonic shopping motivation variable (X2) has a positive and significant influence on impulse buying (Y), in other words the hypothesis (H2) is accepted.

3   Hypothesis 3

The results of testing using SPSS for the shopping lifestyle variable (X3) on impulse buying (Y) obtained a value of tcount = 0.286 < ttable = 1.984 with a significance level of 0.775 > 0.05. This means that the shopping lifestyle variable (X3) does not have a positive and significant influence on impulse buying (Y), in other words the hypothesis (H3) is rejected.

6. Coefficient of Determination Test Results

This test is used to measure the extent or magnitude of the influence of the independent variables (sales promotion, hedonic shopping motivation, shopping lifestyle) on the dependent variable (impulse buying).(Susilawati, 2020).

Table 6.1 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767a	,588	,575	4.42718
a. Predictors: (Constant), Shopping Lifestyle (X3), Sales Promotion (X1), Hedonic Shopping Motivation (X2)				

Based on Table 6.1 of the coefficient of determination results, it is known that the Adjusted R Square value is 0.575 (57.5%), this shows that by using the regression model obtained where the independent variables namely sales promotion, hedonic shopping motivation and shopping lifestyle have an influence on the purchasing decision process of 57.5%. While the remainder (100% - 57.5% = 42.5%). explained by other factors or variables that are unknown or not included in this regression analysis, such as price, service quality and others.

CLOSING
Conclusion

The results of research regarding the influence of sales promotion, hedonic shopping motivation and shopping lifestyle on impulse buying among Umri students in the Gofood service on the Gojek application, can be drawn as follows:

1 *Sales Promotion*has a positive and significant effect on Impulse Buying among Umri Students on Gofood Services on the Gojek Application. This proves that when a company studies, improves and evaluates sales promotion for products to be marketed, it can automatically influence consumers to make impulse purchases.

2 *Hedonic Shopping Motivation*has a positive and significant effect on Impulse Buying among Umri Students on Gofood Services on the Gojek Application. This proves that companies need to study more deeply about consumer behavior, because hedonic shopping motivation, which is one part of consumer behavior, can influence consumers in making impulse purchases.

3 *Shopping lifestyle*does not have a positive and significant influence on Impulse Buying among Umri Students on Gofood Services on the Gojek Application. From these results we can see that shopping lifestyle is not a factor that influences consumers to make impulse purchases on the Gojek application's Gofood service.

Suggestion

Based on the research results, the researcher would like to provide suggestions or input for companies and further researchers as follows:

1 For Companies.

The Gojek Gofood service company must see how effective these three variables are to achieve the best results in consumer impulse buying through sales promotion, hedonic shopping motivation and shopping lifestyle. Therefore, companies must learn more about sales promotion strategies and consumer behavior to carry out impulse buying.

2 For Further Researchers

Future researchers are expected to be able to increase the number of populations, characteristics of respondents and samples to obtain more accurate and maximum results from many people. Future researchers are also advised to add other variables that have not been used in this research, such as word of mouth, promotion, service quality, strategic location, which of course can influence the dependent variable of purchasing decisions to further complete this research because there are still other independent variables that may influence purchasing decisions

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