



ANALYSIS OF THE EFFECT OF SHOPAHOLIC BEHAVIOR AND PROMOTION ON IMPULSE BUYING THROUGH E-COMMERCE ON STUDENTS IN MEDAN

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Abstract

Impulse buying is a condition where consumers feel interested in making purchases of the products they see. The conditions at that time where e-commerce became a trend for the development of shopaholic behavior and opportunities for impulse buying. Many factors can trigger impulse buying including shopaholic behavior and promotion. This study aims to determine the effect of shopaholic behavior and promotion which has an impact on impulse buying through e-commerce in the city of Medan. The sample of this research is students at private universities in Medan who like to shop at e-commerce in the last one year, the number of samples is 105 people. The data collection technique used a questionnaire that was tested for validity and reliability. The data analysis technique used assumption test, multiple linear regression, t test, F test and coefficient of determination. The results showed that shopaholic behavior had a significant effect on impulse buying and promotion had a significant effect on Impulse Buying. Simultaneously, shopaholic behavior and promotion affect Impulse Buying through e-commerce for students in Medan. Adjusted R Square of 67.2% shows the contribution of shopaholic behavior and promotion to impulse buying.

Keywords: E-Commerce, Impulse Buying, Shopaholic Behavior, Promotion.

1. INTRODUCTION

The era of digital technology marked by industry 4.0 shows that all activities can almost certainly be done virtually. Not to be left behind in the world of marketing, the main thing is that this activity is the fastest part of following technological changes that are so fast. Technology in marketing activities has brought e-commerce which provides very broad convenience for consumers to be able to buy the goods they want anytime and anywhere. E-commerce presents an option for the market to choose various applications to make it easier for consumers to shop. E-commerce is a transaction mechanism that uses electronic communication networks such as the internet, which is used by both developed and developing countries. so that its activities can no longer be limited by geographical boundaries and can increase the efficiency and speed of conducting various e-commerce businesses that can be the choice of consumers to get their products (Wulandari et al., 2017). Technology provides many conveniences in meeting human needs and makes it easy to communicate, find information, access world news and shop online via the internet (Daulay & Mujiatun, 2021).

E-commerce makes it easier for consumers to make online buying and selling transactions that can be done from anywhere the consumer does not require large costs and a short time. Consumers can shop by utilizing online shopping. Based on data from Mckinsey in 2018, it was stated that there was a change in consumer behavior in transactions. The convenience provided by the online shopping application is able to increase sales significantly (25%/year). Based on a survey by the Snapcart research institute, it shows that online shopping consumers are women at

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65% and based on age, e-commerce users are dominated by young people with an age range of 18-34 years by 80% (Nurlinda & Christina, 2020).

Indonesia is an e-commerce market that continues to increase. The development of online shops in Indonesia that offers convenience and various types of products/services, which makes online shops a new "shopping place" (Jufrizen et al., 2020). Some of the most popular and well-known online shops in the online market in Indonesia include Tokopedia, Shopee, Bukalapak, Lazada, Blibli, Bhinneka, Orami, Ralali, JD ID and Zalora. The following shows a table of e-commerce and the highest number of visitors to the Indonesian online shopping market.

Table-1 E-Commerce Map In Indonesia Q2 2021

Rank	Brand	Penumpang Web Indonesia	Ranking Aplikasi	Ranking Platform	Visitors	Program	Revenue	Domestik
1	Tokopedia	141,060,000	#2	#4	953,000	1,828,100	1,025,650	8,544
2	Shopee	126,994,700	#1	#1	4,258,222	1,747,542	21,831,511	12,792
3	Bukalapak	26,402,000	#6	#3	275,600	667,142	2,518,990	2,816
4	Lazada	21,670,000	#5	#5	490,000	1,705,370	17,364,412	6,126
5	Blibli	18,440,000	#8	#7	129,600	142,480	1,198,260	1,979
6	Bhinneka	6,956,700	#11	#11	47,100	42,280	1,036,230	487
7	Orami	6,266,000	#10	#10	3,820	6,940	351,770	211
8	Ralali	5,123,300	#16	#16	2,880	41,160	91,390	176
9	JD ID	3,763,300	#7	#6	42,000	196,670	838,770	1,185
10	Zalora	3,564,700	#15	#15	n/a	720,090	199,080	380

Source: cnbcindonesia.com (2021)

Based on the highest number of visitors in the second quarter of 2021, Tokopedia ranks first, followed by Shopee, Bukalapak, Lazada, Blibli, Bhinneka, Orami, Ralali, JD ID and Zalora. The large number of visitors who are dominated by women and teenagers shows the high number of online shopping buyers are women, of course this also applies to shopaholic behavior dominated by women, especially teenagers, this is a big market opportunity to be able to provide benefits for the online market. Quoting the results of a survey (Ummah & Rahayu, 2019) entitled Women e-Commerce Survey which explains that women in Indonesia have an impulsive or spontaneous tendency when doing shopping activities (Kompas.com 2019).

Shopaholic behavior is a condition where the emergence of behavior in oneself that wishes to continue to want to shop. Shopaholic behavior will be very willing to always buy the desired product or item even though the item is not necessarily needed. Shopaholic behavior becomes like an addiction when you see things you like, so the desire to shop can't be delayed anymore. When the market provides a pleasant opportunity for the goods they like to be displayed very attractively and provide very profitable sales promotions with various discounts and very tempting discounts, consumers will immediately buy them so that impulse buying often occurs when many discounts are offered. seller. The number of offers provided by e-commerce is sometimes confusing. So that the number of discounts makes consumers doubt the products offered because the low prices are the reason for buyers to be suspicious of the quality of the goods. But the shopaholic will try to get what he wants. Moreover, with the various e-commerce options to choose from, consumers sometimes compare prices between one e-commerce and another. The number of e-commerce that competes with each other with various marketing strategies that are carried out to be able to captivate the hearts of site visitors. Various promotions carried out will provide a great opportunity to attract consumers. The more capable e-commerce attracts visitors, the higher the number of visitors to e-commerce sites, which is certainly an advantage.



2. IMPLEMENTATION METHOD

The research approach used is an associative approach. Associative research aims to analyze the problem of the relationship between one variable and another (Juliandi et al., 2015). The reason for choosing this research is because it has a relationship between variables with other variables. The population of this research is private university students in Medan with a total sample of 105 respondents from questionnaires distributed online for a week. The data collection techniques used in this study are: Interview, Questionnaire, which were tested for validity and reliability. The data analysis technique used in this research is quantitative data analysis or describes the data and makes conclusions based on the data obtained.

3. RESULTS AND DISCUSSION

Table 1 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,199	2,307		,086	,931		
Shopaholic behavior	,457	,086	,457	5,295	,000	,445	2,247
Promotion	,693	,141	,425	4,924	,000	,445	2,247

Table 1 shows that there is no multicollinearity problem, because the VIP (Varian Inflation Factor) value is not greater than 5 (VIF), namely Store Atmosphere $2.247 < 5$ and Sales Promotion < 5 .

Table 2 Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,199	2,307		,086	,931		
Shopaholic behavior	,457	,086	,457	5,295	,000	,445	2,247
Promotion	,693	,141	,425	4,924	,000	,445	2,247

Table 2 shows that from the results of the multiple linear regression test in the table above, it can be seen that the regression coefficient values are as follows :

$$Y = 0.199 + 0.457 + 0.693$$

It can be assumed that the value of the regression coefficient $Y = 0.199$ indicates that the independent variables, namely Shopaholic behavior and Promotion, are constant and have no change equal to zero, so Impulse Buying is 0.199. The value of the regression coefficient $X1 = 0.457$ indicates that if the promotion felt by students in shopping through e-commerce has increased by 100%, it will result in an increase in impulse buying (spontaneous purchases) of 0.457 with the assumption that the value of Shopaholic behavior remains or does not change. The contribution given by Shopaholic behavior to impulse buying is 45.70% seen from the standardizes coefficient. Regression coefficient value $X2 = 0,693$ shows that if the promotion felt by students in

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shopping through e-commerce has increased by 100%, it will result in an increase in impulse buying (spontaneous purchases) of 0.693 with the assumption that the promotion value remains or does not change. The contribution given by sales promotion to impulse buying is 42.50% seen from the standardizes coefficient.

Table 3 t Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,199	2,307		,086	,931		
Shopaholic behavior	,457	,086	,457	5,295	,000	,445	2,247
Promotion	,693	,141	,425	4,924	,000	,445	2,247

Table 3 shows the criteria for the t test performed at the level of = 5%, the t value for n = 105-2 = 103 is 1,983. From the results presented, it is known that Shopaholic behavior has an effect on impulse buying with a value of tcount 5.295 > ttable 1.983 with a sig probability value on the Shopaholic behavior variable 0.000 <0.05, meaning Ho is rejected, Ha is accepted. This shows that Shopaholic behavior has an effect on impulse buying through e-commerce for private university students in Medan. Sales promotion has an effect on impulse buying with a tcount value of 4.924 > ttable 1.983 with a sig probability value on the promotion variable 0.000 <0.05 meaning Ho is rejected Ha is accepted. This shows that promotion has an effect on impulse buying through e-commerce for private university students in Medan.

Table 4 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	Sig. F Change
1	,824a	,679	,672	3.44700	,679	,000

Table 4 shows thatthe coefficient of determination (R Square) obtained is 0.679. This means that 67.9% of the impulse buying variables are determined by both Shopaholic behavior and promotion variables. While the adjusted R Square of 67.2% shows the ability that can be given impulse buying from the influence of the independent variable, the remaining 32.8% is influenced by other independent variables not examined in this study.

4. CONCLUSION

Based on the results of the t test, it is known that shopaholic behavior has an effect on impulse buying. This shows that the shopping behavior of students plays a role in the occurrence of impulse buying. Shopaholic behavior reflects a high desire to have the things they want even though they are not needed. The results of Pudji Susilowati's research (2008), concluded that a person can be said to be a shopaholic if they show symptoms in between. Likes to spend money to buy things that he doesn't own even though the goods are not always useful for him (Fitria, 2015). Consumers who buy high purchasing power and are supported by the availability of free time and money are able to trigger impulse purchases (Darma & Japariato, 2014). This desire shows behavior that gives birth to unplanned buying actions. Furthermore, the promotion variable has an effect on impulse buying. Promotion plays a very important role in providing information to



consumers. The information provided by the company certainly aims to lure the market to buy. The more capable the promotion affects consumers, the more effective it will be to cause impulse buying to consumers. The results of the study (Daulay et al., 2021) showed that there was an influence between store atmosphere and sales promotion on impulse buying of Department Store consumers in the city of Medan. The information provided by the company certainly aims to lure the market to buy. The more capable the promotion affects consumers, the more effective it will be to cause impulse buying to consumers. The results of the study (Daulay et al., 2021) showed that there was an influence between store atmosphere and sales promotion on impulse buying of Department Store consumers in the city of Medan. The information provided by the company certainly aims to lure the market to buy. The more capable the promotion affects consumers, the more effective it will be to cause impulse buying to consumers. The results of the study (Daulay et al., 2021) showed that there was an influence between store atmosphere and sales promotion on impulse buying of Department Store consumers in the city of Medan.

In the F test simultaneously, shopaholic behavior variables and promotions have an effect on impulse buying through e-commerce. Shopaholic behavior becomes increasingly interested and compelled to make a purchase with attractive links, discounts or discounts offered by sellers even though the product is already owned or not needed or used. Consumers often buy a product without being planned in advance. Many factors cause this, one of which is a price cut (discount) that looks striking will attract the attention of consumers (Andriany & Arda, 2019). Shopaholic behavior will be more interested in making unplanned purchases with discounts.

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