

THE INFLUENCE OF DISCOUNTS AND LIFESTYLE ON IMPULSE BUYING (CASE STUDY OF SHOPEE APP USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH)

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Abstract

This research aims to analyze the influence of discounts and lifestyle on impulse buying (a case study of Shopee users among students at the Faculty of Economics and Business, Universitas Malikussaleh). The study employs a quantitative method, with the population consisting of students from the Faculty of Economics and Business at Universitas Malikussaleh who use Shopee. The sampling method used in this research is stratified random sampling, with 100 respondents. The instrument for measuring responses is based on a Likert scale, and primary data is collected through questionnaires distributed directly to the respondents. The data in this research is analyzed using multiple linear regression analysis, instrument testing, classical assumption tests, hypothesis testing, and the determination coefficient, all processed using SPSS version 27. The results show that discounts do not have a positive or significant effect on impulse buying, as evidenced by a t -value $<$ t -table ($-0.708 < 1.664$) and a significance value of $0.480 > 0.05$. On the other hand, lifestyle has a positive and significant effect on impulse buying, as demonstrated by a t -value $>$ t -table ($7.027 > 1.664$) with a significance value of $0.000 < 0.05$. This research implies that Shopee should emphasize strategies to enhance its marketing efforts, attract consumers, and encourage impulse buying.

Keywords : *Discounts, Lifestyle, Impulse Buying*

1. INTRODUCTION

The rapid development of technology has led to an increase in the number of internet users in Indonesia every year. The presence of the internet has made shopping activities easier for consumers, which in turn has contributed to a rise in the consumptive behavior of the Indonesian population, making Indonesia a potential market for e-commerce. E-commerce is seen as providing convenience for entrepreneurs to sell their products online. E-commerce is a trading activity that encompasses various processes such as distribution, marketing, sales, and the purchase of products through the use and utilization of the internet network (Sari & Patrikha, 2021). The rapid development of e-commerce has led to the emergence of many marketplaces such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, and others. Shopee, as a mobile-based e-commerce marketplace that connects sellers and buyers without the need for direct interaction, has managed to maintain its position as the number one online shopping app on both Android and iOS platforms.

Consumer purchases can be categorized into two types: planned purchasing and unplanned purchasing. According to Chang (Mahmudah, 2020) impulse buying is an important consideration in marketing activities, with its complexity and frequent occurrence across various product types. There are several factors that influence impulse buying, one of which is discounts, as examined in this study. In this era of intense competition, companies must pay attention to price factors, as the price level significantly impacts a company's competitiveness and influences consumers' decisions to purchase its products. One strategy to encourage impulse buying behavior among consumers is by offering discounts. Discounts can change customers' perceptions of the products being offered, making them more positive, and can influence consumer decision-making in terms of purchasing decisions (Hasim & Lestari, 2022). In addition to discounts, lifestyle also plays a role in

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influencing impulse buying. Lifestyle is considered one of the indicators of personal factors that affect consumer behavior (Andik et al., 2020).

2. LITERATURE REVIEW

2.1 Impulse Buying

Impulse buying is a purchase that occurs when a consumer encounters a product that triggers an immediate desire to own it and a strong urge to acquire it right away (Safriani *et al.*, 2023). Impulse Buying is a purchasing behavior that occurs without prior planning, or an unplanned purchase made while in a store or on an online marketplace. This type of buying behavior is characterized by spontaneous decisions driven by immediate desires or external triggers, rather than being the result of careful consideration or premeditation (Nurtanio *et al.*, 2022).

2.2 Discount

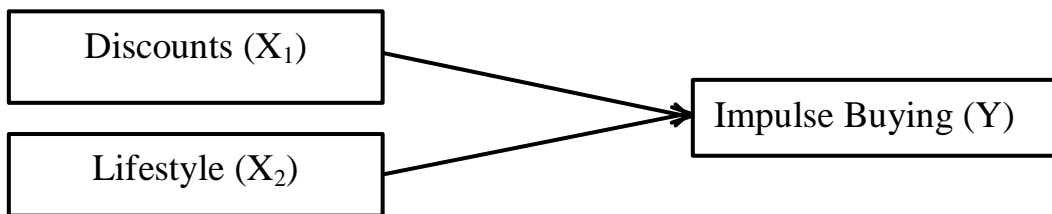
According to Tjiptono as cited in (Ginting, 2019), a discount is a price reduction given by the seller to the buyer as a reward for certain activities by the buyer that are considered favorable to the seller.

2.3 Lifestyle

Lifestyle is broadly defined as the way of life identified by how an individual spends their time (activities), what they consider important in their environment (interests), and how they perceive themselves and the world around them opinions (Adnan, 2020).

2.4 Conceptual Framework and Hypotheses

The conceptual framework in this study can be illustrated in the following diagram:



The hypotheses in this study are as follows:

H1: It is hypothesized that Discounts have a positive and significant effect on Impulse Buying.

H2: It is hypothesized that Lifestyle has a positive and significant effect on Impulse Buying.

3. IMPLEMENTATION METHOD

The population in this study consists of regular undergraduate students from the Faculty of Economics and Business at Malikussaleh University, enrolled in the even semester of 2024, from the 2021, 2022, and 2023 cohorts, totaling 2,278 individuals. The sample size for this study is 100 respondents. The sampling approach used in this study is probability sampling, as the total population is known. The specific technique employed is Stratified Random Sampling. Stratified Random Sampling involves dividing the population into distinct strata or subgroups, randomly selecting samples from each stratum, and then combining them to estimate the population parameters. The type of data used in this study is quantitative data. The data analysis technique used in this study is multiple linear regression analysis, which is commonly used to determine the relationship between independent variables and a dependent variable. The formula for multiple linear regression is as follows :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

4. RESULTS AND DISCUSSION

4.1 Results

4.1.1 Validity Test

Table.1 Validity Test Result

| Variabel | R _{hitung} | R _{tabel} | Keterangan |
|----------|---------------------|--------------------|------------|
| X1.1 | 0.735 | 0.3610 | Valid |
| X1.2 | 0.807 | 0.3610 | Valid |
| X1.3 | 0.715 | 0.3610 | Valid |
| X1.4 | 0.498 | 0.3610 | Valid |
| X1.5 | 0.737 | 0.3610 | Valid |
| X1.6 | 0.596 | 0.3610 | Valid |
| X1.7 | 0.595 | 0.3610 | Valid |
| X2.1 | 0.546 | 0.3610 | Valid |
| X2.2 | 0.677 | 0.3610 | Valid |
| X2.3 | 0.667 | 0.3610 | Valid |
| X2.4 | 0.751 | 0.3610 | Valid |
| X2.5 | 0.806 | 0.3610 | Valid |
| Y.1 | 0.711 | 0.3610 | Valid |
| Y.2 | 0.680 | 0.3610 | Valid |
| Y.3 | 0.648 | 0.3610 | Valid |
| Y.4 | 0.646 | 0.3610 | Valid |
| Y.5 | 0.666 | 0.3610 | Valid |
| Y.6 | 0.663 | 0.3610 | Valid |

Source: Primary Data Processed 2024

Based on Table above, it shows that all the indicators of the variables used in this study have correlation values above 0.3610. This indicates that all the indicators used to measure the variables in this study are considered valid.

4.1.2 Reliability Test

Table. 2 Reliability Test Results

| No | Variabel | Nilai Cronbach's alpha | Keterangan |
|----|----------------|------------------------|------------|
| 1 | Potongan Harga | 0.793 | Reliabel |
| 2 | Gaya Hidup | 0.722 | Reliabel |
| 3 | Impulse Buying | 0.746 | Reliabel |

Source: Primary Data Processed 2024

Based on the table above, it can be seen that all variables, including discounts, lifestyle, and impulse buying, are reliable. This is evident from the Cronbach's alpha values of the discount, lifestyle, and impulse buying variables, all of which have Cronbach's alpha values greater than 0.60, indicating that the variables are reliable for measuring the intended constructs.

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4.1.3 Multiple Linear Regression

Table. 3 Multiple Linear Regression

| <i>Coefficients^a</i> | | | | | |
|---------------------------------|------------------------------------|------------|----------------------------------|-------|------|
| Model | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 12.952 | 2.406 | | 5.384 | .000 |
| Potongan Harga | -.059 | .084 | -.063 | -.708 | .480 |
| Gaya Hidup | .616 | .088 | .621 | 7.027 | .000 |

a. Dependent Variable : Impulse Buying

Source: Primary Data Processed 2024

To complete your sentence and provide the proper regression equation, you would follow this structure:

$$Y = a + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 12.952 - 0.059X_1 + 0.616X_2$$

The explanation of the multiple linear regression equation above is as follows:

1. The result of the multiple linear regression equation above shows that the constant (a) is 12.952, which indicates that when the independent variables, namely Discount and Lifestyle, are held constant, the value of the dependent variable Impulse Buying is 12.952.
2. The regression coefficient for the Discount variable (X1) is -0.059, which means that if the Discount (X1) is increased by 1 Likert scale unit, Impulse Buying (Y) will decrease by 5.9%. This negative coefficient indicates that higher discounts are associated with a decrease in impulse buying behavior in this particular model.
3. The regression coefficient for the Lifestyle variable (X2) is 0.616, which means that if Lifestyle (X2) is increased by 1 Likert scale unit, Impulse Buying (Y) will increase by 61.6%. This positive coefficient suggests that consumers with a lifestyle more inclined towards impulsive purchasing behaviors are more likely to engage in impulse buying as their lifestyle becomes more relevant to purchasing decisions.

4.1.4 Coefficient of Determination Test

Table.4 Result of the Determination Coefficient Test

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .599 ^a | .359 | .346 | 2.605 |

a. Predictor: (Constant), Gaya hidup, Potongan harga
 b. Dependent Variable: Impulse buying

Source: Primary Data Processed 2024

Based on the table above, it can be seen that the correlation coefficient (R) value is 0.599, meaning that the Discount and Lifestyle variables have the ability to explain their influence on Impulse Buying by 59.8%. The remaining 40.2% is influenced by factors outside the scope of this study. The obtained R Square (R²) value is 0.359, meaning that the Discount and Lifestyle variables have the ability to explain their influence on Impulse Buying by 35.7%. The remaining 64.3% is influenced by factors outside the scope of this study. The obtained Adjusted R Square

value is 0.346, meaning that the Discount and Lifestyle variables have the ability to explain their influence on Impulse Buying by 34.6%. The remaining 65.4% is influenced by factors outside the scope of this study.

4.2 Discussion

4.2.1 The Influence of Discount on Impulse Buying

Discounts do not have a positive and significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University. This is shown by the fact that the t-value is smaller than the t-table value and the result is not statistically significant. The findings of this study indicate that discounts do not influence impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University. Therefore, the hypothesis stating that discounts have a positive and significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University is rejected (H1 is rejected).

4.2.2 The Influence of Lifestyle on Impulse Buying

Lifestyle has a significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University. This is evidenced by the fact that the t-value is greater than the t-table value and the result is statistically significant. Therefore, the hypothesis stating that lifestyle has a positive and significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University is accepted (H2 is accepted).

5. CONCLUSION

Based on the results and discussion of the research titled "The Influence of Discounts and Lifestyle on Impulse Buying (A Case Study of Shopee App Users Among Students of the Faculty of Economics and Business, Malikussaleh University)", the following conclusions can be drawn:

1. Discounts do not have a positive and significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University.
2. Lifestyle has a positive and significant effect on impulse buying among Shopee app users at the Faculty of Economics and Business, Malikussaleh University.

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