

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid¹, Nurainun²

^{1,2}Faculty of Economics and Business, Universitas Malikussaleh, Indonesia

Correspondence Author: nurainun@unimal.ac.id

Received : 15 June 2025

Published : 04 August 2025

Revised : 01 July 2025

DOI : <https://doi.org/10.54443/ijset.v4i8.824>

Accepted : 25 July 2025

Publish Link : <https://www.ijset.org/index.php/ijset/index>

Abstract

The study aims to examine the impact of website quality, store promotion, and time pressure on e-impulse buying on Shopee. The research uses primary data obtained by distributing questionnaires to 115 respondents selected through purposive sampling. The data analysis method employed is SEM-PLS, using Smart PLS version 4.0 as the analytical tool. To test data validity, the researcher uses validity tests including convergent validity, discriminant validity, and average variance extracted (AVE), as well as reliability tests such as model fit, coefficient of determination (R^2), Q-square, and effect size. The results of this study indicate that website quality does not affect e-impulse buying on Shopee. The analysis found that students of Malikussaleh University do not consider website quality significantly. Store promotion has a significant effect on impulse buying on Shopee; Effective store promotions, such as discounts, special offers, and loyalty programs, tend to increase the urgency to make unplanned purchases. Time pressure also has a significant effect on impulse buying on Shopee. Time pressure, often manifesting as limited-time offers or flash sales, can increase the urgency to make immediate purchases without thorough consideration.

Keywords : *web quality, store promotion, time pressure, impulse buying*

1. INTRODUCTION

The rapid development of information technology has had a significant impact on business growth. In 2019, the online market has become the main shopping platform worldwide with the highest number of transactions. The increase in online shopping globally has the potential to increase revenue from this activity, which is projected to reach 5.4 trillion US dollars in 2022 (Statista, 2021). E-commerce in Indonesia has become one of the largest and fastest-growing markets in the world, as recognized by the World Retail Congress (2019). According to research conducted by Sirclo in 2019, Indonesian consumers make an average of 3 to 5 online purchases per month, allocating around 15% of their monthly income for online shopping. In the past, consumers had to visit physical markets to shop, but now they can do it from the comfort of their homes. This change has transformed consumer behavior and created new trends. One of the main reasons behind the popularity of online marketplaces is the availability of products at more affordable prices (Sirclo, 2019). The ongoing innovation in digital business has given birth to a system known as the marketplace, which is an evolution of e-commerce (Juwita et al., 2022).

The ease of access and convenience offered by the marketplace has had a significant impact on users in Indonesia, allowing them to shop without location or time constraints, which ultimately drives higher consumer behavior (Tia, 2023). Juwita (2023) also noted that the convenience provided by the marketplace makes consumers more likely to shop online, thus saving time and energy. The increasing number of consumers transacting through the marketplace has changed consumer behavior patterns and created new habits in online shopping. Harahap and Amanah (2022) argue that online shopping tends to encourage higher impulsive buying behavior compared to direct shopping. The availability of a wider selection of products makes it easier for consumers to find the items they want, even if they had no previous intention of buying them. The ability to shop from anywhere eliminates time and location constraints, increasing the likelihood of impulse buying. Personalized marketing strategies also leverage consumer data to target them with attractive products or promotions, encouraging them to purchase items they had not previously considered.

However, online shopping has limitations because consumers cannot touch or try the product directly (Budiyanto, 2020). On the other hand, the sensory experience and atmosphere in physical stores can make in-person shopping more prone to impulse buying compared to online channels, as highlighted by Wardhana (2024). This study shows that impulse buying in physical stores is hedonistic and complex, driven by strong emotional factors. There is a close relationship between emotions and hedonistic experiences with sensory stimulation, as supported by previous studies (Harahap and Amanah, 2022). Therefore, as long as physical stores can stimulate the senses better than online platforms, they have a unique advantage in creating a more intense and meaningful impulse shopping experience. This emphasizes the importance of sensory and emotional elements in generating strong appeal in physical retail environments, which may be difficult to fully replicate in online shopping (Larasati & Auliya, 2023). In addition, impulse buying is influenced by an individual's affective and cognitive state (Chan et al., 2021), which can originate from both internal and external factors (Iyer et al., 2020). Internal factors include personal characteristics such as impulsive buying tendencies and hedonic motivations, while external factors include promotions, offers, or shopping platforms used (Chan et al., 2021). Cognitive states relate to thinking, understanding, and interpretation, while affective states emphasize feelings or emotions (Humairoh et al., 2023).

One of the factors that influence online impulse buying is the quality of the website. Detailed information on online sites plays an important role in the context of impulse buying, because buyers tend to rely on data from websites as the main source that persuades them to make impulse purchases, especially on B2C (Business-to-Consumer) sites (Noviarni, 2018). Website features that encourage impulse buying include mobile compatibility, accessibility for all users, well-structured information architecture, properly formatted content, fast loading times, consistency across browsers, effective navigation, and efficient error handling (Akram et al., 2018). Research shows that one of the reasons consumers make unplanned purchases is because of website quality (Rini & Anasrulloh, 2021). In addition, store promotions also have the potential to influence electronic impulse buying (e-impulse buying). According to Kusnawan et al. (2019), store promotions are a series of motivational instruments designed to encourage buyers to immediately purchase certain products in larger quantities. Discounts, coupons, and special offers such as "Buy 1 Get 1 Free" or seasonal discounts are very effective in attracting customers and encouraging purchases. Loyalty programs offer points or rewards for every purchase, which can be exchanged for future products or discounts. Free shipping offers with certain conditions, such as minimum purchases, also encourage customers to buy more products unexpectedly (Sobir, 2021). This approach is implemented in various ways, such as offering discounts, gifts, or free samples. One form of store promotion is a flash sale. According to Renita (2022), a flash sale is a type of sale that offers products with large discounts in limited quantities and for a short time. Another term used to describe this concept is daily deals or deals of the day (Kusnawan et al., 2019).

Flash sales not only function as a form of marketing, but also as a promotional strategy (Sobir, 2021) and even as a business model (Liu et al., 2021). In Indonesia, several online marketplaces have adopted the flash sale model, including Shopee (Debora, 2018). Flash sales can be held at various times, including special events such as National Online Shopping Day, Ramadan, Twin Dates, and so on (Catriana, 2020). On several online marketplace platforms, flash sales are even held routinely every day, divided into certain time slots. Thus, flash sales have become one of the most effective strategies to attract consumer attention and encourage transactions in the e-commerce environment (Pebrianto, 2020). A study by Abdul Ghani Azmi (2020) also concluded that store promotions have a positive and significant influence on electronic impulse buying. Time pressure also has a significant impact on e-impulse buying. When consumers feel limited by time, they tend to act quickly without careful consideration. This can trigger the urge to make impulsive purchases, because consumers feel they do not have enough time to think further. In a time-pressured situation, consumers are more likely to make decisions based on emotions or momentary impulses rather than rational considerations (Harahap & Amanah, 2022). Limited-time promotions have their own appeal because they emphasize offers that are only available for a certain period of time (Mou & Shin, 2018). This causes consumers to feel enthusiastic and excited about limited-time offers (Fathia, 2023). The scarcity of time creates a competitive situation and makes buyers feel pressured by time, thus encouraging them to make purchases. Buyers can also imagine regret if they miss out on attractive offers during flash sales.

2. RESEARCH METHODS

This research was conducted at Malikussaleh University with subjects being Malikussaleh University students who had made impulse purchases at Shopee. In this study, the population used was active Malikussaleh University students who had made online purchases at Shopee. The number of samples in this study was 115

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

consumers who had made purchases at the Shopee e-commerce. The sampling technique used was nonprobability sampling with a purposive technique. The data analysis method used was the SEM-PLS method using the Smart PLS version 4.0 data analysis tool. In testing the validity of the data, the researcher used validity tests: convergent validity, discriminant validity, and average variance extracted (AVE), Reliability test of the fit coefficient determination model (R2) Q-square and effect size. In this study, the tool used was a questionnaire distributed via the Google Form link, where the respondents' answers would be measured using an interval scale. To measure the dependent variable, namely impulse buying, 3 indicators are used with a Likert scale of 1-5 from Wu et al., (2023). Website quality is formed by 4 dimensions, namely usefulness, ease of use, entertainment and complementary relationships. The three sub-dimensions are each measured by 3 indicators, only complimentary relationships use 2 indicators. So that the total indicators used to measure website quality are 11 indicators with a Likert scale of 1-5 from Loiacono et al., (2015), To measure time pressure, 5 indicators are used with a Likert scale of 1-5 from Zhang and Zheng (2023). And to measure store promotions, 4 indicators are used with a Likert scale of 1-5 from Kabarsiyar and Yarahmadi (2018).

Table 1
Operational Definition of Variables

it	Variable	Dimensions	Operational Definition	Indicators	Scale
1	Impulse Buying (Y)		A person's desire to buy a product suddenly without careful consideration or a long thought process.	1. When shopping at Shopee, I often have the mindset of buying now and thinking later. 2. When shopping at Shopee, I often buy items according to my feelings at that time. 3. When shopping on Shopee, I often buy things without thinking twice. (Wu et al., 2022)	Likert Scale 1-5
2	Website Quality (X1)	1. Usefulness	The ability of a website to provide users with relevant and useful information about the products or services offered.	1. Shopee website provides all the information I need. 2. Shopee website loads quickly. 3. The information on the shopee website is effective. Loiacono et al.,(2015)	Likert Scale 1-5
		2. Ease of Use	Assesses how easily users can interact with a website and the extent to which the website is intuitively easy to use.	1. Shopee website labels are easy to understand. 2. Shopee website can be easily operated by me. 3. Shopee website pages are easy to read. Loiacono et al.,(2015)	Likert Scale 1-5
		3. Entertainment	Assesses the extent to which the design and user experience of a website are perceived as pleasant, so that users feel that using the website provides an	1. The Shopee website has an attractive appearance 2. Shopee website has a fashionable design. 3. Shopee website design is very innovative. Loiacono et al.,(2015)	Likert Scale 1-5

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

		entertaining experience.		
4.	Complementary Relationship	reflects the complementary relationship between the various features and functions on the website used by users.	1. The image is right on the website and is the same as the image on the shop media itself. 2. The Shopee website can be used for online transactions	Likert Scale 1-5 Loiacono et al.,(2015)
3.	Promotion store (X2)	Activities carried out with the aim of selling and increasing consumer demand for a product.	1. I buy items on shopee if there are free products 2. Free products can be a reason for me to buy goods on Shopee on impulse. 3. I bought an item on Shopee at a discounted price. 4. If I see a discount price, I tend to buy on impulse. Karbasiyar and Yarahmadi (2018).	Likert Scale 1-5
4.	Time Pressure (X3)	Subjective perception of the limited or scarce time available to facilitate the decision-making process.	1. I feel that the promotion time determined by Shopee is very short. 2. I feel that the promotional items I bought on Shopee have expired. 3. In my opinion, the promotional items are very good, don't buy them or someone else will take them. 4. I feel the number of promotional items is very limited. 5. I feel like the opportunity to buy something on Shopee passes quickly and it's a shame not to buy it. Zhang and Zheng (2023).	

3 RESULTS AND DISCUSSION

Results

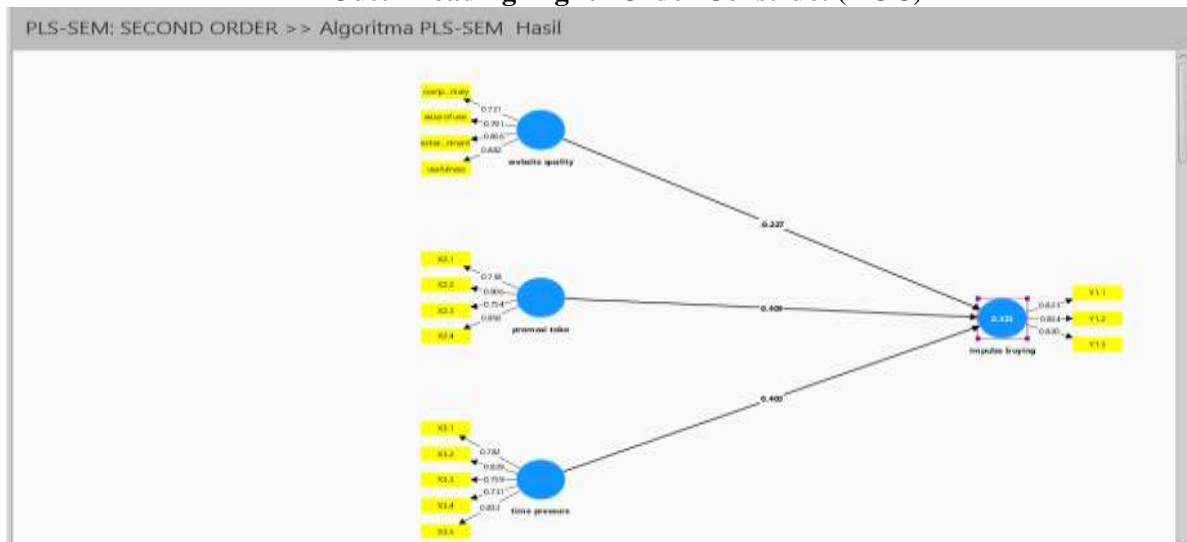
The data analysis method used in this study is the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS). SEM is a statistical technique that allows testing a series of relatively difficult to measure relationships simultaneously. SEM integrates confirmatory factor analysis, path analysis, and structural models (Solimun, 2002). This technique is generally used to study causal relationships between latent variables. In SEM, structural modeling of indicators can only be reflective. Parameter estimation using the maximum likelihood method requires several assumptions, such as a minimum sample size of 10 times the number of indicators or more than 100 observation samples, and data that follows a multivariate normal distribution.

Figure 2

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

Outer Loading Higher Order Construct (HOC)



The level of convergent validity is measured using the outer loading value and Average Variance Extracted (AVE). The general guideline for determining convergent validity is that the outer loading value must be greater than 0.7 and AVE must be greater than 0.5 (Hair et al., 2021). The outer loading results for the Higher Order Construct (HOC) can be found in the table shown in the figure.

Table 3
Convergent Validity

	IB	PT	TP	WQ
X2.1		0.738		
X2.2		0.906		
X2.3		0.754		
X2.4		0.892		
X3.1			0.782	
X3.2			0.829	
X3.3			0.759	
X3.4			0.731	
X3.5			0.832	
Y1.1	0.823			
Y1.2	0.834			
Y1.3	0.820			
CT				0.721
EOU				0.791
ET				0.856
US				0.882

Table 4

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

Reliability Test				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
impulse buying	0.773	0.796	0.866	0.682
store promotion	0.846	0.902	0.895	0.682
time pressure	0.852	0.881	0.891	0.620
website quality	0.846	0.962	0.887	0.663

Based on the evaluation results in Table 4.20, overall, all items measuring website quality (X1), store promotion (X2), time pressure (X3), and impulse buying (Y) are considered valid as indicators, because they have outer loading values greater than 0.70. The store promotion variable has the following values: 0.738 (indicator X2.1), 0.906 (indicator X2.2), 0.754 (indicator X2.3), and 0.892 (indicator X2.4). The time pressure variable has values of 0.782 (indicator X3.1), 0.829 (indicator X3.2), 0.752 (indicator X3.3), 0.731 (indicator X3.4), and 0.832 (indicator X3.5). The website quality variable has a value of 0.721 (complementary indicator), 0.791 (ease of use indicator), 0.856 (entertainment indicator), and 0.882 (usefulness indicator). The results of the Cronbach's alpha analysis are as follows: impulsive buying 0.846, store promotion 0.852, time pressure 0.846, and website quality 0.773. The measurement items are considered to have a correlation, with a composite reliability of 0.866 for impulse buying, 0.895 for store promotion, 0.881 for time pressure, and 0.887 for website quality, which indicates ideal reliability on the construct.

Table 5
Value Fornier Lacker Criterion

	IB	PT	TP	WQ
IB	0.826			
PT	0.485	0.826		
TP	0.469	0.527	0.788	
WQ	0.276	0.596	0.647	0.815

Based on the results of the discriminant validity test using the Fornell-Larcker criterion approach in the Table, it can be concluded that the diagonal value in bold represents the square root of AVE. From this table, it can be seen that the square root value of AVE is higher than the correlation value with other variables. Therefore, the designed instrument has good discriminant validity based on the Fornell-Larcker criterion approach.

Table 7
Cross Loading Value

	IB	PT	TP	WQ
X2.1	0.240	0.738	0.484	0.467
X2.2	0.408	0.906	0.476	0.497
X2.3	0.351	0.754	0.382	0.588
X2.4	0.521	0.892	0.437	0.459
X3.1	0.247	0.505	0.782	0.583
X3.2	0.368	0.393	0.829	0.453
X3.3	0.417	0.429	0.759	0.575
X3.4	0.213	0.316	0.731	0.456
X3.5	0.473	0.430	0.832	0.498
Y1.1	0.823	0.329	0.350	0.166
Y1.2	0.834	0.506	0.470	0.322
Y1.3	0.820	0.325	0.308	0.158
CT	0.129	0.480	0.464	0.721
EOU	0.085	0.494	0.489	0.791
ET	0.233	0.499	0.538	0.856
US	0.311	0.507	0.590	0.882

It is clear that the results of the discriminant validity test at the item or measurement dimension level have been

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

met, where each item or measurement dimension correlates more strongly (higher) with the variables it measures. Therefore, it can be concluded that based on the results of the Fornell-Larcker criteria evaluation and cross-loading of the constructs and indicators or HOC dimensions in this study, both are considered to have discriminant validity.

Table 8
Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (O/STDEV)	P values
WQ -> IB	-0.227	-0.178	0.140	1.616	0.106
PT-> IB	0.409	0.402	0.107	3.808	0.000
TP -> IB	0.400	0.396	0.116	3.447	0.001

Based on the results of the hypothesis test in Table 8, the influence between variables based on SEM analysis with the SMART PLS approach is as follows:

1. H1 the influence of X1 on Y has a t-statistic value of 1.616 >1.96 and a P-value of 0.000<0.05 and a path coefficient of -0.227, this means that website quality has no effect on impulsive buying.
2. H2 the influence of X2 on Y has a t-statistic value of 3.808 >1.96 and a P-value of 0.000 1.96 or a P-value of 0.000 <0.05 and a path coefficient of 0.409 meaning that store promotion has an effect on impulsive buying.
3. H3 the influence of X3 on Y has a t-statistic value of 3.447>1.96 or P-value 0.000<0.05 and a path coefficient of 0.400 meaning that time pressure has an effect on impulsive buying.

Discussion

The Influence of Website Quality on Impulse Buying

The first hypothesis in the results of this study states that there is a negative and insignificant influence of website quality on impulse buying behavior on the Shopee e-commerce platform. However, this hypothesis is rejected based on the results of the analysis calculations. It is known that the t-statistic value of the website quality variable is 1.616, which is smaller than the critical value of 1.96. In addition, the P-value of 0.106 is greater than the significance level of 0.05, and the path coefficient value is -0.227. This indicates that although there is a negative relationship, the effect of website quality on impulse buying is not statistically significant. In other words, the decline in website quality does have a negative impact on impulse buying, but the impact is not strong enough to be considered significant in the context of this study.

This finding is contrary to previous studies that emphasize the importance of website quality in shaping impulsive buying behavior. Studies conducted by Akram et al., (2018), Satrio and Sabana (2020), and Hashmi (2019), show that website quality is an important factor that significantly influences impulse buying. In these studies, elements such as visual appearance, access speed, ease of navigation, and site security have been shown to encourage consumers to make spontaneous purchases. In addition, website quality is also considered to be able to increase customer satisfaction and loyalty, which contributes to purchasing decisions without prior planning. However, this is different from the findings in the context of Shopee as an e-commerce platform used by Malikussaleh University (Unimal) students. The results of this study indicate that the influence of website quality on impulse buying is not significant. This is likely due to the dominance of other factors that are more prominent in influencing impulsive purchasing decisions. These factors include competitive prices, various forms of aggressive promotions (such as flash sales and free shipping vouchers), and easy access to the Shopee application which is intuitive and familiar to users.

Research by Chen and Yao (2018) supports this by showing that store promotions can create feelings of pleasure, lower the perceived price standards of consumers, and ultimately trigger impulse buying. Lo et al., (2016) also emphasized that website quality is important for retaining customers, but it is not enough as the main trigger for impulse buying. Instead, store promotions act as a stronger driving factor in driving this behavior. Thus, it can be concluded that in the context of Shopee, promotions and emotional factors generated by marketing strategies are more influential in stimulating impulse buying compared to the technical quality of the website itself. In fact, the existence of store promotions can strengthen the positive effects of good website quality, but promotions still play a bigger role in encouraging spontaneous purchases. In the context of Unimal students as the respondent population, it was found that their attention was more focused on aspects such as discounts, vouchers, speed of transaction processing, and ease of navigation, compared to design elements or other technical features of the website. Therefore, although website quality does not have a significant influence on impulse buying, the results of this study provide

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

insight that impulsive buying behavior is influenced by a combination of various factors, not just the technical side of the website alone. This finding also emphasizes the importance of understanding consumer behavior contextually, especially in the world of e-commerce. The online shopping experience cannot be viewed from just one dimension, but rather must be viewed as a comprehensive and multidimensional experience (Ponnavolu et al., 2002). Therefore, e-commerce platforms need to develop strategies that not only focus on improving website quality, but also on emotional and promotional aspects that are more effective in reaching consumers, especially the student segment.

The Influence of Store Promotions on Impulse Buying

The second hypothesis in the results of this study states that there is a positive and significant influence of store promotions on impulse buying behavior on the Shopee e-commerce platform, and this hypothesis is accepted. This is supported by the results of statistical analysis which show a t-statistic value of $3.808 > 1.96$, a P-value of $0.000 < 0.05$, and a path coefficient of 0.409. These findings indicate that the more intensive and attractive the promotion carried out by the store, the greater the tendency of consumers to make impulsive purchases. The results of this study are in line with previous studies, as stated by Karbasivar and Yarahmadi (2011), which stated that promotion is one of the main triggers in encouraging impulsive buying behavior. Forms of promotion such as big discounts, limited offers, and special incentives can trigger emotional responses that make consumers more easily tempted to buy products without planning.

Support also comes from research by Sabana et al. (2020), which emphasizes that store promotions can create an attractive and urgent shopping situation, thereby increasing the potential for impulse buying. In the context of e-commerce such as Shopee, promotional strategies are very varied and aggressive, such as the use of flash sales, free shipping, and discount vouchers that are displayed visually attractively and are time-limited. This study confirms that promotions are not just marketing tools, but also function as psychological stimuli that encourage spontaneous shopping decisions. Especially for Malikussaleh University students, who were the subjects of this study, attractive promotions can significantly influence their purchasing decisions. Thus, this finding underlines the importance of effective promotional strategies in encouraging impulse buying. For e-commerce players, this is an indicator that properly designed promotions can create a conducive shopping environment for unplanned purchases, especially among young and digitally active consumers.

The Influence of Time Pressure on Impulse Buying

The third hypothesis in this study states that the time pressure variable (X3) has a positive and significant effect on impulse buying (Y). Based on the results of statistical analysis, the t-statistic value of 3.447 is greater than the critical value of 1.96, and the P-value of 0.000 is smaller than the significance level of 0.05. In addition, the path coefficient value of 0.400 indicates a positive relationship between time pressure and impulse buying. Thus, it can be concluded that time pressure significantly influences impulsive buying behavior on the Shopee e-commerce platform. These results are in line with previous studies that place time pressure as one of the key factors in triggering impulsive purchases. Zhang and Zheng (2023) stated that time pressure can increase the likelihood of impulsive purchases because time constraints cause consumers to feel rushed in making decisions. In conditions like this, consumers tend to make decisions quickly without considering rational aspects in depth, which ultimately encourages spontaneous purchasing behavior. In addition, research by Sabana et al., (2020) also supports this finding. They stated that time pressure can speed up the decision-making process, especially when consumers are in a situation that requires them to act immediately. Time pressure can create a high sense of urgency, ignoring rational considerations such as actual needs or price comparisons. In the context of e-commerce such as Shopee, marketing strategies that rely on time pressure are very common. Features such as flash sales, limited-time discounts, product countdowns, and limited stock are real examples of efforts to create time pressure for consumers.

This strategy has proven effective in encouraging consumers to make purchases immediately before the opportunity is lost. Thus, time pressure not only influences consumer decisions psychologically, but also becomes a strategic tool used by platforms to increase sales transactions. Furthermore, the findings in this study confirm that Malikussaleh University students as the research population are also affected by time pressure conditions in making impulsive purchasing decisions. The characteristics of students who are digitally active, often multitasking, and accustomed to making quick decisions on online platforms, make them more susceptible to marketing strategies that take advantage of time pressure. When faced with offers that are limited by time, they are more likely to make purchases without further consideration. Therefore, the results of this study confirm the importance of the role of time pressure in shaping impulse buying behavior, especially in the context of modern e-commerce. Strategies that create a sense of urgency have proven effective in encouraging consumer behavior, and are one approach that can be utilized by online business actors to increase sales volume. For academics and practitioners, these findings strengthen the

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

literature on the influence of situational factors on consumer behavior, and emphasize the importance of understanding the psychological and emotional aspects in the purchasing decision-making process.

CONCLUSION

Based on the analysis conducted to examine the influence of website quality, store promotions, and time pressure on impulsive purchases on Shopee, the following conclusions can be drawn:

Website quality has a negative and insignificant influence on impulsive buying among Malikussaleh University students in the context of e-commerce on Shopee. The analysis shows that these students do not prioritize website quality significantly; instead, they are more likely to consider other factors that drive impulsive buying. Store Promotion has a significant influence on impulse buying among Malikussaleh University students on Shopee. Effective store promotions, such as discounts, special offers, and loyalty programs, tend to increase the motivation to make unplanned purchases. The analysis revealed that attractive and persuasive promotional strategies can trigger students' interest and desire to immediately buy a product, even though they did not initially intend to buy. Factors such as flash sale announcements, limited-time discounts, and "buy one, get one free" offers often stimulate impulsive buying decisions among students. Time pressure has a positive effect on impulsive buying among Malikussaleh University students in the context of e-commerce on Shopee. Time pressure, which often appears in the form of limited-time offers or flash sales, can increase the urge to make purchases immediately without careful consideration. The findings suggest that students are more prone to impulsive buying when they feel that the time to make decisions is very limited.

REFERENCES

- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability (Switzerland)*, 10(2), 352
- Amalia, Rati. (2019). Pengaruh Cashback dan Promo BUy One Get One Terhadap Impulse Buying Pada Luplup Bubble Drink Plaza Medan Fair. *Lembaga Penelitian dan Pengadilan Masyarakat Politeknik Ungul LP3M Medan*. 6(1).
- Budiyanto, Y. (2018). Pengaruh Touch Terhadap Pembelian Konsumen Pada Retail. *Competence: Journal Of Management Studies*, 10(1).
- Chen, T. Y., Yeh, T. L., & Wang, Y. J. (2021). The drivers of desirability in scarcity marketing. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 924–944.
- Diah, S., & Sukmawati, C. (2022). Pengaruh Promosi Penjualan (Sales Promotion) Dan Belanja Hedonis (Hedonic Shopping) Terhadap Impulse Buying Secara Online. *Negotium: Jurnal Ilmu Administrasi Bisnis*, 5(1), 1. <https://doi.org/10.29103/njiab.v5i1.7375>
- Effendi, S., Faruqi, F., Mustika, M., & Salim, R. (2020). Pengaruh Promosi Penjualan, Electronic Word Of Mouth Dan Hedonic Shopping Motivation Terhadap Pembelian Impulsif Pada Aplikasi Shopee. *Jurnal Akuntansi Dan Manajemen*, 17(2), 22-31.
- Fasyni, A., Budiarti, A. P., & Lasmini, R. S. (2021). Faktor-faktor yang mempengaruhi online impuls buying. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 10(2), 175-190.
- Fathia, N. (2023). Pengaruh scarcity terhadap impulse buying dengan arousal sebagai variabel intervening: Studi pada konsumen Wardah generasi z di Kalimantan Selatan melalui Shopee Flash Sale (Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim).
- Febrilla, S., & Ponirin, P. (2022). Pengaruh Kepercayaan dan Promosi Penjualan Terhadap Minat Beli Ulang Konsumen Shopee Palu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 8(1), 056-062.
- Febriyanti, A. (2022). Pengaruh Promosi Penjualan Dan User Interface Terhadap Pembelian Impulsif Secara Online/Afiah Febriyanti/S1-0218.231/Pembimbing I: Yustiana Wardhani/Pembimbing II: Darwin Marasi Purba.
- Floh, A., & Madlberger, M. (2013). Penelitian dan Aplikasi Perdagangan Elektronik Peran isyarat atmosfer dalam perilaku pembelian impulsif online Machine Translated by Google. 12, 425–439.
- Gao, Y., Zhao, J., Qin, C., Yuan, Q (2023). Pengaruh Promosi Flash Sale dan Website Qality Terhadap Impulse Buying Pada Marketplace Shopee.
- Ghazali, I. (2018). Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8. Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8.
- Ghazali, I. (2018). Aplikasi Analisis Multivariete dengan Program IBM SPSS 25. In *Aplikasi Analisis Multivariete*

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid et al

- dengan Program IBM SPSS 25.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2018). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12.
- Haque-Fawzi, M. G., Iskandar, A. S., Erlangga, H., & Sunarsi, D. (2022). *STRATEGI PEMASARAN Konsep, Teori dan Implementasi*. Pascal Books.
- Harahap, D. A., & Amanah, D. (2022). Memahami Impulsif Buying Dalam Proses Keputusan Pembelian Konsumen Conceive Impulsive Buying In Decision Process Of Consumer Purchase.
- Humairoh, H., Annas, M., & Zein, M. H. M. (2023). Gen Z, Gender variabel Dummy: Hedonic Shopping, Lifestyle, Dan Impulse Buying. *JMB: Jurnal Manajemen dan Bisnis*, 12(2), 107-120.
- Ing-Long Wu, Mai-Lun Chiu, K.-W. C. (2020). Defining the determinants of online impulse buying through a shopping. *International Journal of Information Management*, Volume 52.
- iPrice. (2021). Peta E-Commerce Indonesia. Accessed June
- Juwita, T. V., Hartono, H., & Subagja, G. (2022). Pengaruh Promosi Flash Sale dan Website Quality terhadap Impulse Buying pada Marketplace Shopee: Studi pada Mahasiswa Pengguna Shopee di Bandar Lampung. *Jurnal Bisnis Dan Pemasaran Digital*, 2(1), 1-12.
- Karbasivar, A., & Yarahmadi, H. (2021). Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies*, 2(4), 174–181.
- Kusnawan, A., Diana, S., Andy, A., & Tjong, S. (2019). Pengaruh Diskon pada Aplikasi e-Wallet terhadap Pertumbuhan Minat Pembelian Impulsif Konsumen Milenial di Wilayah Tangerang. *Sains Manajemen: Jurnal Manajemen Unsera*, 5(2).
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>
- Larasati, A., & Auliya, Z. F. (2023). Pengaruh Karakteristik Lingkungan Toko Terhadap Pembelian Impulsif Dengan Respon Emosional Positif Konsumen Sebagai Variabel Mediasi (Studi Kasus Pada Matahari Department Store Solo Grandmall) (Doctoral Dissertation, Uin Raden Mas Said).
- Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2020). WebQual: An instrument for consumer evaluation of web sites. *International Journal of Electronic Commerce*, 11(3), 51–87.
- Masitoh, M. R., Prihatma, G. T., & Alfianto, A. (2022). Pengaruh Sales Promotion, Hedonic Browsing, dan Impulse Buying Tendency terhadap Impulse Buying Pelanggan E-Commerce Shopee. *Sains Manajemen*, 8(2), 88–104.
- Nurchoiriah, E., Yusnita, R. T., & Arisman, A. (2022). Analisis Perilaku Online Impulse Buying Ditinjau Dari Flash Sale Dan Locus of Control Pada Mahasiswa Unper Konsumen Shopee. *OIKOS Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi*, Vol 6 No 2.
- Noviarni, E. (2018). Analisis faktor-faktor yang mempengaruhi kepuasan konsumen online: B2C (business to customer) di kota Pekanbaru. *Jurnal Al-Iqtishad*, 14(2), 23-40.
- Ompi, A. P., Sepang, J. L., & Wenas, R. S. (2018). Analisis faktor-faktor yang menyebabkan terjadinya pembelian impulsif produk fashion di outlet cardinal mega mall manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4).
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2018). The influence of website characteristics on a consumer's urge to buy impulsively. *Information Systems Research*, 20(1), 60–78.
- Park, C. W., Iyer, E. S., & Smith, D. C. (1989). The Effects of Situational Factors on In-Store Grocery Shopping Behavior: The Role of Store Environment and Time Available for Shopping. *Journal of Consumer Research*, 15(4), 422.
- Pink, B. (2020). Kontan. Accessed March 11, 2021
- Prasetio, A., & Muchnita, A. (2022). The Role Website Quality , Credit Card , Sales Promotion On Online Impulse Buying Behavior. 16(03. 424–448.
- Putri, R. A., & Artanti, Y. (2021). Pengaruh Kualitas Website, Impulsive Personality Trait, dan Kelompok Referensi Terhadap Pembelian Impulsif di Tokopedia. *Business Innovation and Entrepreneurship Journal*. 3(4). 242–251.
- RAHMA, S. A. (2023). Dampak Strategi Pemasaran Terhadap Perilaku Pembelian Impulsif Konsumen Pada Tiktok Live.
- Ramadhani, L., Kurniawati, M., & Rahayu, S. P. (2021). Pengaruh Kualitas Website Dan Dimensi Kepribadian Big Five Terhadap Pembelian Impuls Online Dengan Promosi Penjualan Sebagai Variabel Moderasi (Studi Pada Shopee). *Jurnal Manajemen Dan Bisnis Indonesia*. 6(2). 120–132.
- RENITA, I. (2022). Pengaruh program Flash sale terhadap pembelian impulsif dan shopping enjoyment pada

THE INFLUENCE OF WEBSITE QUALITY, STORE PROMOTIONS, AND TIME PRESSURE ON E-IMPULSE BUYING ON SHOPEE

Harun Al Rasyid *et al*

- mahasiswa pengguna shopee di Yogyakarta.
- Rini, Y. P., & Anasrulloh, M. (2022). Pengaruh Impulse Buying Dan Sales Promotion Terhadap Keputusan Pembelian Pada Produk Skincare Merek Pond's Di Golden Swalayan Tulungagung. *Jurnal Economina*, 1(2), 120-129.
- Rook, D. W., & Fisher, R. J. (2018). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305.
- Rumondang, A., Sudirman, A., & Sitorus, S. (2020). Pemasaran Digital dan Perilaku Konsumen.
- Salsabila, R. F., & Suyanto, A. M. A. (2022). Analisis Faktor-Faktor Pembelian Impulsif pada E-commerce Kecantikan. *Jurnal Samudra Ekonomi Dan Bisnis*, 13(1), 76-89.
- Saputra, S. M., & Radnan, Y. (2022). Pengaruh Website Quality, Kesadaran Fashion, Perceived Product Quality, Dan Program Shopee Affiliates Terhadap Peningkatan Pembelian Impulsif Pada Pengguna E-Commerce Shopee.
- Sabana, C., Satrio, D., & Feranita, M. (2020). Impulse Buying : The Effect Of Shopping Lifestyle, Sales Promotion Attractiveness And Understanding Of Quality Website.
- Sekaran, U. (2013). Research Metods for Bussines. In *Research Metods for Bussines*.
- Simanjutak, O. de. (2022). Pengaruh Flash Sale Promotion Dan Discount Terhadap Online Impulsive Buying (Studi Pada Mahasiswa Pengguna Shopee Di Universitas Sari Mutiara Indonesia). *Jurnal Ekonomi dan Bisnis*, 9(2), 383–387.
- Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying— Role of perceived value and emotions. *Heliyon*, 9(12), e23185.
- Sobir, O. Z. (2021). Pengaruh Strategi Promosi Dan Merchandising Terhadap Impulse Buying. *Jurnal Bisnis, Logistik Dan Supply Chain (Blogchain)*, 1(2), 77-85.
- Solomon, Michael R. (2011). *Consumer Behavior*. New Jersay: Pearson.
- Statista. (2021). Global retail e-commerce market size 2014-2024.
- TIA, V. J. (2023). Pengaruh Promosi Flash Sale Dan Website Quality Terhadap Impulse Buying Pada Marketplace Shopee (Studi Pada Mahasiswa Pengguna Shopee di Bandar Lampung).
- Viany Juwita, T., Hartono, H., Subagja, G., Administrasi Bisnis, I., & Lampung, U. (2022). Pengaruh Promosi Flash Sale dan Website Quality terhadap Impulse Buying pada Marketplace Shopee : Studi pada Mahasiswa Pengguna Shopee di Bandar Lampung. *Jurnal Bisnis dan Pemasaran Digital*, 2(1), 1–12.
- Wu, I. L., Chen, K. W., & Chiu, M. L. (2018). Defining key drivers of online impulse purchasing: A perspective of both impulse shoppers and system users. *International Journal of Information Management*, 36(3), 284–296.
- Wardhana, A. (2024). Perilaku Konsumen di Era Digital.
- World Retail Congress. (2019). Global ecommerce market ranking 2019.
- Yahmini, E. (2020). Kecenderungan Impulse Buying Pada Mahasiswa Ditinjau Dari Latar Belakang Keluarga. *Exero:Journal of Research in Business and Economics*, 2(1), 41–56.
- Yaqub, M., Salman Azhar, M., Javed Baig, F., Talha Butt, M., & Mahmood, S. (2021). Assessing the impact of Perceived Risk, Sales Promotion, Time Pressure and Website quality on Online Impulse Buying Behavior During Covid-19 Pandemic: A Developing Country Perspective. *Bulletin of Business and Economics*, 10(1), 148–164