THE EFFECT OF SHOPPING LIFESTYLE ON IMPULSE BUYING ON THE MARKETPLACE SHOPEE

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Abstract

This research is motivated by the large number of people who shop online on the Shopee marketplace. Researchers want to know what factors are used by buyers as consideration for making purchases online. The problem in this study is whether the Shopping lifestyle positively affects Impulse Buying in the shop marketplace. The purpose of this study is to find out whether the shopping lifestyle has a positive effect on impulse buying in the Shopee marketplace. This study uses a quantitative approach with the type of associative research. The sampling technique in this research is purposive sampling. The number of samples used as many as 85 people who become shopee consumers. The data analysis technique used a data instrument test, classical assumption test, data analysis test, hypothesis test, and coefficient of determination test (R^2). The results of this study are: 1) The results of testing the activity variable (X1) in Shopping Lifestyle show that the activity partially has a positive and significant effect on impulse buying carried out by Shopee users, 2) The results of the interest variable test (X2) in Shopping Lifestyle show that interest partially has a positive and significant effect on impulse buying made by Shopee users. 3) The results of testing the opinion variable (X3) in Shopping Lifestyle show that part there is a positive and significant influence on impulse buying made by Shopee users, 4) The results of testing the activity variables (X1), interest (X2), and opinion (X3) in Shopping Lifestyle shows that simultaneously (together) activities,

Keywords: *marketing strategy, impulse buying product, marketplace, shopee*

I. INTRODUCTION

Technological developments also affect people's culture in life. This can be seen in human activities in today's era, which cannot be separated from using cellphones, laptops, and other communication tools. These technological developments cause changes in consumer behavior when shopping. The use of internet media in this era is increasingly rapid, especially in the marketplace. The way consumers shop is becoming more modern than what was previously traditional shopping to online shopping. Starting from the emergence of online shopping applications and social media into a place of buying and selling that offers various convenient transactions. Online shopping applications have a significant market share, and most people are familiar with online shopping applications. Consumers can quickly fulfill their needs through online shopping sites on the marketplace or other social media. The marketplace is more efficient and cost-effective because buyers do not have to come directly to the seller's location. Customers can easily access the desired product information.

A marketplace is a new form of business that is developing in line with the development of information technology. A marketplace can be interpreted as a place for marketing products electronically that brings together many sellers and buyers to transact with each other. The marketplace is an internet-based online media for conducting business activities and transactions between sellers and buyers. The presence of the marketplace has an impact so that everyone can carry out buying and selling activities easily, quickly, and cheaply because there are no limits on space, distance, and time.

A shopping or shopping lifestyle is the habit of consumers spending some or all of their money to get various products they need or even want. Shopping generally involves buying materials or products that are only required. However, with the many variations of multiple products today, consumers spend more time choosing materials or products that are not only needed but also desired and cause sudden purchases without paying attention to the benefits of the item.

Fashion is a person's self-expression and attraction to his social environment. Fashion comes from English which means fashion, style, way, model, and habit. The fashion that a person chooses can show how that person decides the lifestyle

that is carried out (Erlina et al., 2015). The development of hijab fashion trends is marked by the emergence of various variations and forms of hijab with models and colors that aim to provide multiple choices for consumers in meeting the needs of the hijab. The evidence for the rapid development of Muslim fashion, especially the hijab, is the presence of various brands such as Elisabeth, Rabbani, Zoya, and others,

A shopping lifestyle is a person's way of allocating time and money to various products, services, technology, fashion, entertainment, and education. Shopping lifestyle is determined by several factors, including attitude towards the brand, the influence of advertising, and personality. A shopping lifestyle also reflects a person's choice in spending time and money. With the availability of time, consumers will have much time to shop, and with cash, consumers will have high purchasing power. This is undoubtedly related to consumer involvement in a product which also affects the occurrence of impulse buying.

One of the exciting consumer behavior that marketers can study is impulse buying behavior or unplanned purchases. An understanding of impulse buying behavior can be used as a guide for marketers in determining and developing accurate strategies to win against the market competition. Marketers can attract consumers who feel they are fashionable because consumers who think that way will easily buy trending products. And someone who is very stylish indirectly considers himself as someone with a modern lifestyle and always follows the existing trends, and marketers can utilize this. Moreover, it is supported by sophisticated technology, and marketers can use this as an opportunity to introduce their products.

II. RESEARCH METHOD

This study uses quantitative methods. The quantitative method is a scientific/scientific method because it has gone through scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic.

According to Sugiyono (2012:8), quantitative research methods are research methods based on the philosophy of positivism, used to examine specific

populations or samples, collecting data using research instruments, and analyzing quantitative or statistical data to test predetermined hypotheses.

Margono (2009: 100) explains that quantitative research uses more logical hypothesis verification that starts with deductive thinking to derive hypotheses, then conducts field testing, and conclusions or theories are drawn based on empirical data. The data was obtained from the distribution of the questionnaire given by the researcher to the object of the research. The questionnaire filled in by the object in question was returned to the researcher for review.

The data collection method used in this study is a questionnaire or questionnaire method given to the general public who are shopee consumers and have made purchases. The questions presented in the questionnaire are closed questions. Closed questions are made using a ratio scale to obtain data that, if processed, shows the influence or relationship between variables.

This study uses a research instrument in the form of a questionnaire (questionnaire) with a Likert scale model with five answer options. The structure of the questionnaire is a closed questionnaire, where the respondent chooses an answer from 5 answer options presented by the researcher. In comparison, the responses related to personal information are adjusted to the solutions of each respondent.

The variables in this study are:

1. **Free variable**

   *Independent variable*s or independent variables, namely variables that affect the dependent variable. The independent variable in this study is a shopping lifestyle with indicators of activity (X1), interest (X2), and opinion (X3).

2. **Bound variable**

   The dependent variable or the dependent variable (Y) is the variable that is influenced by the independent variable. The dependent variable in this study is impulsive buying.

III.   RESULTS AND DISCUSSION

Overview of Research Sites

Profile of Tulungagung District, Tulungagung Regency

Tulungagung District is one of the sub-districts in the center of Tulungagung Regency. The area of Tulungagung sub-district is 13.67 km2, with its boundaries in the north is Kedungwaru District, east is Kedungwaru District, south is Boyolangu District, and Kauman District and Gondang District border Gondang District, and the west.

Of all the sub-districts in Tulungagung District, the most expansive area is Kepatihan Village, with an area of 1.91 Km2, and the narrowest area is Kauman Village, with an area of 0.13 Km2. Meanwhile, according to their status, all 14 Kelurahans in this sub-district have the status of kelurahan. However, when viewed from its use, most of this area is a yard and building covering an area of 699.72 Ha, while for rice fields, it is 561.89 Ha which uses a technical, semi-technical, and simple irrigation system. At the same time, the area used for lots and fields is 26.00 Ha.

Description of data

Characteristics of Respondents

The data above explains the identity of the respondents to the study. These characteristics include gender, age, and purchase intensity in Shopee. To simplify the research process, the researchers divided the respondents based on the following features:

1. Characteristics by Gender

The following are the results of research data that can be collected regarding the gender of the respondents:

Table 4.1 Characteristics by Gender

No	Gender	Amount	Percentage
1.	Man	13	15.3%
2.	Woman	72	84.7%
Total		85	100%

Source: primary data processed personally, 2022

Based on the information in table 4.1 above, it can be seen that the gender of the people who were taken as respondents were 13 men and 72 women.

2. Characteristics by Age

The data regarding the age of the respondents are as follows:

Table 4.2 Characteristics by Age

No	Age	Amount	Percentage
1.	<22 years old	19	22.4%
2.	22-23 years old	63	74.1%
3.	>23 years old	3	3.5 %
	Total	85	100

Source: Primary data processed personally, 2022

Based on the information in table 4.2 above, it can be explained that most of the respondents' ages are between 22 years, totaling 63 people. Followed by respondents aged less than 22 years and as many as 19. And finally, three respondents are more than 23 years old.

3. Characteristics Based on Purchase Intensity

The data regarding the characteristics based on the intensity of Shopee consumer purchases in 1 month are as follows:

Table 4.3 Characteristics Based on Purchase Intensity

No	Status	Amount	Percentage
1.	1-5 times	34	40%
2.	5-10 times	24	28.2%
3.	>10 times	42	31.8%
	Total	85	100

Source: Primary data processed personally, 2022

Based on the information in table 4.3 above, it can be explained that most of the purchasing intensity of respondents is between 1-5 times carried out by 34 respondents, more than ten times carried out by 42 respondents, and between 5-10 times carried out by 24 respondents.

4. Variable Descriptive Analysis

Descriptive analysis was carried out based on four (4) variables, namely activity (X1), interest (X2), opinion (X3), and impulse buying (Y), which helped know the average picture of the data obtained after distributing the questionnaire. Below is an explanation of the results of the questionnaire received through 85 samples as follows:

a. Activity Variable (X1)

Table 4.4 Activity variables

No.	Question Items	Average
1	I buy goods on Shopee and always see the product description	4.10
2	I like shopping at Shopee because of the lower prices	3.90
3	I often buy more than one product on Shopee	3.80
4	I make purchases at most three times a month	4.00
5	I make purchases at least once a month	4.10
6	I often shop at Shopee because I get free shipping	3.88
7	I usually buy more than two products on Shopee	4.13
8	I use Shopeepay, COD (Cash On Delivery) payment methods, and bank transfers when buying at Shopee	4.20
9	I've used shopeepay later to buy items on Shopee	4.13
10	I often make purchases at Shopee when there are flash sales, discount vouchers, and free shipping vouchers	4.41

Source: Primary data processed personally, 2022

Table 4.4 shows that in the activity variable (X1), the answer of the dominant respondent on average is 4, which means that the respondents tend to agree. While the rest shows an average number of 3, indicating the respondents' tendency is neutral.

b. Interest Variable (X2)

Table 4.5 Interest variables

No.	Question Items	Average
1	I am interested in shopping at Shopee because the seller is doing a good promotion	3.91
2	I often see attractive Shopee store promotions on social media, so I'm interested in buying	4.13
3	I'm interested in shopping at Shopee because the seller does many promotions	4.00
4	I like the products offered at Shopee because they fit what I need	3.50
5	I like to buy products at Shopee because the products offered are durable.	3.70
6	I like to buy products on Shopee because the products have good ingredients	3.60
7	I bought things on Shopee because they were cheap	4.05
8	I bought products on Shopee because the products offered were what I wanted	4.31
9	I purchase products on Shopee because the products delivered to meet my needs	4.50
10	I like shopping at Shopee because the prices shown by the seller are affordable for me	4.50

Source: Primary data processed personally, 2022

Table 4.5 shows that in the interest variable (X2), the answer of the dominant respondent on average is 4, which means that the respondents tend to agree. While the rest shows an average number of 3 which means that the tendency of the respondents is neutral.

Table 4.6 Opinion Variables

No.	Question Items	Average
1	I feel that the promotions that sellers do on Shopee are right on target	4.10
2	The products I've bought at Shopee have no defects	4.00
3	I choose the brand of a product when buying on Shopee	3.90
4	I choose a shop on Shopee that only sells quality products	3.60
5	I like shopping at Shopee because the prices are lower	3.83
6	I like shopping at Shopee because the prices vary	4.10
7	In my opinion, Shopee is the most accessible online shopping application	4.50
8	In my opinion, Shopee is the cheapest online shopping application	4.50
9	Shopee offers a variety of brands, prices, and qualities that consumers can choose for themselves	3.60
10	As a consumer, I feel that shopping at Shopee never disappoints	4.00

Source: Primary data processed personally, 2022

Based on table 4.6, it can be seen that in the opinion variable (X3), the answer of the dominant respondent on average is 4, meaning that the respondents tend to agree. While the rest shows an average number of 3, indicating the respondents' tendency is neutral.

d. **Impulse Buying Variable (Y)**

Table 4.7 Impulse Buying Variables

No.	Question Items	Average
1	I make purchases spontaneously	3.80
2	I purchased it without looking at the price	3.60
3	I made several purchases at once	3.50
4	I didn't need the item but bought it because I was interested	3.70
5	I buy whatever I want	3.34
6	I made a purchase of some products at one time	3.50
7	I purchased it because of an exciting item	4.10
8	I was looking at the things but suddenly interested in buying	4.10
9	I used the shopeepay later payment method to buy goods because I didn't have enough money	4.10
10	I make purchases by weighing according to the needs and the price of the goods	4.21

Source: Primary data processed personally, 2022

Based on table 4.7, it can be seen that in the Impulse buying variable (Y), the answer of the dominant respondent on average is 3, meaning that the respondent's tendency is neutral. While the rest shows an average number of 4 which means the respondents tend to agree.

Hypothesis test

1. **Validity test**

   According to Ovan and Andika (2020), the instrument validity test concerns the extent to which the measurement is appropriate in measuring what is intended to be measured. Research is said to be valid if there is a similarity between the actual data and the data collected on the research object. The validity provisions are said to be accurate if r count > r critical (0.3). The following are the results of the validity test:

Table 4.8 Validity Test

Variable	R-Value Calculate	Table R-Value	Information
X1.1	0.800	0.423	Valid
X1.2	0.721	0.423	Valid
X1.3	0.900	0.423	Valid
X1.4	0.831	0.423	Valid
X1.5	0.830	0.423	Valid
X1.6	0.617	0.423	Valid
X1.7	0.545	0.423	Valid
X.18	0.558	0.423	Valid
X1.9	0.881	0.423	Valid
X1.10	0.831	0.423	Valid
X2.1	0.558	0.423	Valid
X2.2	0.641	0.423	Valid
X2.3	0.777	0.423	Valid
X2.4	0.728	0.423	Valid
X2.5	0.763	0.423	Valid
X2.6	0.810	0.423	Valid
X2.7	0.832	0.423	Valid
X2.8	0.727	0.423	Valid
X2.9	0.731	0.423	Valid
X2.10	0.700	0.423	Valid
X3.1	0.700	0.423	Valid
X3.2	0.774	0.423	Valid
X3.3	0.762	0.423	Valid
X3.4	0.711	0.423	Valid
X3.5	0.641	0.423	Valid
X3.6	0.600	0.423	Valid
X3.7	0.710	0.423	Valid
X3.8	0.618	0.423	Valid
X3.9	0.618	0.423	Valid
X3.10	0.756	0.423	Valid

Y1.1	0.618	0.423	Valid
Y1.2	0.850	0.423	Valid
Y1.3	0.799	0.423	Valid
Y1.4	0.816	0.423	Valid
Y1.5	0.756	0.423	Valid
Y1.6	0.756	0.423	Valid
Y1.7	0.870	0.423	Valid
Y1.8	0.770	0.423	Valid
Y1.9	0.780	0.423	Valid
Y1.10	0.799	0.423	Valid

Source: Primary data processed personally, 2022

Based on table 4.8, it is known that the calculated R-value is greater than the R table (0.423). It can be said that the questionnaire items given to the general public using Shopee are valid.

2. **Reliability Test**

This test measures a questionnaire indicator of a variable or constructs. A questionnaire is reliable if a person's consistent answer to the statement. A variable is reliable if it has a Cronbach Alpha > 0.60. The reliability test shows the extent to which the measurement results with the instrument can be trusted. The reliability test shows the time to which the measurement results with the instrument can be trusted. The following are the results of the reliability test using SPSS 22.0:

Table 4.9 Instrument Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	.853	85

Source: Primary data processed personally, 2022

Based on table 4.9, the reliability test shows the number 0.853, which means it is very reliable. The data obtained is reliable and can be used for this research.

3. **Normality test**

A normality test was conducted to show that the sample data came from a normally distributed population. The normality test of the data in this study

was carried out with the Kolmogorov-Smirnov one sample test in the SPSS 20.0 program with the results compared with 0.05 (using a significant level of 5%) for decision making with the following guidelines:

1) If the significance value or sig. (2-tailed) < 0.05, then the data has an abnormal distribution
2) If the significance value or sig. (2-tailed) > 0.05, then the data has a normal distribution.

Table 4.10 Normality Test

		respondent
N		85
Normal Parameters	mean	87.35
	Std. Deviation	4,801
Most Extreme Differences	Absolute	.177
	Positive	.106
	negative	-177
Kolmogorov-Smirnov Z		.680
asymp. Sig. (2-tailed)		.683
a. Test distribution is Normal.		

Source: Primary data processed personally, 2022

Based on the results of the SPSS 20.0 output above, the significance value obtained is 0.683, so it is more significant than 0.05, and it can be concluded that the questionnaire data is declared to be normally distributed.

4. **Multicollinearity Test**

The multicollinearity test is used to determine whether or not there is a linear relationship between independent variables in the regression. The results of the multicollinearity test are as follows:

Table 4.11 Multicollinearity Test

Coefficients

| Model | UnstandardizedCoefficients | | StandardizedCoefficients | T | Sig. | Collinearity Statistics | |
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.111	1,631		-2.521	.013		
activity	.182	.080	.173	2.280	.025	.649	1,540
interest	.195	.078	171	2.505	.014	.797	1.254
opinion	.269	.083	.255	3.263	.020	.608	1,645

Based on the results above, it can be seen that the VIF value is smaller than 10, so it can be said that there is no multicollinearity. The value of the activity variable (X1) is 1,540 < 10, so it can be said that there is no multicollinearity. The value of the interest variable (X2) is 1.254 <10, so it can be said that there is no multicollinearity. And the value of the opinion variable (X3) is 1.646 <10, so it can be said that there is no multicollinearity.

5. Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance. If the significance value for the independent variable is > 0.05, it can be concluded that there is no heteroscedasticity problem.

Table 4.12 Heteroscedasticity Test

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
	B	Std. Error	Beta		
1 (Constant)	.314	.941		.334	.739
Activity	.068	.046	.181	1.466	.146
Interest	.035	.045	-.088	-.788	.433
Opinion	.017	.048	.045	.357	.722

a. Dependent Variable: Glejser
Source: Primary data processed personally, 2022

From table 4.12, the results of the Glejser test obtained significance values for all variables > 0.05. Because the significance value is above 0.05, it can be concluded that the data meets the classical assumption of heteroscedasticity

6. Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the regression equation formed in this study. It can be seen by looking at the results of the statistical test below:

Table 4.13 Multiple Linear Regression Test Results

Coefficients

Model	UnstandardizedCoefficients		StandardizedCoefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.111	1,631		-2.521	.013
activity	.182	.080	.173	2.280	.025
interest	.195	.078	171	2.505	.014
opinion	.269	.083	.255	3.263	.020

a. Dependent Variable: purchase decision

Source: Primary data processed personally, 2022

Based on table 4.13 above, the regression equation formed is:

Y = 4.111+ 0.182X1 + 0.195X2 + 0.269X3

From the above equation, it can be explained as follows:

a. Constant Value of 4.111. This means that if the activity variables, interests, and opinions are not included in the study, the level of purchasing decisions decreases by -4.111%. This is because there is an influence from other variables besides the activity, interest, and opinion variables that are not mentioned or do not exist in this study.

b. The regression coefficient on the activity variable (X1) of 0.182 is positive. This shows that the more activities carried out by Shopee customers, the higher their impulse buying rate will be.

c. The regression coefficient on the variable of interest (X2) of 0.195 is positive. This shows that the higher the customer's claim, the more impulse buying will increase.

d. The regression coefficient on the opinion variable (X3) of 0.269 is positive. This shows that the better the opinion they have, the higher their impulse buying rate will be

7. **t-test**

A T-test is used to determine the effect of the independent variable on the dependent variable. How to find the t-table in spss, namely t table = (α/2 ; pdf), t table = (0,1/2 ; 100-2-1), t table = (0.05 ; 97), t table = 1,660. Significant =10%. The results of the T-Test on SPSS are as follows:

Table 4.15 t-test

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.111	1,631		-2.521	.013
Activity	.182	.080	.173	2.280	.025
Interest	.195	.078	171	2.505	.014
Opinion	.269	.083	.255	3.263	.020

Source: Primary data processed personally, 2022

Based on the table above, the results of data analysis on the t-test are as follows:

a. Hypothesis 1: based on the table above, it is known that the calculated t value of the promotion is 2.280, which means it is greater than the table value of 1.660 with a sig value of 0.025. This means that the t count is greater than the t table,

declared significant, and the hypothesis is tested. It implies that activity indicators (X1) in Shopping Lifestyle partially affect Impulse Buying (Y).

b. Hypothesis 2: it is known that the calculated t value of product quality is 2.505, which means it is greater than the table value of 1.660 with a sig value of 0.014. This means that the t count is greater than the t table, declared significant, and the hypothesis is tested. It means interest indicator (X2) in Shopping Lifestyle partially affects Impulse Buying (Y)

c. Hypothesis 3: it is known that the t-count value of Islamic branding is 3.263, which means it is greater than the table value of 1.660 with a sig value of 0.020. This means that the t count is greater than the t table, declared significant, and the hypothesis is tested. The Opinion indicator (X3) in Shopping Lifestyle is suspected to affect Impulse Buying (Y) partially.

8. F-test

F test is used to show whether all the independent variables included in the model have a combined effect on the dependent variable. If the significance value produced by the F P test <0.1, it can be concluded that all independent variables simultaneously significantly affect the dependent variable. The F table shows that df1k-1 = 2 and df2n-k = 83, so the F table value is 1.443.

Table 4.16 F. Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.234	2	.101	8,674	.000a
	Residual	9.060	83	.96		
	Total	11,345	85			

a. Predictors: (Constant), activity (X1), interest (X2), opinion (X3)

b. Dependent Variable: impulse buying (Y)

Source: Primary data processed personally, 2022

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Based on the table above results, it can be seen that F count = 8674 1.443 = F table. The calculated F value of 8,674 is greater than the F table value with a significance of 0.000, so the variables X1, X2, and X3 affect the Y variable. This means that the indicators of activity (X1), interest (X2), and opinion (X3) in the Shopping Lifestyle are simultaneous effects on Impulse Buying (Y).

Discussion

Researchers conducted research by distributing questionnaires via google form to 85 community students selected as shopee consumer respondents in this study. Researcher's process data from questionnaires filled out by respondents using the SPSS 20.0 application. The following explains the objectives presented in this study: to examine the effect of the Shopping Lifestyle on Impulse Buying on a Shopee.

The results of hypothesis testing in this study indicate that the activity variables (X1), interest (X2), and opinion (X3) have a significant effect on impulse buying by respondents. Furthermore, when viewed from the Coefficient of Determination (R2) testing, the variables of activity, interest, and opinion influence 63.2%, and the rest are influenced by other variables that researchers do not use.

This research is by previous research conducted by Novarini (2018). That the results of his study show that Shopping Lifestyle, Fashion Involvement, and Positive Emotion affect Impulsive Buying Behavior. Rahmawati (2018) that the results of her research show that the Shopping Lifestyle affects Impulse Buying.

IV. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the analysis conducted by researchers in the previous chapter regarding the influence of activities, interests, and opinions on impulse buying carried out by Shopee users, the following conclusions can be drawn:

1. The results of testing the activity variable (X1) in Shopping Lifestyle show that the activity partially has a positive and significant effect on impulse buying made by Shopee users.

2. The results of testing the interest variable (X2) in Shopping Lifestyle show that interest partially has a positive and significant effect on impulse buying made by Shopee users.

3. The results of testing the opinion variable (X3) in Shopping Lifestyle show a positive and significant influence on impulse buying made by Shopee users.

4. The results of testing activity variables (X1), interests (X2), and opinions (X3) in Shopping Lifestyle show that simultaneously (together) activities, attractions and thoughts have a significant effect on impulse buying made by Shopee users.

Suggestion

This research is expected to contribute to developing research in the field of Economics and become a reference or reference for similar research.

The results of this study are expected to be input and consideration for Shopee marketplace companies in the future to improve the quality of sellers contained in Shopee. It is also hoped that this research can be a reference, especially in developing product strategies due to the increasing needs of consumers and the rapid development of the world industry.

This research is also expected to be a reference material in solving related problems, especially regarding the influence of shopping lifestyle on impulse buying, as well as comparison material for further researchers.

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