

THE INFLUENCE OF HEDONIC SHOPPING VALUE AND ALLOWANCE ON IMPULSE BUYING OF SHOPEE PRODUCTS AMONG ACCOUNTING EDUCATION STUDENTS AT UMS CLASS OF 2017

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Keyword

Hedonic Shopping, Pocket Money, Impulse Buying

Abstract

The aim of this research is to determine: the influence of hedonic shopping and pocket money on impulse buying that occurs among UMS Accounting Education students class of 2017. This research includes quantitative research and hypothesis testing. The population in this study were students majoring in Accounting, Class of 2017, Muhammadiyah University of Surakarta, totaling 243 students and the sample used was 96 students. In this research, we will use a snowball sampling technique, where samples are taken based on previous sample searches. The data analysis techniques used in this research are Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Analysis Test, T Test, F Test, and Coefficient of Determination. The results of this research state that: 1) Based on the results of hypothesis testing by calculating data results, hedoning shopping value does not have a positive and significant effect on impulse buying of Shopee products. With results showing a positive β_1 coefficient value of 0.027, the t-count value is 0.237 with a significant value of 0.813 so the first hypothesis is rejected. This explains that hedonic shopping value has no effect on impulse buying of Shopee products. 2) Based on the results of hypothesis testing by calculating the data results, money does not have a positive and significant effect on impulse buying of Shopee products. With results showing a positive β_2 coefficient value of 0.231, the t-count value is 1.349 with a significant value of 0.180 so the second hypothesis is rejected. This explains that pocket money has no effect on impulse buying of Shopee products.

INTRODUCTION

Buying and selling activities have several elements that increase the purchasing decision. One of the strong elements in the buying and selling decision is the place where the transaction takes place. The location of the buying and selling process generally causes 70% to 80% of purchasing decisions to occur (Naentiana & Setiawan, 2014). With the shift in buying and selling methods to the digital process, digital retail companies will strive to make the place where the buying and selling process occurs as attractive as possible.

E-commerce has now become an opportunity for several companies to present a new form of market in the digital world, encompassing the process from product development to product payment to attract as many customers as possible. Generally, people tend to use e-commerce rather than visit stores directly. Several e-commerce platforms such as Shopee, Tokopedia,

Bukalapak, and Blibli, which have developed rapidly over the last five years, have proven that people now prioritize making online transactions (Permana, Reyhan, Rafli, & Rakhmawati, 2021).

One of the rapidly growing e-commerce platforms in Indonesia is Shopee. According to Sri Wahyuni (2021), Shopee is one of the largest e-commerce platforms in Indonesia, with a monthly visitor count reaching 837.1 million. PT. Shopee Indonesia is considered to have established strong trust with Shopee platform visitors through its web design and product prices, which influence the purchasing behavior of loyal consumers on the platform (Japarianto & Adelia, 2020).

Hedonistic behavior will impact shopping activities, which consumers perceive as rational, by providing a biased benefit towards the purchased products, turning shopping into an activity influenced by the emotional need, prioritizing emotional gratification and the desire to enjoy the shopping experience (Hanzae & Rezaeyeh, 2013). Consumerist purchasing behavior that prioritizes emotional conditions over the actual need for goods will have a worse impact when it occurs among college students. During their college years, students tend to be given financial management freedom by their parents, allowing them to manage their finances independently.

College life is a period when students must leave their birthplace, face the demands of assignments and projects, be distant from their parents, and live independently, requiring them to manage their finances efficiently. The daily consumption needs and essential purchases made monthly by students generally come from their parents' monthly income. The estimated allowance given by parents each month is generally based on the food prices around the college and the cost of living required by the students each month. With this allowance, students tend to feel insufficient with the allowance they receive each month (Jannah, 2022).

Unplanned purchases (impulse buying), according to Utami (2006), are purchases made spontaneously without second thoughts after seeing goods sold in stores or e-commerce platforms. These purchases can be made anywhere and anytime as long as the items are still available on the platform. Buyers tend not to consider the price and need for the goods due to the stimulus from seeing the items and making impulsive purchases. Several factors influence impulse buying among students shopping on e-commerce platforms, such as discounts, free shipping, attractive goods, and the appeal of the store selling the products (Kosyu, 2014).

METHOD

This research is quantitative. The research uses questionnaires, which is a data collection technique where a set of written questions or statements is given to respondents for them to answer. The research was conducted at the Accounting Education Department, Universitas Muhammadiyah Surakarta. The population can be divided into two: the target population and the accessible population. Determining the population is crucial before selecting a sample (Winarni, 2018:38). The population in this study consists of 243 students from the 2017 Accounting class at Universitas Muhammadiyah Surakarta. The sampling technique used is non-probability sampling, meaning that not all elements of the population have the same chance of being selected as a sample (Wijaya, 2013). In this research, snowball sampling was used, where sampling is based on previous samples. Thus, the sample size in this study is 96 students from the 2017 Accounting class at Universitas Muhammadiyah Surakarta. The data analysis techniques used are multiple regression analysis, t-test, F-test, and R²-test.

RESULTS AND DISCUSSION

The Effect of Hedonic Shopping Value on Impulse Buying

Based on the hypothesis testing and data calculation results, it was found that hedonic shopping value does not have a positive and significant effect on impulse buying of Shopee products. The results showed a positive coefficient β_1 value of 0.027, a t-value of 0.237, and a significance value of 0.813, leading to the rejection of the first hypothesis. This indicates that hedonic shopping value does not affect impulse buying of Shopee products

From this research, respondents consider that the hedonic shopping value of Shopee products does not positively influence impulse buying of Shopee products. This research is supported by a study conducted by Purnomo & Riani (2018), which explains that, partially, adventure shopping and role shopping have a significant influence, while social shopping, gratification shopping, idea shopping, and value shopping do not significantly affect impulse buying. However, simultaneously, adventure shopping, gratification shopping, idea shopping, role shopping, and value shopping positively and significantly influence impulse buying on online stores.

The Effect of Allowance on Impulse Buying

Based on the hypothesis testing and data calculation results, it was found that allowance does not have a positive and significant effect on impulse buying of Shopee products. The results showed a positive coefficient β_2 value of 0.231, a t-value of 1.349, and a significance value of 0.180, leading to the rejection of the second hypothesis. This indicates that allowance does not affect impulse buying of Shopee products.

From this research, respondents consider that allowance does not influence impulse buying of Shopee products. Respondents believe that any amount of allowance can be used to purchase a product. This research is supported by a study conducted by Semuel (2017), which found that there are differences in stimulus effects between online and offline media formats. Although online media formats have a significant stimulus effect on the tendency for impulsive buying behavior, audiovisual and text-image formats have a stronger influence than animation image formats. The research also found that there is no effect of allowance, age, or gender on the tendency for impulsive buying behavior. This differs from previous research, which found that these factors influence impulsive buying behavior for physical products offline.

CONCLUSION

Based on the analysis and discussion of "The Influence of Hedonic Shopping Value and Allowance on Impulse Buying of Shopee Products," the following conclusions can be drawn: First, based on hypothesis testing and data calculation results, it was found that hedonic shopping value does not have a positive and significant effect on impulse buying of Shopee products. The results showed a positive coefficient β_1 value of 0.027, a t-value of 0.237, and a significance value of 0.813, leading to the rejection of the first hypothesis. This indicates that hedonic shopping value does not affect impulse buying of Shopee products. Second, based on hypothesis testing and data calculation results, it was found that allowance does not have a positive and significant effect on impulse buying of Shopee products. The results showed a positive coefficient β_2 value of 0.231, a t-value of 1.349, and a significance value of 0.180, leading to the rejection of the second hypothesis. This indicates that allowance does not affect impulse buying of Shopee products

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