

## Factors Affecting Impulsive Buying Behavior

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**Abstract.** The purpose of this study is to determine the hedonic motives, Availability of Money, Impulse Buying of consumers who shop at the Marketplace and to determine the effect of hedonic motives and Availability of Money on Impulse Buying on consumers who shop at the Marketplace partially and simultaneously. The data will be analyzed using statistical tools and multiple regression analysis. Data collection uses purposive sampling by distributing online questionnaires to 100 registered consumers who have made online purchases in the marketplace. It is known that the results of this study explain that simultaneously and partially hedonic motives and the availability of money have a positive and significant effect on impulse buying. The conclusion of this study is that the hedonic motive is considered good, Availability of Money is considered good, Simultaneously, the hedonic motive and Availability of Money have a significant effect on Impulse Purchases and are the influence of other variables not examined. Partially, the hedonic motif has a significant effect on Impulse Buying. Partially, Availability of Money has a significant effect on Impulse Buying. The impact of this study is to provide an overview of how impulsive buying can occur due to hedonic motives and the availability of money.

Keywords: hedonic motives, availability of money, impulse buying.

### 1. Introduction

Times that continue to grow and innovations are increasingly sophisticated, making the web something that is easily recognizable but something that is needed by all regions. The web can make it easier for someone to associate and find data effectively and quickly. Advances in data and innovation make small to large businesses expect development to maintain business [1]. With advances in innovation, the conduct of business in Indonesia has changed. Traditional business has transformed into various new organizations, one of which is through data and web innovation media known as web-based business. Online business is all electronically mediated data trading between associations and outside partners [2]. Cash accessibility is the buyer's capacity in monetary terms for an item at a certain cost to make a purchase [3]. Accessibility of cash or accessibility of cash that encourages people to have choices to satisfy their desires both materially and with firm intentions.

Then, at that time, the fun factor that he did while shopping was a consolation for someone who was shopping without pre-arranging what to spend so that an inadvertent purchase occurred. Careless buying is the most common way of buying, where the buyer does not have any hope of buying in advance, it can be said that the purchase is made without arrangements or temporary purchases [4].

Inadvertent buying is influenced by the web-based shopping thought process claimed by buyers, where promotions or restrictions imposed by merchants can lead individuals to buy goods that do not cause pleasure and satisfaction.

From the results of the initial survey regarding hedonic motives of 20 Tokopedia consumers in Kota Bandung who were chosen randomly has an issue where as many as 90% who shop at Tokopedia think that shopping at Tokopedia is not for socializing with the people around them. This indicates that consumers do not live in an environment that has a hobby of shopping.

From the results of the initial survey regarding availability of money of 20 Tokopedia consumers in Kota Bandung who were chosen randomly has an issue where as many as 55% consumers don't have extra money to buy the products they want to buy or the things they want. Based on that, it can be concluded that most consumers who shop at the Tokopedia Marketplace do not want to save their money for their shopping needs at Tokopedia.

From the results of the initial survey regarding impulse buying of 20 Tokopedia consumers in Kota Bandung who were chosen randomly has an issue where as many as 60% don't like to act like they want to buy because they see things on Tokopedia when they don't need them. Based on that, it can be concluded that most consumers who shop at the Tokopedia Marketplace are still picky when opening the Tokopedia application because they prioritize the items they need.

Hedonic pleasure or hedonic motives are consumers' motivation to shop because shopping is a pleasure in itself so that it does not pay attention to the benefits of the products purchased [5].

Availability of money known as cash accessibility is a springboard view of assets owned or monetary assets, which refers to the size of the spending plan or cash that customers see can be used to make purchases around later [6].

"Hassle buying is a purchase choice made by the client after seeing the product" [7]. This arrangement can be interpreted as a purchase choice made by the customer about later after he saw something.

Based on the description of the above, the purpose of this study is to determine the hedonic motives and availability of money toward impulse buying on Tokopedia consumers in Kota Bandung.

## 2. Method

The research objects in this research are: hedonic motives as an independent variable ( $X_1$ ) which consists of five indicators includes, a) adventure shopping; b) value shopping; c) idea shopping; d) social shopping; e) relaxation shopping. Then, availability of money as an independent variable ( $X_2$ ) which consists of three indicators includes, a) Ability to buy products; b) Enough money to shop; c) More funds to shop. And the last is impulse buying as an dependent variable ( $Y$ ) which consist of four indicators includes, a) spontaneity; b) power of compulsion; c) excitement and simulation; d) disregard for consequences.

Descriptive analysis is used as a way to provide an overview of information on the results of research regarding each variable by scoring and labeling the category of achievement from the comparison results with the stipulated provisions to interpret it according to the research needs. Verificative analysis is a data analysis technique that uses statistical procedures to obtain information needed to test hypotheses. Survey design in this research is a cross-sectional survey design used a questionnaire. In this study, the primary data was obtained by the author directly by distributing questionnaires to Tokopedia consumers in Kota Bandung, And the secondary data obtained from the literature review which books, digital literature sources, articles, news, and research supporting journals. The sample that used in this research is 100 Tokopedia consumers in Kota Bandung who have shop in Tokopedia for the past a year.

In this research, 12 instruments tested were declared valid because the value of the validity coefficient was  $> 0.30$ . So the 19 statements in this study can represent the 3 variables that were tested well. And the reliability value is  $> 0.70$  it means consistency of the measuring instrument being tested in order to have accurate results.

Method of this study is multiple linear regression analysis is used as a tool to predict changes in the value of the independent toward dependent variable. A regression model that has a good reputation must meet three criteria in order to produce a representative calculation, it must pass the test; a.

Normality test, data must be normally distributed; b. Multicollinearity test, the model should not have a relationship between independent variables; and c. Heteroscedasticity test, there should be no differences in variance. The final step of this research is to test the proposed hypothesis by determining the null hypothesis, then perform the t-test, used to determine the partial effect of this research hypothesis and the F-test, which is used to determine the simultaneous effect of this research hypothesis.

### 3. Results

Based on the descriptive analysis carried out on the hedonic motives ( $X_1$ ) with 5 statement items addressed to 100 respondent and total score about 62,7% that means that the respondents has a desire to be satisfied, availability of money ( $X_2$ ) with 3 statement items about 67,4% that means the respondents have extra money for spending, and the last variable is impulse buying (Y) with 4 statement items about 69,7% that means the respondents purchase their item without planning.

The verification analysis was assisted using the SPSS 20 program, where the results are explained from the table 1 :

**Table 1.** Multiple Linear Regression Results processed by SPSS 20 for Windows  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-2.514	2.552		
	KESENANGAN HEDONIS	.206	.078	.236	2.643
	AVAILABILITY OF MONEY	1.162	.258	.402	4.503

a. Dependent Variable: IMPULSE BUYING

The multiple regression equation obtained in this study is shown as follows:

$Y = -2.514 + 0.206X_1 + 1.162X_2 + e$ . This means that if the hedonic motives and availability of money by Tokopedia consumers in Kota Bandung increases, consumers will have a stronger impulse buying at Tokopedia.

**Table 2.** The Kolmogorov-Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.2236528
Most Extreme Differences	Absolute	.094
	Positive	.068
	Negative	-.094
Kolmogorov-Smirnov Z		.942
Asymp. Sig. (2-tailed)		.338

- a. Test distribution is Normal.
- b. Calculated from data.

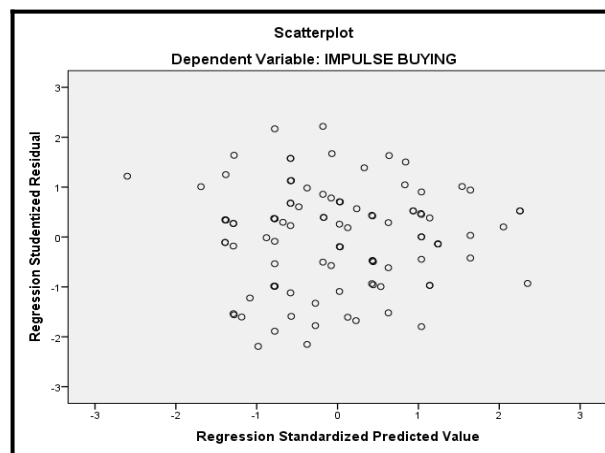
Based on the results of the table 2, the Asymp.Sig value is obtained that contained in this study is known to have a value of  $0.338 > 0.05$ , therefore it can be concluded that the authors of the data are normally distributed.

**Table 3. Multicollinearity Test Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	KESENANGAN HEDONIS	.967	1.034
	AVAILABILITY OF MONEY	.967	1.034

a. Dependent Variable: IMPULSE BUYING

Based on the results of the table 3, the tolerance value for hedonic motives is 0.967; availability of money is 0.967 and obtained VIF value of hedonic motives is 1.034; availability of money is 1.034. So it can be concluded that there is no multicollinearity between the variables in the resulting model.



**Figure 1. Heteroscedasticity Test**

The test results contained in the figure 1, are scattered points randomly with a random pattern model, meaning that the model produced in this study does not indicate a heteroscedasticity.

**Table 4. Partial Correlation Coefficients X<sub>1</sub> Correlations**

	KESENANGAN HEDONIS	IMPULSE BUYING

KESENANGAN HEDONIS	Pearson Correlation	1	.309**
	Sig. (2-tailed)		.002
	N	100	100
IMPULSE BUYING	Pearson Correlation	.309**	1
	Sig. (2-tailed)	.002	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 5. Partial Correlation Coefficients X<sub>2</sub> Correlations**

		AVAILABILITY OF MONEY	IMPULSE BUYING
AVAILABILITY OF MONEY	Pearson Correlation	1	.445**
	Sig. (2-tailed)		.000
	N	100	100
IMPULSE BUYING	Pearson Correlation	.445**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Using the pearson correlation method in SPSS as in table 4 and 5, the correlation results of the variables tested in the study are shown as follows:

- Correlation of hedonic motives and impulse buying = 0.309 (low).
- Correlation of availability of money and impulse buying = 0.445 (moderate).

**Table 6. Simultaneous Correlation Results Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
					Sig. F Change
1	.502 <sup>a</sup>	.252	.236	2.478920	.000 <sup>b</sup>

a. Predictors: (Constant), AVAILABILITY OF MONEY, KESENANGAN HEDONIS

b. Dependent Variable: IMPULSE BUYING

Based on the results of the table 6, the test results show that there is a simultaneous correlation with a correlation value of 0.502 and due to the Sig. F change is actually 0.000 < 0.05, then the correlation is stated to be very strong and positive significant. This means that the greater the hedonic motives and availability of money, the greater the relationship between impulse buying at Tokopedia.

**Table 7. Simultaneous Determination Coefficient Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 <sup>a</sup>	.252	.236	2.478920

a. Predictors: (Constant), AVAILABILITY OF MONEY, KESENANGAN HEDONIS

b. Dependent Variable: IMPULSE BUYING

The output results table 7, show the coefficient of determination is 0.252 or 25.2%, this shows that the contribution of the hedonic motives and availability of money toward impulse buying, while the rest, which is valued at 0.748 or 74.8%, is influenced by other factors such as perceived enjoyment and satisfaction with seller.

**Table 8. Partial Determination Coefficient Coefficients<sup>a</sup>**

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	(Constant)		
	KESENANGAN HEDONIS	.236	.309
	AVAILABILITY OF MONEY	.402	.445

a. Dependent Variable: IMPULSE BUYING

To know the partial determination as the result in table 8, beta x zero order calculation is done. So it is known that the most dominant variable on impulse buying is availability of money ( $X_2$ ) of 17.9%, meanwhile the hedonic motives ( $X_1$ ) of 7.3%.

**Table 9. Value of T-Count Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.514	2.552		-.985	.327
	KESENANGAN HEDONIS	.206	.078	.236	2.643	.010
	AVAILABILITY OF MONEY	1.162	.258	.402	4.503	.000

a. Dependent Variable: IMPULSE BUYING

In this study, the authors set several conditions for carrying out the t-test that must be met, namely as follows:

- If it is known that the value of  $t_{count} > t_{table}$ , it means that  $H_a$  is accepted so that the independent variable (X) has the influence to explain the dependent variable (Y).
- If recognized by the Sig. <less than 0.05, meaning that the effect on the hypothesis is said to be significant.
- Based on the distribution table, the t-table value for  $df = (\alpha / 2; nk-1) = 0.05 / 2; 100-2-1 = 1.661$ .

Based on the results of table 9, it is known that the value of  $t_{count}$  of each variable, the next step is to compare the results with the stipulated conditions.

**Table 10.** T-Test Test Results

Variable	$t_{count} : t_{table}$	Sig.	Conclusion
Hedonic Motives (X <sub>1</sub> )	2.643 > 1.660	0.010 < 0.005	H1 Accepted
Availability of Money (X <sub>2</sub> )	4.503 > 1.660	0.000 < 0.005	H2 Accepted

So based on output table 10, shows the following conclusions:

- Hypothesis 1 is accepted, it means that the hedonic motives has a significant effect on toward impulse buying at Tokopedia Consumers in Kota Bandung. The results in this study are in line with the journal [8].
- Hypothesis 2 is accepted, it means that the availability of money has a significant effect on toward impulse buying at Tokopedia Consumers in Kota Bandung. The results in this study are in line with the research [9].

**Table 11.** F Test ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	200.416	2	100.208	16.307	.000 <sup>b</sup>
Residual	596.069	97	6.145		
Total	796.485	99			

a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), AVAILABILITY OF MONEY, KESENANGAN HEDONIS

Based on the output table 11, it can be seen that the calculated F value is 16.307, this value must then be compared with the F-table value. The authors have determined that this study has a significance level of  $\alpha = 0.05$ ;  $df_1 = 2$  and  $df_2 = 97$  obtained an F-table value of 3.090 so based on the data findings it is known that the F-count value is  $16.307 >$  which is greater than the F-table value of 3.090 72 and is supported by the value sig obtained is  $(0.00 < 0.05)$  from the results obtained, it can be concluded that the results are accepted in this study H<sub>1</sub> therefore, it means that hedonic motives (X<sub>1</sub>) and availability of money (X<sub>2</sub>) have significant implications for impulse buying (Y) among Tokopedia Consumers in Kota Bandung. For information, it turns out that the results of this study have the same results as the research [9] and [10].

#### 4. Conclusion

The response of Tokopedia Consumers in Kota Bandung regarding hedonic motives has a desire to be satisfied which the lowest score indicator is idea social shopping. The response of Tokopedia Consumers in Kota Bandung regarding availability of money have extra money for spending which the lowest score indicator is enough money to shop. The response of Tokopedia Consumers in Kota Bandung regarding impulse buying means the respondents purchase their item without planning which the lowest score indicator is power of compulsion. Partially and simultaneously, this study explains the hedonic motives and availability of money on impulse buying at Tokopedia Consumers in Kota Bandung.

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