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IMPULSE BUYING : THE EFFECT OF SHOPPING LIFESTYLE, SALES PROMOTION ATTRACTIVENESS AND UNDERSTANDING OF QUALITY WEBSITE

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Abstract

The purpose of this study was to examine the influence of shopping lifestyle, sales promotion and website quality on the behavior of impulse buying at consumers on the lazada.co.id site. This research was conducted through the Kaskus.com forum with a number of respondents as many as 100 people, where the collected data was tested using multiple linear regression analysis. The results of this study indicate that only the quality of the website has a positive and significant influence on impulse buying, while the shopping lifestyle and sales promotion do not have a significant effect on impulse buying. Based on the results of these studies, it can be concluded that the better and responsive websites that consumers use to buy through online shop, the tendency of consumers to make impulse buying become higher. However, the high or low lifestyle of shopping that is characterized by consumers and the good or bad sales promotions carried out by companies cannot encourage a consumer to make a purchase spontaneously. Based on the results of these studies, it is expected that the company will always improve the quality of its website therefor the website become better and much more easier to use..

Key words : Shopping Lifestyle, Sales Promotion, Website Quality, Impulse Buying

INTRODUCTION

Entering the era of digital media development, communication technology is developing so rapidly. This is motivated by the rapid growth of internet-based technology, which allows audiences to communicate or exchange information from one party to another directly or in real time wherever they are. This also makes technology develop so rapidly, which is caused by the rapid growth of mobile-based technology, through this technology the public can communicate or exchange information from one party to another from anywhere and at any time. As a result of this media development, the gates of communication and information exchange are wide and easy.

The internet as a form of communication media has experienced rapid development until now. According to the 2018 Gheographic Regions, the most internet users in the world are in Asia, with 2,062,197,366 users. Of a number of countries in Asia that use the internet, Indonesia is in third place out of the total number of users in Asia, namely 132,700,000 users.

Based on facts and data about the rapid development of digital media which has an impact on changing the media landscape, in the end it has contributed to a change in views, concepts, and orientations in other fields including in the business and marketing fields. In a journal on internet marketing written by Sutejo states that in the marketing sector a new view and concept has emerged regarding modern market / consumer-oriented marketing, namely in the form of an electronic marketplace. In the past, the traditional face-to-face model of business interaction was known, so now this interaction model has evolved towards modern electronic-based interactions or e-commerce. One form of business and marketing activities that apply the concepts of electronic marketplaces, digital marketing and e-commerce that are rife at this time is the online shop business or online shopping site.

Initially, buying and selling activities on the internet are expected to shape consumer behavior to make purchases rationally. This is because the internet has efficient characteristics and has a variety of information so that consumers can make price comparisons and information about a product or service. It is hoped that consumers will use logic and justified reasons when making a purchase. But the fact is that not all consumers act rationally and logically when making purchases online. So that a phenomenon appears, namely impulse buying. Impulse buying generally occurs without prior preparation or planning and occurs spontaneously. After making a purchase, consumers usually experience emotional or cognitive reactions. As most people experience, they often shop far beyond what was originally planned. In fact, sometimes many buy items that are not included in the shopping list that has been prepared. This is a positive indicator that Indonesian society is a society that likes to buy unplanned products.

There are various factors that affect impulse buying in e-marketplaces including Shopping Lifestyle, Sales Promotion, Website Quality. This has also been stated by various previous studies conducted by Widianingrum and Sugianto. So the researcher will combine the independent variables in various previous studies to find out the factors that influence impulse buying on the marketplace. The reason for combining these variables is to modify previous research so that more factors are studied so that the results obtained are more representative of impulse buying behavior in e-commerce. On that basis, this research was prepared with the aim of knowing how the influence of shopping lifestyle, sales promotion attractiveness and understanding of website quality on impulse buying behavior on lazada.co.id website consumers.

LITERATURE REVIEW

Impulse Buying

In general, ¹impulsive buying is referred to as a form of buying behavior that is carried out without any preparation or planning and occurs in a very short time. One comprehensive definition of impulse buying was put forward by Piron, namely, "Impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and / or cognitive reactions. Koski adds that Impulse buying or impulsive buying is defined as a buying process that is not based on a purchase plan, and usually a purchase occurs when an impulse or stimulus arises a desire to have something that is seen at that time. After making a purchase, consumers usually experience emotional or cognitive reactions. Based on these definitions, it can be seen that there are four main characteristics of impulse buying, namely: unplanned, immediate, emotional and / or cognitive reaction, exposure to the stimulus.

Shopping Lifestyle

According to Sumarwan [9], a lifestyle is defined as a pattern in which people live and spend their money and time, a lifestyle more describes a person's behavior, namely how he lives, uses his money, and uses the time he has. Lifestyle is often described by the activities, interests, and opinions of a person (activities, interests, and opinions). A person's lifestyle can also be shown by looking at his opinion on certain objects. From these definitions, it can be concluded that lifestyle is a person's way of life in living his life, which is identified by how he uses money and takes advantage of the time he has. The use of lifestyle aspects can be done with attitudes, interests and consumer income. Certain attitudes that consumers have towards a certain object (for example, brands, advertising influence, personality) can reflect their lifestyle.

Sales Promotion

According to Belch & Belch, sales promotion or sales promotion is a marketing activity that provides added or intensive value to sales forces, distributors or main customers with the main objective of being able to stimulate sales quickly. Meanwhile, according to Kotler, sales promotion is a collection of intensive tools, most of which are short-term, designed to stimulate the faster and greater purchase of a particular product or service by consumers or customers.

Website Quality

Website quality is a very important factor in online sales and has its own value for consumers. Bavarsad et al explained that a good website has operational quality that allows buyers to carry out their e-shopping activities with ease and efficiency. According to Sorum website quality is all aspects related to online information and services, design aspects, and technical features that customers must undergo during online interactions with the website.

RESEARCH METHODS

The population in this study were all consumers who had made purchases online through Lazada.id. The number of samples used in this study amounted to 100 people. And the sampling technique used non-probability sampling (purposive sampling) where the prerequisites that must be met by a respondent is having made a purchase through the Lazada.id site at least once. The questionnaire used uses a Likert scale 1-5. The collected data will be analyzed using the Multiple Linear Regression Analysis method with the help of SPSS Version 21.0 software for Windows.

This study consists of four three independent variables, namely Shopping Lifestyle, Sales Promotion and Website Quality and one dependent variable, namely Impulse Buying. The questionnaire in this study was compiled using an instrument made by Sumarwan (2009) for lifestyle shopping, Belch & Belch (2015) for sales promotion, Sorum (2014) for the website quality variable, and Koski (2004) for the impulse buying variable.

RESULT AND DISCUSSION

The results of the analysis show that lifestyle has a negative and insignificant effect on impulsive buying. The influence of Shopping Lifestyle on Impulse Buying has a t value of -0.332 and a significance level of 0.740. These results indicate that the high or low lifestyle of a consumer in shopping cannot encourage someone to actually make purchases of the goods they want. This study does not support research conducted by Widianingrum (2017) which shows that shopping lifestyle has a positive and significant effect on impulse buying. This is because the shopping lifestyle is not needed in the purchasing process where someone makes a purchase without consideration of personal interests, activities and opinions about purchasing products, because all they need is the product, not prestige, price or use, while impulse buying or unplanned purchases, where the characteristics are the decision making is done in a relatively fast time and the desire to have quickly. In this study, it shows that shopping lifestyle has a negative and insignificant effect on impulse buying.

The results showed that sales promotion had a negative and insignificant effect on impulsive selling. the effect of Sales Promotion on Impules Buying has a t value of -0.832 and a significance level of 0.407. This value indicates that the high or low Sales Promotion carried out by the company cannot affect the high Pulse Buying perceived by consumers to actually make purchases. This study does not support research conducted by Azmi (2016) which states that sales promotion has a positive effect on impulse buying. This is because Lazada.co.id site consumers tend to be more selective about the discounts offered. For this reason, if the Lazada.co.id site will provide discounts, it is advisable to add more discounted products that consumers want and increase advertisements about discounts and establish communication with Lazada site consumers about these discount products.

The results showed that site quality has a positive and significant effect on impulse purchases. The influence of Website Quality on Impulse Buying has a t value of 2.421 and a significance level of 0.17. This value shows that if the quality of the website has increased, the impulse felt by consumers to actually make a purchase will be higher. This research supports the research conducted by Wihardja (2013) which states that individual character, website quality, purchase motivation, customer satisfaction has a positive and significant effect on

impulse buying while time pressure has no effect on impulse buying. Website quality can stimulate emotional responses and consumer perceptions which ultimately lead to their buying behavior. The better the quality of the website, the more unplanned buying behavior made by Lazada.co.id site consumers.

CONCLUSION

Based on the research results, it is known that Shopping Lifestyle, Sales Promotion has a negative influence, and Website Quality has a positive influence on Impulse Buying. On this basis, it is hoped that the Lazada.co.id site will always update references related to people's ever-changing lifestyles, such as providing various products related to fashion, traveling, and gadgets. Lazada is also expected to be able to provide bigger promos on products that support this lifestyle. In addition, Lazada is also expected to continue to improve the quality of its site, such as speeding up loading times and being more efficient on the screen display.

For further research, it is expected to be able to examine impulse buying by involving the influence of other variables / factors, mainly internal factors. In addition, further research can use samples from lazada.co.id site users directly instead of samples from other website users, in order to avoid the influence of the characteristics of website users outside of Lazada.co.id on the results of the study. Further research is also expected to be able to conduct research with a larger sample that can represent the population, so that it will further increase the consistency of the results of this study.

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