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Online Impulse Buying Analysis Reviewed From Shopping Lifestyle And Flash Sale Students Of Shopee Consumer UNPER

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Abstract. The purpose of this study is to determine the influence of Online Impulse Buying Reviewed from Shopping Lifestyle and Flash Sale on Unper Shopee Consumer Students. The type of research used is quantitative, with a sampling technique, namely purposive sampling, with a total of 100 respondents. The data collection method in this study is a survey method using a questionnaire through a google form. The data analysis technique uses multiple linear regression through SPSS version 25. The results of the study showed that the variables of shopping lifestyle and sale flage had a partial and simultaneous effect on online impulse buying in students of the University of Struggle Shopee consumers.

Keywords: *Online Impulse Buying, Shopping Lifestyle Dan Flase Sale, Shopee.*

INTRODUCTION

Impulsive purchasing is a general phenomenon in public which is a challenge for researchers in the field of psychology because of its complex nature. This phenomenon can be seen in everyday life. Impulse buying refers to spontaneous purchases made without prior planning. This phenomenon is often influenced by emotional impulses, product appearance, lifestyle or promotions which are interesting. Consumers tend to buy goods without careful consideration, often because of impulsivity and instant desire. Psychological factors such as the desire to satisfy or overcome stress, too, can play a role in impulse buying. This phenomenon can influence consumer decisions and retail marketing strategy. Business retail experience development Which Enough fast in Indonesia with emergence Lots of business actors from traditional to modern. Business retail fashion and style life is one that attracts the attention of many people, thereby encouraging improvements and development of fashion trends in Indonesia because there are many requests in the market. Behavioral purchase impulsive phenomenon becomes Which happens in Indonesia's public environment moment This Which makes public limit transaction activity in a way direct And competing meet their needs so that they are encouraged to make unplanned purchases especially on purchase product clothes trendy Which is produced in a way mass with low price (fast fashion). This is in line with the increasing consumer demand for fast fashion trends making consumer marketers come up with a strategy of relying on the internet as the main tool for communication with consumers. This strategy is developing due to increasing globalization and digitalization of the world economy because shopping is an enjoyable activity for all groups. Matter this is not only on circles women only, however applies also to race men. Generally, people shop to meet their needs. However, people are often found shopping only to fulfill desires or urges in South Korea

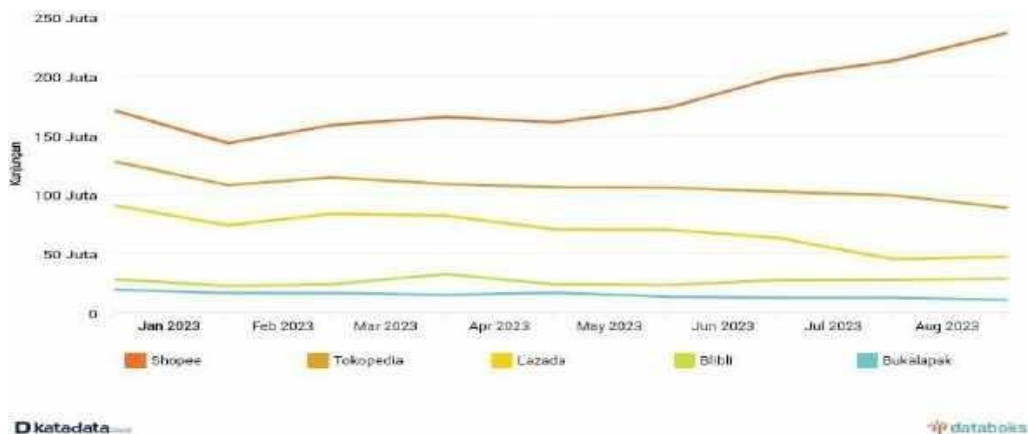


Figure 1 Visitors E-Commerce Biggest in Indonesia (January-September)

The image states that the Shopee Marketplace was recorded as receiving 237 million visits, sped off around 38% compared position beginning year achievement That even made Shopee as Marketplaces ranked first in Indonesia, from the largest marketplace category in Indonesia, with visitors growing significantly only shopee . Marketplaces must have a strategy to promote sales in order to attract consumers. Sales promotion is an activity carried out over a period of time limited to increase consumer demand and increase sales of a product. A number of The best marketing strategy to attract consumers through the Shopee Marketplace is a flash program sale Which is Wrong One marketing strategy Which most often used.



Figure 2 Appearance Program Flash Sale Shopee Indonesia

Flash sale is a strategy in online business to sell goods at relatively high prices cheaper than the original price for a limited time and quantity. Strategy success marketing program flash sale of course not off from consumer behavior That Alone. Consumer behavior in Indonesia one of them is not having a plan when shopping. Apart from that, in these conditions consumers are confronted with feelings and encouragement to get the item. Consumers who make unplanned purchases can be based on lifestyle changes such as fashion involvement and shopping lifestyle (Tirtayasa et al., 2020).

Where entrepreneurs must consider consumer behavior, especially buyer hedonic characteristics. Shopping lifestyle has a relationship with consumer status and economic level. Generally, the higher the consumer's economic level, the higher the consumer's economic level, the more Lots purchase activity. Purchase in an impulsive way can occur at any time without

having to plan moreover previously And there is encouragement in a way suddenly through feeling moment This. Like It can be seen that the components that include unplanned purchases include the cognitive component such as the absence of prior thought and planning, as well as affective components such as spontaneity, feeling, and lack of self-control (Sokic & Korkut, 2020). From the results of previous research at the Tasikmalaya University of Struggle which is one of their private campuses in Tasikmalaya City, precisely on Jl. Map No. 177, Kahuripan, Tawang District. Elisa Nurchoiriah (2021) entitled Analysis of Online Impulse Buying Behavior in View of Flash Sales and Locus Of Control on Student UNPER Consumer Shopee show student UNPER own behavior Impulsive Buying Which tall. It means part of student's own habit buy Which unplanned. Furthermore, the research results show that there are two main factors that cause this generation millennials tend to behave Impulsive Buying, that is flash sales And Locus Of Control, is an influential factor that makes individuals carry out Impulsive Buying.

Thus, Flash sale analysis of Online Impulse Buying because according to respondents the flash sale is on Shopee in accordance with what consumers want and expect, so flash sales on Shopee are a must Keep going developed so company increases. No its significance Locus Of Controls to Online Impulse Buying Because according to respondents Locus Of Controls they No Can control with promo- promotions on Shopee so you can still do Impulse Buying, even though the impact is very small caused. Shopping lifestyle refers to a consumption model that describes a person's choices about how to spend their time and money (Febri et al., 2019). Febrianty & Yasa (2020) stated that shopping lifestyle has a significant effect on impulse buying (Febrianty & Yasa, 2020). Because it is significant if someone's life style increase will impact to purchase Which No planned on product fashion specifically clothes for Shopee users. Meanwhile, according to the research results of Listriyani & Wahyono (2020), it is stated that shopping is a lifestyle has no significant effect on impulse buying.

Because Lifestyle shopping No positive significant impact on impulse buying. This is caused by other factors that can change consumers' lifestyle behavior when shopping at Duta Mode Purwokerto so as not to encourage impulsive purchases. Shopping lifestyle has a positive and significant influence on impulse buying through positive emotions. This means that positive emotions can mediate the influence of a shopping lifestyle on impulsive purchases. The taller consumer life style shopping will increase positive emotions which will help consumers to make impulse purchases. With the ease of shopping online, free time and with money consumers will have quite high purchasing power.

LITERATURE REVIEW

Digital Marketing

Digital Marketing (Digital Marketing) is a modern form of marketing which at a time gives new hope for companies in conducting their business. Digital marketing makes it possible advertising communicates directly with potential customers without being hindered by time and geographical location. According to Latifah, (2019: 8) Defines "Digital marketing is basically the utilization of digital-based technology that creates online channels to markets (websites, e-mail, data base, digital-based TV and the use of many other updated innovations including social media) which has a contribution to trading activities." According to Lucyantoro & Rachmansyah, (2018) Defines "marketing activities that utilize internet media (Instagram, Facebook, twitter, tiktok, and website) in its marketing activities with the aim of creating consumers interested in using service or consuming products which the company produces). "Based on definition above Digital Marketing is the marketing of products in the form of goods or services from companies using digital based media or technology.

Shopping Lifestyle

As time goes by, people's lifestyles also change. Technology is increasingly sophisticated and its applications are increasingly widespread among society. So it happened adjustment on Shopping lifestyle public in daily life. Sopiyan & Kusumadewi (2020) Defining "Shopping lifestyle is the method which is chosen by someone to allocate income, both in terms of allocation and for various products, services and certain alternatives in differentiating similar categories". Japarianto & Sugiarto (2019) Defining "Shopping lifestyle reflects a person's choices in spending time and money. With time availability consumers will own Lots of time For shop Which reflects differences in social status and with money consumers will have high purchasing power." Anggraini and Anisa (2020) Defining "Shopping lifestyle is a pattern in which a person lives using Money and it's time to shop".

Based on a number of statements on, can be drawn conclusion that Shopping lifestyle is a person's life pattern allocate moment, manage time And his income For shop. From a consumer's perspective, a person's shopping lifestyle influences their behavior in the matter of choosing a product so that in accordance with the lifestyle which he wants.

Flash Sale

According to Darwipat et al, (2020) Defining "Flash sale is a strategy in online business to sell goods in an exclusive way at a cheaper price than the original, and in a shorter time very limited." According to Kotler And Keller (Jannah: 2022) "Short sale or flash sale, is a direct discount for purchasing a certain number of products within a certain time period." Meanwhile according to Devica (2020: 43) Defining "Flash sales are short-term promotions that offer discounts, cash back, or free shipping to buyers who shop online." So that it can be concluded in several senses that Flash sale experts have helped companies to attract the attention of the masses or potential consumers.

Shopping at discounted prices is easy to find in Indonesia and discounts seem to be the main attraction to attract people's interest in buying an item. Piece price is the subtraction of product price from normal price in a certain period.

Impulse Buying

Women And Minor (2019) defines "Impulse Buying Represents a behavior Which in advance without planning without consideration or development of purchase intentions before entering shop". Meanwhile, according to Syastra and Wangdra (2018) defines "A person who does purchase product with impulsive decisions taken will be done without consideration And reason wisely so they pay less attention to the consequences when buying a product." Wu et al, (2020) Defining " Online Impulse Buying is spontaneous buying behavior due to lack of consumer self-control when exposed to online stimuli from online stores ".

Based on several definitions in above it can be concluded that impulse buying or planned buying is purchases that are irrational and occur spontaneously due to the emergence of a strong urge to buy quickly at the moment That Also And exists a positive feeling Which is strong about an object, so that purchase based impulse the tend to occur with existing attention And ignore negative consequences.

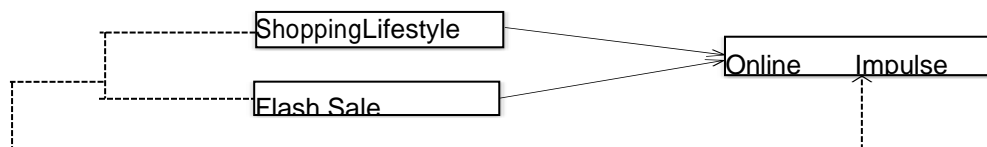


Figure 3 Framework Thinking

METHODS

Method Study This use method quantitative. With approach survey. According to Sugiyono (2019: 17) defines "Quantitative methods are research methods based on positivism philosophy, used to research certain populations and samples, collect data using research instruments, quantitative or statistical data analysis, with the aim of test the hypothesis that has been applied." According to Sugiyono (2019: 45) Defines "Survey method is study Which used with using a questionnaire as tool study Which done in large or small populations, but the data studied is data from samples taken from population, so that relative occurrence, distribution and relationships between variables are found, sociology nor psychological."

Population And Sample

According to Sugiyono (2019: 115) population is defined as a generalized area consisting of object or subject Which have quality And characteristics certain Which set by researcher For studied and then conclusions are drawn. The target population in this research is student user application Shopee in University Struggle Tasikmalaya. Amount population student Which use application Shopee in University Tasikmalaya Struggle No Once measurements were carried out so the amount population No known in a way Certain.

According to (Sugiyono, 2019: 116) the sample is part of the number and characteristics possessed by population where samples taken from the population must be truly representative. The technique used in determination sample This use purposive sampling, that is Technique determination samplewith consideration certain.

As for criteria respondents in study This as following:

1. Student University Struggle Tasikmalaya, The respondents in this research were students at the Tasikmalaya University of Struggle become consumer product shopee yang has buy products at least One time.
2. Based on Type Sex, Respondents in this study were male and female consumers of different ages over 17 years old Tasikmalaya University of Perjuangan student. On research These are 100 students who use the Shopee application. By Therefore, researchers assume that the population is very large and the sample will be large taken is determined with use Ancient formula that is:

$$n = \frac{z^2}{4 (Moe)^2}$$

Information :

n = Size sample

N = 1.96 scores on significant certain (degrees confidence determined 95%)

Moe = *Margin of Error* , level the maximum error is 10%

So size sample obtained, namely:

$$n = \frac{(1,96)^2}{4 (0,1)^2}$$

n= 96,04

Based on formula on, so amount sample Which will used in research This There were 96 respondents but the researchers decided to round up to 100 respondents so that more makes it easier calculation.

Technique Collection Data

Technique Collection data Which used in study This is:

1. Questionnaire, Questionnaire is method collection information or data with how to give list question or statement written to respondents Which relate with problem study And each the question can answered in a way written (Sugiyono, 2019: 199). Through Questionnaire Data is collected from a number of sample respondents selected from a population, where in This research will obtain a variety of information from students at the Tasikmalaya University of Struggle. In this questionnaire created by the researcher for this research, the measurement scale technique was used is scale Ordinal.
2. Study Literature, This is a written summary of journals, articles, books and other documents, which contains descriptions information past or Now Which relevant with title study (Sugiyono, 2019: 84).

RESULTS

Results study This shows Analysis Behavior Online Impulse Buying viewed from Sopping Lifestyle and Flash Sale for UNPER Students Shopee Consumers . Every variable that has been studied will be discussed, and analyzed To answer the hypothesis that There is in the study.

Respondent Characteristics

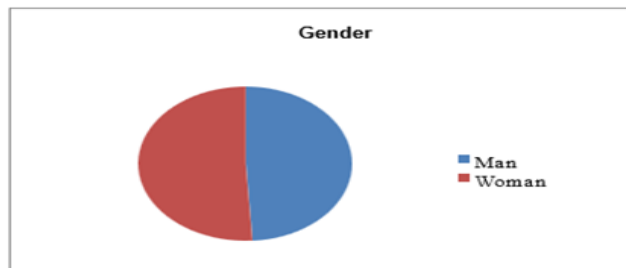


Figure 4 Characteristics Based On Type Sex

The chart above shows that the number of men who were respondents to this study was as much 49 person or as big as (49%) whereas respondents Woman is as much 51 person or (51%). This show that Which become respondents on study This most Lots is Woman.



Figure 5 Characteristics Based On Once Shopping

The chart shows that the total number of respondents is intensive in online shopping at Shopee in 1 month as many as 1 – 3 times, namely as many as 38 people (38%), as many as 3 – 5 times as many as 30 people amounted to (30%), and > 5 times amounted to 32 people amounted to (32%). This shows that majority respondents Which most Lots shop at Shopee in 1 month < 3 times.

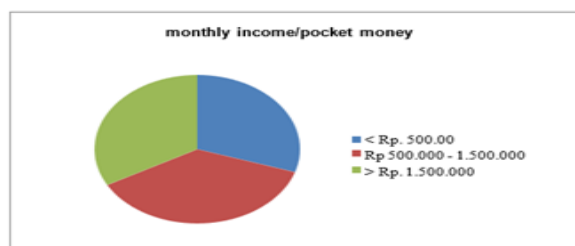


Figure 6 Characteristics Based on Income/Money Pocket

The chart shows that the total number of respondents is based on income/pocket money in 1 month amounting to < Rp. 500,000 as many as 30 people (30%), amounting to Rp. 500,000 – Rp. 1,500,000 as many as 37 people (37%), and IDR 1,500,000 as many as 33 people (33%). This shows that The respondent with the largest income/pocket money was IDR. 500,000 - Rp. 1,500,000 in 1 month as many as 37 people (37%). To find out Online Impulse Buying Behavior Analysis in terms of Shopping Lifestyle and Flash Sale for UNPER Students Shopee Consumers verified by the author spread questionnaire to 100 respondents in accordance with determination sample Because study This is survey research. Where the results of the questionnaire answers have been tested for validity and testing reliability Also the result can stated valid And reliable.

DISCUSSION

Test Validity And Reliability

Table 1 Test Validity

No	r count	r table	Information
Variable X 1 Shopping Lifestyle			
X 1 1	0,836	0,196	Valid
X1 2	0,790	0,196	Valid
X1 3	0,719	0,196	Valid
X1 4	0,732	0,196	Valid
X1 5	0,405	0,196	Valid
X1 6	0,533	0,196	Valid
X1 7	0,621	0,196	Valid
X1 8	0,633	0,196	Valid
Variabel X2 Flash Sale			
X2 1	0,578	0,196	Valid
X2 2	0,698	0,196	Valid
X2 3	0,616	0,196	Valid
X2 4	0,622	0,196	Valid
X2 5	0,656	0,196	Valid
X2 6	0,661	0,196	Valid
X2 7	0,749	0,196	Valid
X2 8	0,578	0,196	Valid

Results validity test on The table shows that from all over statement variable Shopping Lifestyle (X 1), Flash Sale (X 2) And On line Impulse Buying (Y) obtained mark r count > r table Where r table on research This amounting to 0.1966. So that test validity all over variable can stated valid Because r count > r table. Identified that all statements are worthy of researched.

Test Reliability

Table 2 Results Reliability Test

Variable	Cronbach Alpha	Results Test Reliability
Shopping Lifestyle	0.824	Reliable
Flash Sale	0.789	Reliable
On line Impulse Buying	0.878	Reliable

Source: Data from Results Study Which processed researcher (2024)

Results test reliability on Table show that all over statement on variable Shopping Lifestyle (X 1), Flash Sale (X 2) and Online Impulse Buying (Y) have Cronbach's Alpha values ≥ 0.6 . Matter This shows that all variables are declared reliable or consistent. And it can be concluded that all statements are feasible to be researched.

Normality

Table 3 Results Normality Test

One-Sample Kolmogorov-Smirnov Test

N		100	
Normal Parameters a, b	Mean	.0000000	
	Std. Deviation	2.52515095	
Most Extreme Differences	Absolute	,100	
	Positive	,078	
	Negative	-.100	
Test Statistic		.100	
Monte Carlo Sig. (2-tailed)	Sig.	.260 ^d	
	99% Confidence Interval	Lower Bound	.249
		Upper Bound	.272

Based on Table results test normality Monte Carlo. sig (2-tailed) show mark $0.260 > 0.05$. From results the can concluded that residualor data study distribute normal. Besides That, test normality can seen on normal P-plot. Data distributed normal if data in picture distributed with dot, dot, dot in a way follow line.

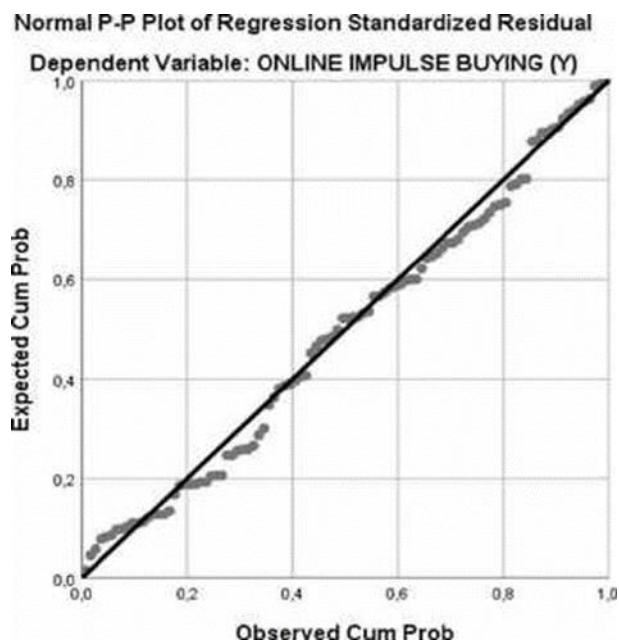


Figure 7 Results Test Normality

Based on Picture the can know that dot, dot, dot spread And follow line diagonal and does not form a particular pattern. So it can be concluded that the data in this research meets the test normality or normal distribution.

Test Multicollinearity

Table 4 Multicollinearity Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	5.251	2.393		2.194	.030		
Shopping Lifestyle	.467	.077	.473	6.094	.000	.260	3.839
Flash Sale	.771	.131	.457	5.888	.000	.260	3.839

Meanwhile, the correlation coefficient (r) from the calculation results obtained a value of 0.897, meaning There is a correlation or closeness to Online Impulse Buying on Shopee. Based on interpretation The correlation that has been stated is a positive relationship between Shopping Lifestyle and Flash Sale simultaneously to On line Impulse Buying including in medium category. Results calculation obtained r² (coefficient determination) as big as 0.801 from the lift show Shopping Lifestyle and Flash Sale simultaneously affect Online Impulse Buying by 80.1%.

Whereas factor other Which No researched and influence On line Impulse Buying 19.9%, factor Which No researched, for example location, price and product quality

Table 7 Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2590.080	2	1295.040	256.276	.000 ^b
	Residual	631.662	125	5.053		
	Total	3221.742	127			

From the table to determine the level of significance of *lifestyle shopping* and *flash sales* simultaneously regarding *online impulse buying*, an F test was carried out. Based on SPSS version 25 calculations, it was obtained The calculated F value is 256.276 with a value of Sig.0.000. It turns out that the Sig.0.000 value is smaller than 0.05 (α), thus H_0 is rejected and H_a is accepted. This means simultaneous *lifestyle shopping* and *flash sales* has a positive and significant effect on *online impulse buying*, which means there is no dependent variable Which opposite with variable free.

Analysis Shopping Lifestyle And Flash Sale By Partial to On line Impulse Buying

Table 8 Test Partial

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			
	B	Std. Error				Zero-order	Partial	Part	
1	(Constant)	5.251	2.393		2.194	.030			
	Shopping Lifestyle	.467	.077	.473	6.094	.000	.866	.479	.241
	Flash Sale	.771	.131	.457	5.888	.000	.864	.466	.233

To determine the partial significance of Shopping Lifestyle on Online Impulse Buying seen from the Sig value. 0,000 SPSS version 25 calculation results more small from 0.05 (mark $\alpha = 5\%$). With so H_0 rejected or H_a is accepted, which means that Shopping Lifestyle is partial has a significant effect on online impulse buying. The higher Makasemain's Shopping Lifestyle There is also a high level of impulse buying at Perjuangan University. Shopping Lifestyle analysis of Online Impulse Buying because according to respondents, the shopping lifestyle on Shopee is in line with what they are desired And expected consumer so that Shopping Lifestyle on Shopee must Keep going developed so that the company improves. In line with the research results of Nadya and Siti (2020). entitled Fashion involvement, Shopping Lifestyle And purchase impulsive known mark significance of $0.000 < 0.05$ and the calculated F value is $48.120 > 3.12$. So it can be interpreted as fashion involvement, shopping lifestyle simultaneous influence to purchase impulsive. For know significance Flash Sale in a way partial to On line Impulse Buying seen from Sig. 0.000 is the calculation result of the SPSS version 25 program which is smaller

than 0.05 (α value = 0.05). With so H_0 rejected or H_a accepted Which means that Flash Sale in a way partial influential positive And significant impact on Online Impulse Buying . So the higher the Flash Sale, the higher the Online Sale Impulse Buying. The influence of Flash Sales on Online Impulse Buying is because according to respondents The Flash Sale given to Shopee is in accordance with what we want and expect consumer shopee so that Flash Sale on Shopee become Wrong One matter Which must take priority.

CONCLUSION AND LIMITATION

Based on results analysis And discussion, then can be concluded as following:

1. Shopping Lifestyle and Flash Sale for Tasikmalaya University of Struggle Students is on classification very interesting. On line Impulse Buying on Student University Struggle Tasikmalaya based on from response results respondents classified Enough interesting. Matter This show purchase impulsive in a way On line on Student University Struggle Tasikmalaya Shopee consumers are enough tall If reviewed from Shopping Lifestyle And Flash Sale Which offered.
2. Based on results study Shopping Lifestyle And Flash Sale in a way simultaneous influential significant to On line Impulse Buying .
3. Based on research results, Shopping Lifestyle partially has a significant effect on Online Impulse Buying , Flash Sale partially influential significant to On line Impulse Buying.
4. Shopping lifestyle has a very high relationship in influencing behavior Impulse Buying . The more Flash Sale promos provided by the Shopee Marketplace can have an influence consumer user Shopee For behave Impulse Buying in shop On line onMarketplaces

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