

The Influence of Hedonic Shopping Motivation and Perceived Ease of Use on Impulse Buying in Generation Z Shopee Users in Pondok Melati District

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Abstract

The rapid development of Shopee means that businesspeople must be careful in determining the right strategy to attract the attention of consumers, especially Gen Z. Therefore, sellers on the Shopee application need to know the factors that influence impulse buying, two of which are hedonic shopping motivation and perceived ease of use. The data used in this research is primary data obtained from a sample of 100 generation Z SPaylaters in Pondok Melati sub-district. The analysis used in this research uses multiple linear regression analysis with the SPSS version 25 program. The results of this research show that partially hedonic shopping motivation has a positive and significant effect on impulse buying among Generation Z Shopee users in Pondok Melati District. Partially perceived ease of use has no effect on impulse buying among Generation Z Shopee users in Pondok Melati District. The independent variables hedonic shopping motivation (X1) and perceived ease of use (X2), together have a positive and significant effect on impulse buying (Y) in Generation Z Shopee users in Pondok Melati District.

Keywords hedonic shopping motivation, perceived ease of use, impulse buying, Gen Z, shopee

INTRODUCTION

Based on data, Indonesia's population in 2021 is 272 million people (Indonesian Central Statistics Agency 2022). The increasing population in Indonesia has also caused the rapid development of technology, one of which is the internet. According to Suhir and Suyadi (2014) the development of the internet has created opportunities for businesspeople to overcome the problem of selling products directly or conventionally with limited space and time. Based on data from Internet World Stats (2021), Indonesia's internet usage is in 3rd position in Asia with a total of 212 million internet users in 2021.

Generation Z is a group that cannot be separated from using the internet. According to Mohr and Mohr (2016), generation Z is defined as young people born between 1995 and 2010. Someone who was born according to generation Z has the characteristic of preferring technology because facilities in the form of the internet and technological sophistication already existed when they were born (Grail Research, 2011). E-commerce is a site that can develop in Indonesia, one of the e-commerce sites that is in great demand in Indonesia is Shopee. Based on data from the Iprice.co.id page, Shopee occupies first position in PlayStore and AppStore in the third quartile of 2020 to the third quartile of 2021. Based on data from Kontan.co.id, more than five million sellers on Shopee are MSMEs in the first quarter of 2021.

The rapid development of Shopee means that businesspeople must be careful in determining the right strategy to attract consumer attention. Initially, buying and selling activities on the internet were expected to shape consumer behavior to make rational purchases. This is because the internet has efficient characteristics and has a variety of



information about a product or service. From there, it is hoped that consumers will use logic and grounded reasons when making purchases. However, the fact is that not all consumers act rationally and logically when making purchases online. So, a phenomenon emerged, namely *impulse buying*.

Rook (1987) defines impulse buying as a sudden purchase that the consumer did not plan. Compared to offline shopping, online shopping has more potential to generate behavior-*impulse buying*. Impulsive buying (*impulsive buying*) occurs when consumers see a particular product or brand, then the consumer becomes interested in getting it, usually because of attractive stimuli from the shop.

Based on previous research, there are several factors are the reasons why consumers are motivated to do *impulse buying* one of which is the hedonic nature factor that emerges, namely the tendency to buy a product or service without being based on needs, and this motivation or hedonic nature can give rise to purchases that are not previously planned (*impulse buying*). A consumer can shop because his motivation is a hedonic desire or other economic reasons, such as pleasure, fantasy, social or emotional satisfaction so that since the goal of the shopping experience is to fulfill hedonic needs, the product that the consumer will buy will appear without planning and will present a unplanned giving (Wahyuni and Setyawan 2020).

Besides *hedonic shopping motivation*, ease of transaction flow and use offered or *perceived ease of use* The Shopee feature is also one of the things that must be paid attention to. Ease of use, searching for information, and the transaction process will make a consumer tend to buy unplanned (*Impulse Buying*) (Wells et al. 2011). So, there are several things that need to be considered related to ease of use (the information search process, the process of running features, up to the transaction process) according to the user's perception because this can potentially influence consumer purchasing decisions.

LITERATURE REVIEW

Impulse Buying

According to Verplanker and Herabadi (2001), *impulse buying* is an event that occurs when an individual experiences a feeling of urgency and desire to buy suddenly and spontaneously and cannot be resisted.

In (Verplanker and Herabadi, 2001) impulsive buying consists of two dimensions, namely the cognitive dimension and the affective dimension. The affective dimension is a person's psychological process that leads to emotions, feelings and moods. The affective dimension consists of four components, namely:

- a. Buy because you like it, not because you need it
- b. Buy to satisfy yourself
- c. It's hard to resist the feeling of wanting to buy
- d. Purchase without hesitation

The cognitive dimension is a consumer psychological process that shows the structure and mentality of consumers in thinking, understanding and interpretation. The cognitive process consists of four components, namely:

- a. Unplanned purchase
- b. Spontaneous purchase
- c. Buy without thinking twice
- d. Do not compare with other products that are more useful

Hedonic Shopping Motivation

Hedonic shopping motivation is a consumer's motivation for shopping because it has become part of his own happiness so that he no longer sees the benefits of the product he buys (Kosyu et al, 2014: 1-7).

There are six indicators in hedonic shopping motivation according to Ozen and Engizek (2013), among others as follows:

- 1) *Adventure Shopping*
- 2) *Social Shopping*
- 3) *Gratification Shopping*
- 4) *Idea Shopping*
- 5) *Role Shopping*
- 6) *Value Shopping*

Perceived Ease of Use

Perceived ease of use is defined as the extent to which a person assumes that using a technology will be free of effort. If someone believes that an information system is easy to use, then he will use it (Hartono, 2008) in Kirwadi (2016). According to Davis, *Perceived Ease of Use* (PEOU) is defined as the extent to which a person believes that using a particular system will be free of effort (Davis 1989:320 in Athapaththu and Kulathunga, 2018).

There are six indicators *Perceived Ease of Use* according to Davis et al. (1989), including the following:

- 1) *Ease of learn* (easy to learn/understand)
- 2) *Controllable* (controllable)
- 3) *Clear and understandable* (clear and understandable)
- 4) *Flexible* (flexibility)
- 5) *Easy to become skillful* (easy to become skilled/advanced)
- 6) *Easy to use* (easy to operate/use)

METHOD

The research was conducted from October to November 2023 by collecting primary data originating from questionnaires filled out by respondents who were generation Z with an age range of 18 to 26 years. Because the exact number of the member population is not known, the sample size was calculated using the Cochran formula (Sugiyono, 2019: 136). Based on these calculations, the minimum sample size that must be used in research is 96.04 respondents and rounded up to 100 respondents. This research is associative quantitative research with the help of the SPSS version 25 application and descriptive analysis.



RESULTS AND DISCUSSION

Classic assumption test

Based on the results of the classical assumption test, namely the reliability test, multi-collinearity test and normality test, each state that all variables are suitable for use as measuring tools and the research model is free from multi-collinearity with data that is distributed in a normal distribution. Thus, the research model meets the requirements of classical assumptions for testing research hypotheses using Multiple Linear Regression Analysis.

Multiple Linear Regression Analysis

Based on the results of data processing using SPSS, the following results were obtained:

Table 1. Multiple Linear Regression Coefficient Test Results
 Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	41.020	1.808		22.689	.000
	Hedonic shopping motivation	.658	.056	.962	11.692	.000
	Perceived ease of use	-.013	.018	-.060	-.728	.468

a. Dependent Variable: Impulse buying

The multiple linear regression equation model that will be formed is as follows:

$$Y = 41.020 + 0.658X_1 - 0.013X_2$$

Based on this equation it can be described as follows:

1. Constant (a) = 41.020. This shows a constant value, namely if the variables hedonic shopping motivation (X₁) and perceived ease of use (X₂) = 0, then impulse buying among Generation Z Shopee users in Pondok Melati District remains at 41,020.
2. Coefficient X₁ (b₁) = 0.658. This shows that the hedonic shopping motivation variable has a positive effect on impulse buying among Generation Z Shopee users in Pondok Melati District. If the hedonic shopping motivation variable is increased by one unit and the other variables are constant, then impulse buying will increase by 0.658.
3. Coefficient X₂ (b₂) = -0.013. This shows that the variable perceived ease of use has a negative effect on impulse buying among Generation Z Shopee users in Pondok Melati District. If the perceived ease of use variable is increased by one unit and the other variables are constant, then impulse buying will decrease by 0.013.

Determination Coefficient (R²)

The results of the analysis of the coefficient of determination can be seen in the following table:

Table 2. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.829	.826	1.456

a. Predictors: (Constant), Perceived ease of use, Hedonic shopping motivation

Based on the calculations in table 2, the coefficient of determination of the acquisition value is 0.829. From this value, it can be interpreted that the magnitude of the influence of hedonic shopping motivation and perceived ease of use on impulse buying is 82.9%, while the remaining 17.1% is influenced by other variables not examined in this research.

Partial Significant Test (t-test)

The t test is used to determine the significance of the influence of the independent variables (positive emotion and sales promotion) partially or individually on the dependent variable (impulse buying) by paying attention to the 5% significance level, namely 0.05.

Based on table 1 above, partial regression testing for each variable is as follows:

1. Hedonic Shopping Motivation Variable (X1) From the test results, the t value for the hedonic shopping motivation variable shows the calculated t value (11,692) > t table (2,371) with a significance value of 0.000 < 0.05, so H_0 rejected and H_a is accepted, meaning that partially hedonic shopping motivation has a positive and significant effect on impulse buying among Generation Z Shopee users in Pondok Melati District. This is in accordance with research by Hursepuny and Oktafani (2018) which states that hedonic shopping motivation has a positive and significant effect on impulse buying on Shopee_id.
2. Perceived Ease of Use (X2) From the test results, the t value for the shopping lifestyle variable shows the calculated t value (-0.728) < t table (2.371) with a significance value of 0.468 >. With tcount (2.308) > 0.05, then H_0 accepted and H_a is rejected, meaning that partially perceived ease of use has no effect on impulse buying among Generation Z Shopee users in Pondok Melati District. This is in line with research by Purnamasari, Sasana, & Novitaningtyas (2021) which states that perceived ease of use has a negative influence on the decision to use the Spaylate payment method.

F test (simultaneous)

The F test is used to show whether the independent variables (positive emotion and sales promotion) have a significant influence on the dependent variable (impulse buying). If the calculated F is more than the F table then the independent variables together have an influence on the dependent variable.



Table 3. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Say.
1	Regression	998.415	2	499.208	235.556	.000 ^b
	Residual	205.569	97	2.119		
	Total	1203.985	99			

a. Dependent Variable: Impulse buying

b. Predictors: (Constant), Perceived ease of use, Hedonic shopping motivation

The F table value in this study is 235.556. Based on this table, it can be seen that the independent variables together have a significant influence on the dependent variable. This is proven by the calculated F value of 235,556 which is greater than the F table of 3.09 or the F significance of 0.000 which is smaller than the α value of 0.05. This means that the independent variables hedonic shopping motivation (X1) and perceived ease of use (X2), together have a positive and significant effect on impulse buying (Y) in Generation Z Shopee users in Pondok Melati District.

CONCLUSION

Based on the research results, the following conclusions were obtained:

1. The magnitude of the influence of hedonic shopping motivation and perceived ease of use on impulse buying is 82.9%, while the remaining 17.1% is influenced by other variables not examined in this research.
2. Partially, hedonic shopping motivation has a positive and significant effect on impulse buying among Generation Z Shopee users in Pondok Melati District.
3. Partially perceived ease of use has no effect on impulse buying among Generation Z Shopee users in Pondok Melati District.
4. The independent variables hedonic shopping motivation (X1) and perceived ease of use (X2), together have a positive and significant effect on impulse buying (Y) in Generation Z Shopee users in Pondok Melati District.

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