



The effect of sales promotion and hedonic shopping motivation on impulse buying in resso applications

Leo Abdul Azis¹, Citra Savitri², Syifa Pramudita Faddila³

^{1,2,3}Management Study Program, Faculty of Economics and Business, University of Buana Perjuangan Karawang

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ABSTRACT

Current buying behavior has changed, where many people make unplanned purchases. This study aims to determine: Partial influence of Sales Promotion on Impulse Buying, Partial influence of Hedonic Shopping Motivation on Impulse Buying. This research was conducted at the University of Buana Perjuangan Karawang for Management students of the 2018-2021 class. The type of research used is quantitative research, using a sample of 100. The sampling technique used was the Lemeshow technique. The data collection method used in this research is to take notes on quantitative research using a questionnaire. Data analysis is SEM (Structural Equation Model) based on PLS (Partial Least Square). The results show that: There is a partially significant effect of Sales Promotion on Impulse Buying with T-Statistics of 2.886, there is a partially significant effect of Hedonic Shopping Motivation on Impulse Buying with T-Statistics of 6.274, both of which are greater than the significance used, namely 1, 96 so that it can be stated that sales promotion and Hedonic Shopping Motivation variables have a positive effect on Impulse Buying. The sales promotion variable on impulse buying shows a positive and significant direct relationship. The hedonic shopping motivation variable on impulse buying shows a positive and significant direct relationship.

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Corresponding Author:

Citra Savitri,

Management Study Program, Faculty of Economics and Business,

University of Buana Perjuangan Karawang,

Jalan Ronggo Waluyo Sirnabaya, Puseurjaya, Telukjambe Timur, Karawang, Jawa Barat 41361

Email: citra.savitri@ubpkarawang.ac.id

1. INTRODUCTION

During the development of technology there are many changes that occur in the whole world. Starting from a person's behavior in traveling, in carrying out activities, in holding meetings, and also in listening to their favorite music. In ancient times people listened to music through gramophones, turntables, cassettes, walkmans, CDs, and MP3s. These tools have drawbacks, such as having a large display and requiring memory. What's more, it takes a long time to save your favorite music into these devices or just search for your favorite music. But in the era of developing technology, humans have switched to listening to music with online media or what is called music streaming. This online streaming music media provides many conveniences for its users and by only requiring cellular data on mobile phone devices, users can enjoy music anytime and anywhere.

In 2021, the global paid streaming music user databox will reach 500 million in 2021 with the following survey result.

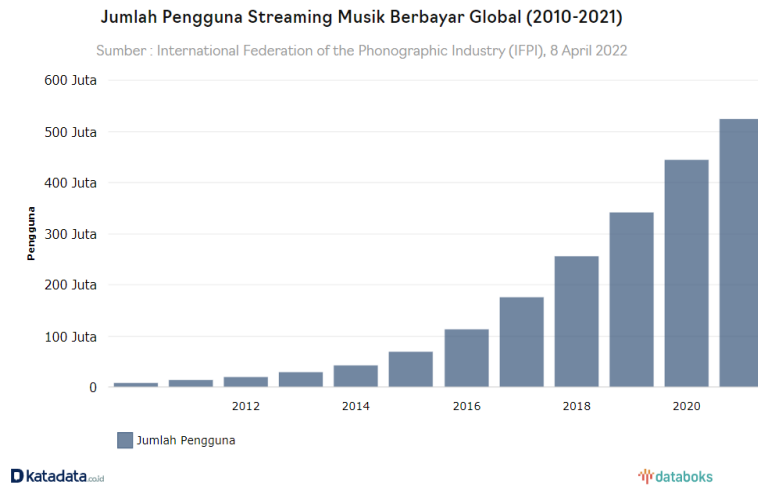


Figure 1. Results of Online Music Streaming User Survey

In Indonesia, there are many music streaming applications that are very familiar, namely Spotify, RESSO, AppleMusic and RESSO. The four applications are music streaming applications that are most in demand by Indonesian citizens. RESSO is a legal music service that uses an internet connection to be able to enjoy the services provided by RESSO. RESSO was launched by ByteDance from Beijing, China which is the company behind Tiktok video streaming. RESSO has already been piloted in India and Indonesia, before it will enter the US and European markets. This application is said to be able to compete with Spotify and Apple Music.

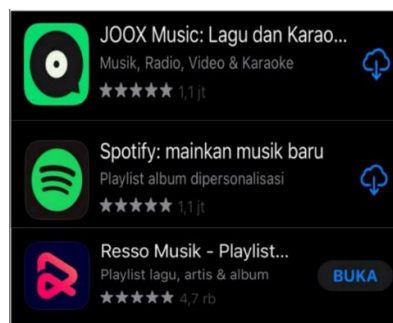


Figure 2. Comparison of Total Audio Streaming Application Users

Source: AppStore (Ios)

From the comparison image of Total Audio Streaming Application Users, the total downloads or it can be said as the total users of the RESSO application has a significant comparison with the other two applications (RESSO, and spotify), this is a problem that the researcher takes. When compared to the results of a survey conducted by Databoks, it says that paid Music Streaming users will reach 500 million in 2021. Then if you look at the image data above, RESSO has a pretty far comparison in terms of downloads. (Appstore, 2022).

(Kempa et al., 2020) argue that Impulse Buying behavior can also be influenced by Sales Promotion carried out by sellers. This is supported by research from (Felita & Oktivera, 2019) which states that there is an influence of Sales Promotion on Impulse Buying. The bigger and more massive the Sales Promotion carried out by the seller, of course, the more it will hit the target consumers who really like shopping for the sake of pleasure.

Shopping is an activity that is very, very popular with almost all people in the world. Because by shopping for the things you want, you will feel more happy, cheerful, and other positive feelings. Kotler and Armstrong (2008:206-209) suggest that Sales Promotion tools in (Muiz et al., 2019) consist of the Coupon dimension Is a promotional part in the form of coupons or vouchers

that can be used to get attractive offers, Cash refunds are often referred to as cashback. Money returned to consumers when consumers make purchases, special prices given to consumers to encourage consumers to make purchases, contests / sweepstakes are competitions or usually in the form of sweepstakes, and product guarantees are agreements given to consumers when consumers have made a purchase. .

Based on the results of research (Andryansyah & Arifin, 2018) the act of buying is created with encouragement, motivation, and stimulation to meet needs and desires, including unplanned purchases or impulse buying which can be encouraged by hedonic needs. This research is supported by the results of research from (Hursepuny & Oktafani, 2018) which argues that Hedonic Shopping Motivation has a positive effect on Impulse Buying. However, the research conducted said that Hedonic Shopping Motivation had no effect on Impulse Buying. (Mamuaya, 2018) said in his research that the Sales Promotion variable had a positive and significant effect on Hedonic Shopping Motivation. The same thing is said in research (Kempa et al., 2020) that Sales Promotion has a positive and significant effect on Hedonic Shopping Value/Hedonic Shopping Motivation. In this case, there is a connection between Sales Promotion and Hedonic Shopping Motivation.

Hedonic shopping motivation can be interpreted as shopping activities carried out by consumers with friends or family just for the sake of pleasure (Kempa et al., 2020). From the study conducted by Arnold and Reynolds, the results in the form of dimensions of Hedonic Shopping Motivation, namely Adventure shopping is defined as individuals shopping to feel adventure, feelings of passion, and feeling in their own world when shopping, Gratification shopping is defined as individuals shopping to relieve stress, relieve negative moods, and preferential treatment for oneself, Role shopping is defined as individuals shopping for others, Value shopping is defined as individuals shopping to see sales, looking for discounts, and hunting for the cheapest prices, Social shopping is defined as individuals shopping for socialize with friends, family as well as others, and bond with others while shopping, and Idea shopping is defined as individuals shopping to keep up with the latest trends and fashions, and to see the latest products and innovations.

Impulse buying is the tendency of consumers to buy a product spontaneously and immediately (Rook and Fisher, 1995) in (Sari, 2021). From the study conducted by Rook and Fisher, they got the results in the form of dimensions of Impulse Buying, namely Spontaneity. Actions that are carried out spontaneously and do not think twice about what will be done, Strength, namely Actions that occur to consumers so they can take action as soon as possible, Excitement and stimuli namely feelings that are obtained such as being happy, making better, etc. after buying, and indifference, namely actions that are not accompanied by thinking about things that will happen in the future or at that moment.

According to Baumeister (2002), impulsive buying is a sudden urge to buy a product, this purchase is not planned or there is no initial intention to buy, where consumers will buy products on the basis of encouragement without considering the long-term consequences of the purchase. Impulsive buying behavior occurs suddenly and the individual cannot resist the desire to buy an item even though the item is not a need or purpose. In essence, impulse buying is a behavior when an individual feels a spontaneous urge to buy a product without prior planning, this behavior can be caused by two factors originating from the individual himself or from the market (MH & Harmon, 2017).

Based on the description of the phenomena above, this is one of the authors' factors to make a research entitled "The Influence of Sales Promotion and Hedonic Shopping Motivation on Impulse Buying on Music Streaming Application RESSO (Study on Students at Buana Perjuangan University Karawang Management Study Program Class 2018-2021)"

2. RESEARCH METHODS

The research method used by the researcher is a quantitative research method. With causal studies (Cookson & Stirk, 2019). The population in this study was Management Students, Faculty of Economics and Business, University of Buana Perjuangan Karawang Class of 2018-2022 with a total of 1923 people. The sampling technique in this research is purposive sampling. According to Sugiyono (2016) purposive sampling is a sampling technique with certain considerations. The criteria for the desired respondents in this study include: 1. Active students of FEB UBP Karawang;

2. Management Students Class 2018, 2019, 2020, and 2021; and 3. Students who use the RESSO Music Streaming application.

The Lemeshow formula is used for determining the sample in this study because the number of FEB UBPK students who have used RESSO is not known in detail.

Lemeshow formula as follows:

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

With ; n = minimum number of samples required; Z = Standard value of distribution according to value; = 5% = 1.96; P = Prevalence of outcome, because data has not been obtained, 50% data is used; Q = 1-P; L = 10% accuracy level.

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} = 96,04$$

Obtained from the calculation of the minimum number of samples required is 96 respondents. Then the researcher decided to round the number of respondents to 100 people.

The data processing technique in this study uses SEM (Structural Equation Model) analysis based on PLS (Partial Least Square) with the aim of measuring the influence or degree of relationship between variables in a model, both between indicators and constructs, or relationships between constructs.

The data collection technique uses a survey technique by distributing a questionnaire of a predetermined number of samples using a google form. The measurement scale used in this study uses a Likert scale. The following is a picture of the research framework of each variable and also the hypothesis that can clarify this research.

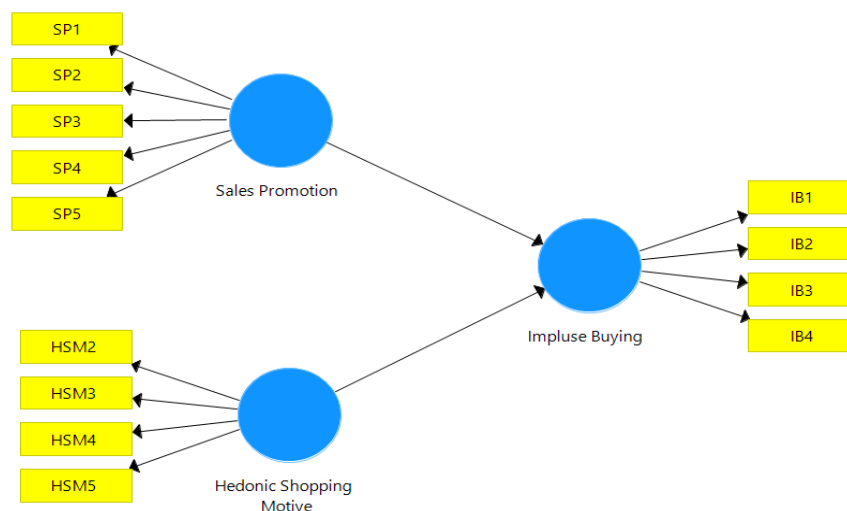


Figure 3. Research Paradigm

Source: AppStore (Ios)

H1: Sales Promotion has a direct effect on Impulse Buying.

H2: Hedonic Shopping Motivation has a direct effect on Impulse Buying.

3. RESEARCH RESULTS AND DISCUSSION

3.1 Study

The following is a description of the results of the research and analysis of the data that has been collected through questionnaires that have been distributed. The results of the characteristics of respondents based on the type of force can be shown in Figure 3

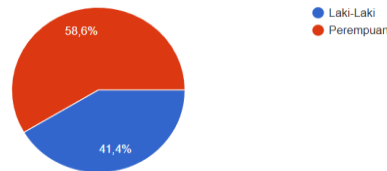


Figure 3. Questionnaire Results for Students

Source: Research data processing results, 2022

From the data obtained from 100 respondents, the composition of respondents by gender is 69 respondents are female and the remaining 31 respondents are male. The results shown in Figure 3 are dominated by women.

3.2 Uji Validitas

a. Convergent Validity

a) Outer Loading

Table 1. Outer Loading

	Hedonic Shopping Motivation	Impulse Buying	Sales Promotion
H SM2	,791		
H SM3	,874		
H SM4	,833		
H SM5	,803		
IB 1		,903	
IB 2		,907	
IB 3		,760	
IB 4		,877	
SP1			,787
SP2			,786
SP3			,764
SP4			,821
SP5			,778

Source: data processing, 2022

Each indicator of each construct variable in table 1. has a loading factor value higher than the error variance value of 0.70, meaning that the indicator is declared valid and each indicator can reflect the measurement model of the construct variable.

b) Construct Reliability and Validity

Table 2. Construct Reliability and Validity

	Average Variance Extracted (AVE)
Hedonic Shopping Motivation	,682
Impluse Buying	,746
Sales Promotion	,620

Source: data processing, 2022

Based on table 2. Hedonic Shopping Motivation variable has an AVE value of 0.682, Impulse Buying variable is 0.746, and Sales Promotion variable is 0.620. All variables have an AVE value higher than the cross loading correlation value of 0.50 so that it is declared valid.

b. Discriminant Validity

a) Fornell Larcker Criterion

Tabel 3. Fornell Larcker Criterion

	Hedonic Shopping motivation	Impluse Buying	Sales Promotion
Hedonic Shopping Motivation	,826		

Impluse Buying	,714	,864	
Sales Promotion	,565	,578	,788

Source: data processing, 2022

From Table 3. above, it can be seen that the Fornell larker Criterion value of the variable is as follows; The value of the Hedonic Shopping Motivation variable is 0.826, which is higher than the correlation between Impulse Buying and Sales Promotion. The value of the Impulse Buying variable is 0.864, which is higher than the Sales Promotion correlation. Sales Promotion variable value is 0.788. Thus it can be concluded that all the constructs in the estimated model meet the discriminant validity criteria

b) Cross Loading

Table 4. Cross Loading

	Hedonic Shopping Motivation	Impulse Buying	Sales Promotion
H SM2	,791	,500	,500
H SM3	,874	,622	,435
H SM4	,833	,571	,444
H SM5	,803	,647	,499
IB 1	,623	,903	,499
IB 2	,701	,907	,510
IB 3	,547	,760	,535
IB 4	,583	,877	,487
SP1	,394	,430	,787
SP2	,412	,407	,786
SP3	,348	,364	,764
SP4	,488	,462	,821
SP5	,538	,563	,778

Source: data processing, 2022

From Table 4. above, it can be seen that the results of the cross loading on the indicators with their constructs are described as follows; The correlation of the Hedonic Shopping Motivation variable with the indicators HSM2, HSM3, HSM4, and HSM5 is higher than the correlation of these indicators with other variables. The correlation of the Impulse Buying variable with the indicators IB1, IB2, IB3, and IB4 is higher than the correlation of these indicators with other variables. The correlation of the Sales Promotion variable with the indicators SP1, SP2, SP3, SP4, and SP5 is higher than the correlation of these indicators with other variables. Thus, it can be concluded that the correlation of each latent construct with its respective block indicators is valid.

c. Reliability Test

a) Construct Reliability and Validity

Table 5. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Sales Promotion	,849	,891
Hedonic Shopping Motivation	,845	,896
Impluse Buying	,885	,921

Source: data processing, 2022

Based on the test results in table 5, the value of Cronbach's alpha of the Sales Promotion variable is 0.849, the Hedonic Shopping Motivation variable is 0.845, and the Impulse Buying variable is 0.885. All Cronbach's alpha values of all variables are greater than 0.70 so it can be concluded that all variables meet the reliability test. Then the composite reliability value obtained by the Sales Promotion variable of 0.891, the Hedonic Shopping Motivation variable of 0.896, and the Impulse Buying variable of 0.921. All variables have a composite reliability value greater than 0.7 so that all variables are declared reliable.

b) R Square

Tabel 6. R Square

	R Square	R Square Adjusted
Impluse Buying	,555	,546

Source: data processing, 2022

Based on table 6. The r-square value of the Impulse Buying variable is 0.555, meaning that this variable can be explained by the Sales Promotion and Hedonic Shopping Motivation variables of 55%, while the rest is explained by other variables.

c) Path Coefficient

Tabel 7. Path Coeffirnt

	Original Sample (o)	Sample Mean (M)	Standard Deviation (ST DEV)	T Statistics (O/STDEV)	P Values
Sales Promotion → Impluse Buying	,258	,250	,089	2,886	,004
Hedonic Shopping Motivation → Impluse Buying	,570	,091	,091	6,274	,000

Source: data processing, 2022

From table 7. shows how much direct relationship between variables described as follows; The relationship of the Sales Promotion variable to the Impulse Buying variable is 0.256 and the t-statistics value of 2.886 is greater than the significance used, which is 5% or with a value of 1.96 so that it can be said that the Sales Promotion variable has a positive effect on Impulse Buying. The relationship between the Hedonic Shopping Motivation variable and the Impulse Buying variable is 0.570 and the t-statistics value is 6.274, which is greater than the significance used, which is 5% or 1.96, so it can be said that the Sales Promotion variable has a positive effect on Impulse Buying.

3.3 Discussion

a. Sales Promotion Effect

The Sales Promotion variable has a significant positive effect on Impulse Buying of 0.256 and the t-statistics value of 2.886. This shows that the bigger and more massive the sales promotion carried out by the seller will certainly be about the target consumers who really like shopping for the sake of pleasure (Felita & Oktivera, 2019). Based on the calculation of the indirect effect of the sales promotion variable on the impulse buying variable, it shows a direct and positive relationship.

b. The Influence of Hedonic Shopping Motivation

The hedonic shopping motivation variable has a significant positive effect on impulse buying of 0.570 and the t-statistics value of 6.274. This shows that the more people who have hedonic traits, the more impulse buying decisions will occur. Purchasing actions are created with encouragement, motivation, and stimulation to meet needs and desires, including unplanned purchases or impulse buying that can be driven by hedonic needs (Andryansyah & Arifin, 2018). Based on the calculation of the indirect effect of the hedonic shopping motivation variable on the impulse buying variable, it shows a direct and positive relationship.

c. R-Square

Based on the calculation of the R-Square value, the impulse buying variable can be explained by the sales promotion and hedonic shopping motivation variables of 55% while the rest is explained by other variables.

4. CONCLUSIONS

This study found that Sales Promotion, Hedonic Shopping Motivation had a positive and significant effect on Impulse Buying on the Streaming Music RESSO application. Sales Promotion, and Hedonic Shopping Motivation have a direct and significant effect on Impulse Buying directly, so that when viewed from the entire description above, the hypothesis is said to be accepted. The results of the research that have been described previously and concluded, there are several suggestions for further researchers; Can add new variables such as Shopping Lifestyle and purchase intention. Can Add the number of respondents in the study so that the results are even more perfect. Can add question items to the questionnaire in order to get better answers.

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