

The Effect Of Discounts And Hedonic Behavior On Impulse Buying At Anna Online Shop (Study On Consumers Of Anna Online Shop Palopo City)

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Abstrak

Discounts are often considered as one of the important factors in encouraging impulsive purchases, while hedonic behavior reflects the tendency of individuals to seek satisfaction and pleasure in the shopping process. This study aims to analyze the effect of discounts offered and hedonic behavior on impulse buying behavior at Anna Online Shop in Palopo City. This study uses a quantitative approach through a questionnaire given to Anna Online Shop customers. With a total of 100 respondents obtained using the MoE formula. The data was analyzed using the SmartPLS statistical tool. The results of the analysis show that the discount offered has a significant positive effect on impulse buying behavior. In addition, hedonic behavior is also proven to have a strong positive impact on the tendency to make impulse purchases. This research provides valuable insights for online business owners and marketers to understand how discounts and hedonic aspects can influence consumer purchasing decisions.

Keywords: Discounts, Hedonic Behavior, Impulse Buying

1. Introduction

Competition in today's business world is increasingly intense, encouraging companies to look for effective and efficient marketing solutions. In the context of globalization, companies are faced with demands to behave and act quickly in the face of competition in a dynamic and uncertain business environment. Therefore, every company is expected to compete competitively through the implementation of the right marketing strategy to achieve company goals. In addition, a deep understanding of market conditions and consumer needs is also the key to success in competitive efforts.

In a competitive business environment, discounts have become one of the important tools for companies to attract consumer attention and increase sales. Discounting can be considered as an attractive strategy for consumers, where price adjustments are made. This allows merchants to still make a profit from the discount offer. At the same time, consumers who get discounts feel that they have not suffered any losses as a result of the price adjustment [7]. Discounts are often used as a marketing tactic to influence consumer behavior, particularly in impulse purchase decisions. Therefore, when companies offer discounts, this may trigger purchase interest from consumers and impact product purchase decisions [14].

However, it is not only discounts that play a crucial role in influencing consumer purchase decisions. Hedonic behavior, which includes the gratifying experience or positive sensation derived from a purchase or consumption of a product, also plays an important role. Hedonic behavior in the context of shopping refers to the tendency of consumers to seek pleasure, satisfaction, and positive experiences when doing shopping activities. According to

Yuli Cantikasari (2022) [18] Hedonic motivation may arise from an excessive desire to acquire the latest goods or products, which encourages them to make purchases to obtain personal satisfaction. Businesses that are able to present a pleasant and satisfying shopping experience are more likely to attract consumer attention, even without offering large discounts. In addition, consumers who follow hedonic behavior may be more prone to impulse buying because they tend to be tempted by products that catch their attention and provide instant gratification.

Erdiana & Lestari (2023) [8] in their research entitled "Analysis of the Effect of word of mouth, discounts and hedonic motivation on impulse purchases of fashion products on female consumers" explain whether word of mouth, discounts and hedonic motivation partially have a significant effect on impulse purchases of fashion products. The population in Erdiana & Lestari's research is all consumers of fashion products in Malang using the SPSS application in analyzing data. In contrast to Erdiana & Lestari, this study makes Anna Online Shop the object of research which is a cosmetics store that operates in a highly competitive and dynamic business environment. This study aims to see the extent of the influence of discounts and hedonic behavior on impulse buying in consumers of Anna Online Shop in Palopo City, and statistical tools to analyze data using SmartPLS.

Conceptual Framework

To see the relationship between variables, you can see the conceptual framework image below this:

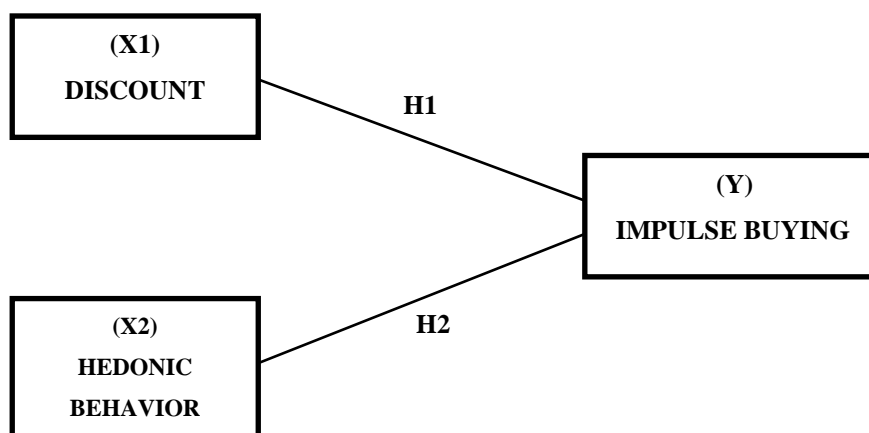


Figure 1. Conceptual Framework

H1. It is suspected that discounts have a positive and significant effect on impulse buying.

It is suspected that discounts have a positive and significant effect on impulse buying behavior. That is, this conjecture indicates that when there is a discount offer, it is likely to increase the tendency of individuals to make impulse purchases. According to Survey andini (2021) there is a positive influence that price discounts can also encourage impulse purchases. In this context, discounts are considered a factor that influences impulse buying behavior and are believed to have a statistically significant effect.

H2. It is suspected that hedonic behavior has a positive and significant effect on impulse buying.

It is suspected that hedonic behavior is believed to have a positive and significant influence on impulse buying behavior. That is, this hypothesis implies that individuals who tend to seek instant pleasure or pleasant experiences in shopping are more likely to make impulse purchases. Murti (2018) [13] states that the tendency of hedonic behavior has a significant positive on impulse buying behavior.

2. Methodology

The approach in this study uses a quantitative approach. The population in this study were Anna Online Shop consumers with the criteria of having made transactions at least once a month. The sampling technique uses non-probability sampling techniques. According to Sugiyono (2018) Non-probability sampling is a sampling technique by not giving equal opportunities or opportunities to each member of the population when they are selected as samples. The determination of the number of samples uses the formula from Sugiyono (2012) which suggests for sampling where the population is large and the number is unknown, the following formula can be used:

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

Notes:

n = number of samples.

Z = the level of confidence required in determining the sample size is 95% which refers to the Z table.

95% = 1,92

Moe = margin of error or maximum error that can be tolerated by 5%.

From this formula, the sample calculation is as follows:

$$n = \frac{1.92^2}{4(\text{Moe})^2}$$

$$n = \frac{1.92^2}{4(0.1)^2}$$

$$n = 96.04$$

From the calculation of the formula above, the number of samples obtained is 96.04, to make it easier, the number of samples is rounded up to 100 people. It does not rule out the possibility that for the sake of data processing the number of samples can be added according to the research needs and the number of evenly distributed respondents. The data used in this study consisted of primary data and secondary data, primary data obtained through observation, interviews and distributing questionnaires to respondents. Meanwhile, secondary

data is obtained from previous research, literature, and several journals related to the research conducted.

3. Result and Discussion

Before the data collected is analyzed using the help of statistical tools, previously the data validity test is carried out through the Validity and Reliability Test, this test aims to evaluate the questionnaire questions filled out by respondents, determining whether the questions are appropriate or not which are used to collect data. Latan and Ghozali (2012) state that research data analysis is the stage after data selection and collection. In this study, the SmartPLS method was used for data analysis. SmartPLS is one of the SEM statistical methods that focuses on variant analysis and is designed to deal with specific problems in missing data, and multicollinearity (Iii, 2013).

3.1. Result

1. Validity Test

In this study, the validity test applied to evaluate the validity level of the VB-SEM model is convergent validity. There are two approaches in determining the validity of the SEM model using convergent validity techniques, namely by examining the outer loading value (factor load) and the average variance extracted (AVE) value.

a. Outer Loading

The required factor loading value is > 0.7 , in the validity test carried out all indicators have a value of > 0.7 . the first test results there is still an outer loading value < 0.7 , namely on item X2.1, this value is still acceptable because the construct validity and reliability values still meet the requirements. So based on the validity of outer loading, it is stated that all items or indicators are valid.

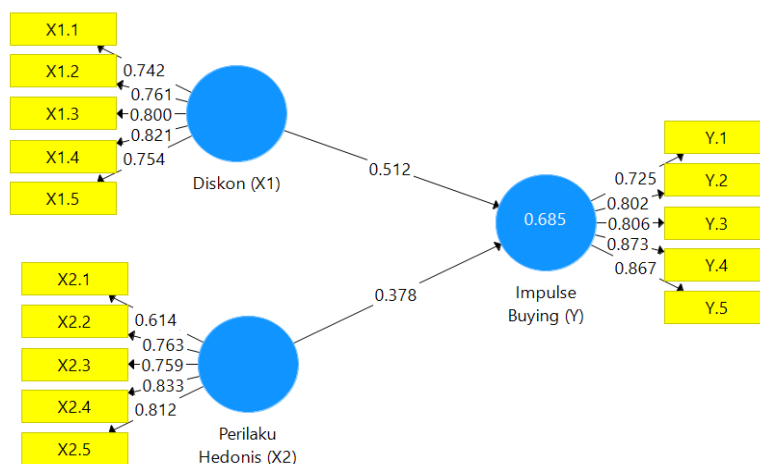


Figure 2 Outer Loading Test

Data Source: SmartPLS, 2023

b. Average variance extracted

The value that is the measure is average variance extracted (AVE) with an expected value > 0.5 . The results of the validity test to see the AVE value are shown in the table below:

Table 1 Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted (AVE)
Discount (X1)	0.602
Hedonic Behavior (X2)	0.578
Impulse Buying (Y)	0.666

Data Source : SmartPLS, 2023

Based on the results above, it is known that the AVE value of all variables observed in this study is > 0.5 so it can be said that all variables are valid and can be used to test the SEM model.

2. Reliability Test

Reliability is a measure of the consistency of indicators in measuring their variables. The values used to determine the reliability level of the SEM model are Composite Reliability and Cronbach Alpha. This type of reliability serves to determine the level of internal reliability of variable indicators.

Tabel 1 Cronbach's Alpha dan Composite Realibilitas Value

Variable	Cronbach's Alpha	Composite Reliability
Discount (X1)	0.837	0.883
Hedonic Behavior (X2)	0.814	0.871
Impulse Buying (Y)	0.874	0.909

Data Source : SmartPLS, 2023

3. Analysis of the Influence Between Variables and Hypothesis Testing

SEM analysis aims to test the magnitude of the influence of the independent variable on the dependent variable. The results of the influence analysis between variables are shown in the figure below:

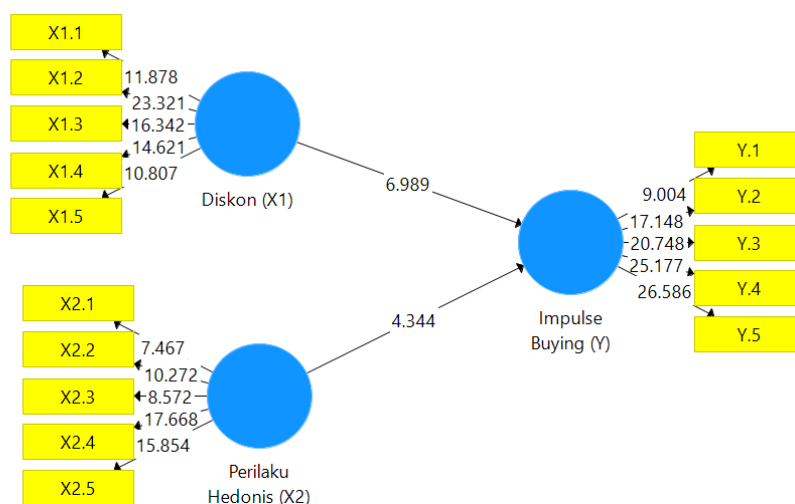


Figure 3 SEM Model of Influence Analysis Results

Data Source : SmartPLS, 2023

a. Influence Between Research Variables

The analysis of the influence of the variables analyzed in this study is the influence of the variables Discount (X1), Hedonic Behavior (X2), and Impulse Buying (Y). The analysis is also used to test the research hypothesis. The magnitude of the influence of these variables is shown in the table below:

Table 3 Direct Effect of Research Variable

Direct influence	t Count	t table	P values	Cut of value
Discout (X1) > Impulse Buying (Y)	6.989	1,661	0.000	0.05
Hedonic Behavior (X2) > Impulse Buying (Y)	4.344	1,661	0.000	0.05

Data Source: SmartPLS, 2023

b. Hypothesis Testing

1) The Effect of Discounts on Impulse Buying

First Hypothesis: It is suspected that Discounts have a positive and significant effect on Impulse Buying. The results of the T statistical analysis obtained the value of $t \text{ count} = 6.989 > t \text{ table} = 1.661$ with a P value of 0.000 or smaller than the cut off value of 0.05. This means that the Discount variable has a positive and significant effect on Impulse Buying. So it can be stated that the first hypothesis is accepted.

2) The Effect of Hedonic Behavior on Impulse Buying

Second Hypothesis: It is suspected that Hedonic Behavior has a positive and significant effect on Impulse Buying. The results of the T statistical analysis obtained the $t \text{ value} = 4.344 > t \text{ table} = 1.661$ with a P value of 0.000 or smaller than the Cut off Value of 0.05. This means that the Hedonic Behavior variable has a positive and significant effect on Impulse Buying. So it can be stated that the second hypothesis is accepted.

3.2. Discussion

1. The Effect of Discounts on Impulse Buying

The results showed that there is a positive and significant relationship between discounts on impulse buying behavior. Where the results of the T statistical analysis obtained the $t \text{ value} = 6.989 > t \text{ table} = 1.661$ with a P Value of 0.000 or smaller than the Cut off Value of 0.05. The indication of this study states that discounts have a positive and significant impact on impulsive purchases. This is due to the fact that discounts are a marketing solution that presents products at a more affordable price compared to their normal price. When consumers are exposed to discount promotions offered by Anna Online Shop, this triggers high motivation because consumers feel attracted to make purchases and do not want to miss the opportunity to obtain products at lower prices. Therefore, Anna Online Shop often utilizes discounts as a sales promotion tool because they are able to increase sales and also stimulate impulse purchases. This result is in line with the findings of Survey andini's (2021) research which states that discounts have a positive and significant effect on impulse buying.

2. The Effect of Hedonic Behavior on Impulse Buying

The results showed that there is a positive and significant relationship between hedonic behavior and impulse buying. Where the results of the T statistical analysis obtained the t value = 4.344 > t table = 1.661 with a P Value of 0.000 or smaller than the Cut off Value of 0.05. The indication of this study states that hedonic behavior has a positive and significant impact on impulse buying. This means that when shopping at Anna Online Shop, it can cause curiosity about the various products available, both on online and offline platforms. Customers also feel enthusiastic when visiting Anna Online Shop. Consumer motivation to shop hedonistically arises because they want to create a pleasant mood and follow the latest trends. In addition, the urge to shop with friends or family is also a supporting factor in encouraging hedonic shopping motivation. With this explanation, it can be concluded that the hypothesis that hedonic shopping motivation affects impulse buying is valid. These results are in line with the research of Barokah et al. (2021) [6] which states that hedonic shopping motivation has a positive and significant effect on impulse buying.

3. Conclusion

Based on the results of research and discussion in this study, it can be concluded that:

1. In the discount variable, there is a positive and significant relationship with the dependent variable, namely impulse buying for Anna Online Shop consumers in Palopo City. Product discounts from Anna Online Shop are proven to have a positive impact on the level of impulse buying, indicating that the discount policy is able to stimulate unplanned purchasing decisions.
2. Likewise, the hedonic behavior variable has a positive and significant relationship with the dependent variable, namely impulse buying in Anna Online Shop consumers in Palopo City. Consumer hedonic behavior has a significant contribution in increasing impulse buying tendencies, indicating that aspects of user pleasure and satisfaction in the shopping experience can be the main drivers of impulse buying.

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