

**THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION, PROMOTION AND
PRODUCT QUALITY ON IMPULSIVE ONLINE PURCHASE OF
FASHION PRODUCTS**

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Abstract

With the rise of social commerce, internet buying and selling is causing consumers to make illogical purchases without considering the product's implications or benefits. The word is also referred to as consumer attitude. Impulsive purchasing is one of the consumptive mindsets. Impulsive purchasing is common among consumer attitudes. Consumers engage in impulse purchasing when they make unplanned purchases of things. This study intends to examine the impact of Hedonic Shopping Motivation, promotion, and product quality on impulsive online purchases of fashion products made via the social commerce platform TikTok Shop in Surakarta. This research is quantitative in nature. This study's population consists of consumers who have purchased fashion items from the TikTok Shop at least twice. The sample size for this study is one hundred respondents. IDM SPSS Statistics 26 was utilized to process the data gathered via the questionnaire method. Data analysis approaches Hypothesis tests, classical assumption tests, tests of multiple linear regression, and determination coefficients. According to the findings of this study, Hedonic Shopping Motivation has a favorable and significant effect on impulsive purchases, as do promotion and product quality.

Keywords: *Impulse Buying, Hedonic Shopping Motivation, Promotion, Quality Product.*

1. Introduction

The rapid development of technology makes human existence easier and more practical. Technological developments are increasingly modern, making a variety of activities such as work, school, and even shopping, can now be done via a smartphone. Today, online purchases have become the new normal. Improvements in existing technology have led to the emergence of a commercial idea known as e-commerce . E-commerce applications that already exist in Indonesia include Tokopedia, Lazada, Shopee, Blibli, Buka Bukalapak, and many others. Of the several types of marketplaces that exist today, social media platforms also add shopping, transaction and activity features that are interpreted as social commerce such as TikTok, WhatsApp, Facebook, Instagram, Line, Telegram, Pinterest and others. According to the article sourced <https://info.populix.co/report/> , it can be seen that the social commerce TikTok Shop is the social media that occupies the first position with a total percentage of 54%, while the second position is occupied by Whatsapp with a total percentage of 30%. the third position is occupied by Facebook Shop with a total percentage of 21%. It can be concluded that social commerce which is often used for shopping, namely the TikTok Shop. The article also explains that most of the purchases that are often made at the TikTok Shop are clothing or fashion products with a total percentage of 61%.

With the growth of e-commerce and social commerce , online buying and selling has increased the competitiveness of sellers, so sellers do whatever they want to attract large numbers of consumers to their stores. Massive promotions interest consumers in their goods. This sometimes encourages consumers to make irrational decisions without considering the consequences or benefits of the goods they want to obtain. This is what is sometimes referred to as an impulse buy . Consumers engage in impulse purchases when they purchase items they had not previously considered. (Fauziah, 2021) .

Someone in making purchases at this time is only based on hedonic instincts which are more directed only for fun or satisfaction. Motivation is one of the psychological factors that have an influence on consumer attitudes towards buying behavior of an item or service. This motivation refers to a state of stress caused by an urge for needs that causes a person to take a series of actions that he thinks will satisfy (Ariffin, 2022) . This variation in results is partly influenced by spending incentives. The first aspect is shopping motivation, which consists of two subcategories: utilitarian shopping motivation and Hedonic Shopping Motivation . Utilitarian spending is dictated by a number of different tasks to be completed, a focus on the product, a rational approach, and extrinsic motives. While hedonic shopping refers more to emotion and occasional pleasure, intrinsic stimulation and directed motivation are more general. (Handari, 2018) .

Apart from Hedonic Shopping Motivation , promotion is also one of the strategies that can encourage impulse buying . Promotion has become an activity carried out for retail or companies to convey the advantages of these products. Sales promotion is a core ingredient of marketing methods. Sales promotion is one method of attracting clients to shop at a retail company. Promotions can provide retailers with incentives such as price discounts, rewards, raffle prizes, buy one get one free, and other product offers (Dewi, 2021) . The existence of large promotions and reasonable prices during the promotional period makes transactions faster during promotions or festivals. Consumers can spend time and money only through the shopping festival, similar to what the TikTok Shop did when welcoming the 2022 Republic of Indonesia Birthday. The TikTok Shop For Your Fashion event is to support local fashion brands by providing high promotions such as discounted prices and free shipping. This makes consumers who initially shop at other marketplaces switch to TikTok Shop (Padmasari, 2022) .

Currently shopping has become a need for emotional satisfaction, so there is a shift in the mindset of individuals who used to buy strategically to shop impulsively or unintentionally. The hedonistic life style is one of the elements of the life style that contributes to the development of these habits. Apart from life style and hedonic life style , one aspect that attracts buyers to buy a product is product quality (Angela, 2020). The purpose of describing the quality of products provided by online retailers through catalogs and graphic descriptions is for buyers to see the benefits of this for themselves. But there are also many that do not match what is stated in the product description. As a result, many consumers claim that the goods they ordered do not match the description. life (Azwari, 2020).

Considering the previous description and the prevalence of Impulse Purchases , researchers conducted a study entitled "The Influence of Hedonic Shopping Motivation , Promotion, and Product Quality on Impulsive Purchases Online of Fashion Products (Study of Customers of TikTok Stores in Surakarta)" to study more about the causes of impulsive

purchases in buying fashion items . This study aims to examine the effect of Hedonic Shopping Motivation , promotion and product quality on impulse buying.

Impulsive buying according to Utami (2017: 51) is a purchase that occurs when a consumer sees a particular product or brand, then the consumer becomes interested in getting the item, this is due to an attractive stimulus from the store.

Hedonic Shopping Motivation according to Utami (2017: 59) is a person's motivation in shopping to get pleasure and satisfaction, a person feels that shopping is an interesting thing.

Promotion according to Tjiptono (2015: 387) is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products.

Product quality according to Kotler and Keller (2019: 143) is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated needs or not.

2. Research Methods

This study aims to determine the effect of hedonic shopping motivation , promotions, and product quality on impulsive purchases of fashion products online at the TikTok shop. Therefore, this research is quantitative. Data was collected using a questionnaire that was distributed to consumers aged at least 17 years who had purchased fashion items from the TikTok social commerce store in the Surakarta area at least twice. Using the Cochran method, this research sample is 100 respondents. Sampling using purposive sampling method . Data analysis procedures include classical assumption tests, multiple linear regression tests, hypothesis testing, and the coefficient of determination. IDM SPSS Statistics 26 is used for processing.

3. Results And Discussion

0.1 Result

Classical Assumption Test Results

Normality test

The normality test in this study uses the Kolmogorov-Smirnov with a p-value > 0.05.

Table 1 Normality Test Results

Variable	Sig.(2-tailed)	p-values	Information
Unstandardized Residuals	0.200	0.05	Normal data distribution

Source: Primary data processed in 2022

The Kolmogorov-Smirnov test states that the significant value of the regression model is more than 0.05. This states that the regression equation of this research model is normally distributed.

Multicollinearity Test

The Multicollinearity Test takes into account the Variance Inflation Factor (VIF) and the Tolerance of numbers. VIF values of less than 10.00 and tolerance values of more than 0.10 are usually used as cutoff values to identify the presence of multicollinearity.

Table 2 Multicollinearity Test Results

Variable	tolerance	VIF	Information
Hedonic Shopping Motivation	0.373	2,681	There is no multicollinearity
Promotion	0.365	2,741	There is no multicollinearity
Product quality	0.487	2,054	There is no multicollinearity

Source: Primary data processed in 2022

The results of the test are tolerance values for variables > 0.10 and VIF values < 10.00, it can be said that there is no multicollinearity.

Heteroscedasticity Test

The following are the results of the park test and the Scatterplot graph as follows:

Table 3 Heteroscedasticity Test Results

Variable	P-Value	Information
Hedonic Shopping Motivation	0.200	There is no heteroscedasticity
Promotion	0.218	There is no heteroscedasticity
Product quality	0.072	There is no heteroscedasticity

Source: Primary data processed in 2022

The heteroscedasticity test reveals that all independent variables have a Sig value > 0.05, so it can be concluded that all independent variables are heteroscedasticity

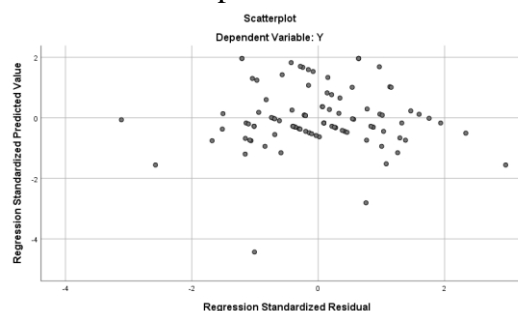


Figure 1 Scatterplot Test

The Scatterplot test reveals that the dots are spread out in various ways and do not form different patterns. Furthermore, because the points are spread above and below 0 on the Y axis, heteroscedasticity does not occur.

Multiple Linear Regression Test Results

The results of the multiple linear regression equation between the variables Hedonic Shopping Motivation , promotion and product quality on impulse purchases are as follows:

$$Y = 3.424 + 0.266 X_1 + 0.297 X_2 + 0.205 X_3 + e$$

It can be concluded that a constant of 3.424 states that if the variable hedonic shopping motivation (X_1), promotion (X_2), product quality (X_3) is considered constant, then

impulsive buying will increase 3.424, $b_1 = 0.266$ the regression coefficient of hedonic shopping motivation (X_1) has a positive value, which means that if promotion (X_2), product quality (X_3) is considered constant, which means that an increase in Hedonic Shopping Motivation will result in an increase in impulsive buying 0.266, $b_2 = 0.297$ the promotion regression coefficient (X_2) is worth positive which means if hedonic shopping motivation (X_1), product quality (X_3) is considered constant, which means that an increase in promotion will result in an increase in impulsive purchases 0.297, $b_3 = 0.205$ product quality coefficient (X_3) is positive, which means if hedonic shopping motivation (X_1), promotions (X_2) are considered constant, which means that an increase in product quality will result in an impulse purchase if increases 0.205.

Hypothesis Test Results

Testing the hypothesis in this study using the t test with testing criteria if $-1.985 \leq t_{\text{count}} \leq 1.985$ then H_0 is accepted, $t_{\text{count}} \geq 1.985$ then H_0 is rejected.

Table 4 t Test Results

Variable		t_{count}	t_{table}	Sig	Information
Hedonic Shopping Motivation		3,038	1,985	0.003	H_0 Rejected
	Promotion	3035	1,985	0.003	H_0 Rejected
Product quality		2.158	1,985	0.033	H_0 Rejected

Source: Primary data processed in 2022

The calculation results show that H_0 is rejected $t_{\text{count}} > t_{\text{table}}$ ($3.038 > 1.985$) so it can be concluded that this shows Hedonic Shopping Motivation has a significant influence on impulsive buying, H_0 is rejected $t_{\text{count}} > t_{\text{table}}$ ($3.035 > 1.985$) so it can be concluded that this shows that promotion has a significant effect on impulsive buying, H_0 is rejected $t_{\text{count}} > t_{\text{table}}$ ($2,158 > 1.985$) so it can be concluded that this shows product quality has a significant influence on impulsive buying.

Determination Coefficient Results (R^2)

This method is used in determining how much variation Y can be described by variation X, in determining how much influence the variables Hedonic Shopping Motivation (X_1), promotion (X_2), product quality (X_3) have on impulse buying (Y).

Table 5 Determination Coefficient Results (R^2)

Adjusted R Square
0.580

Source: Primary data processed in 2022

The results of the test show that the Adjusted R square value is 0.580, which means that variations in changes in the Impulse Purchase variable (Y) can be described by the Hedonic Shopping Motivation variable (X_1), promotion (X_2), product quality (X_3) of 58%. While the remaining 42% is described by other variables outside the model.

0.2 Discussion

Hedonic Shopping Motivation partially has a positive and significant effect on impulsive purchases

Based on the test, the t test results obtained were 3.038 which was greater than t_{table} (1.985) and the significance was less than 5%, namely 0.003. This means that the hedonic shopping motivation variable has a significant effect on impulsive purchases. This proves that the higher the consumer has hedonic shopping motivation, the higher the impulsive purchase. Vice versa if you have low hedonic motivation, then impulsive purchases will also be low. Usually consumers become hedonic due to several factors, one of which is psychological factors, these psychological factors greatly influence consumer beliefs or attitudes towards hedonic motivation in shopping, hedonic shopping beliefs make consumers get a new lifestyle. The feeling of joy that arises when hedonic shopping also triggers a behavior to buy goods that are substantially not needed by consumers.

Consumers who have a fashionable fashion style certainly have a hedonic shopping style, because the retail outlets in the TikTok Shop always sell clothes according to trends and are up to date .

The results of this study support previous research that has been conducted (Ariffin, 2022), namely that there is a positive and significant effect of the hedonic shopping motivation variable. Research (Handari, 2018) namely hedonic motivation has a significant effect on impulsive purchases.

Promotion partially has a positive and significant effect on impulse buying

Based on the test, the t test results obtained were 3.035 which was greater than t_{table} (1.985) and the significance was less than 5%, namely 0.003. This means that the promotion variable has a significant effect on impulsive buying.

It can be said that the second variable, namely the promotion, has an effect on impulsive purchases. When TikTok provides attractive promotions, namely high discounts on fashion products, it can trigger impulse purchases. Companies can also attract new consumers or influence customers to try new products, attack competitors' promotional activities and increase impulse buying activities. Promotional tools that can be used by companies are such as giving coupons, free shipping, price discounts, gifts. So the greater the promotion given by the TikTok Shop company, the greater the impulse purchases that occur.

The results of this study support previous research that was conducted (Dewi, 2021), namely promotion has a positive and significant effect on impulsive purchases. Research (Padmasari, 2022), namely promotion has a significant effect on impulsive purchases.

Product quality partially has a positive and significant effect on impulse buying

Based on the test, the t test results obtained were 2.158 greater than t_{table} (1.985) and the significance was less than 5%, namely 0.003. This means that the product quality variable has a significant effect on impulsive purchases. Product quality is an ability or advantage of a product to perform its functions, for example the product's durability, reliability, stability, convenience, comfort, and other attributes. This means that the better the product quality, the more people make impulse purchases. So it can be said that the products offered are of good quality, fashion products are not easily damaged or discolored, have various models or follow fashion trends , the patterns used are comfortable, this can influence consumers in making impulsive purchases at the TikTok Shop e-commerce. tall.

The results of this study support previous research that was conducted (Angela, 2020), namely product quality has a positive and significant effect on impulsive purchases.

Research (Azwari, 2020) namely product quality has a significant effect on impulsive purchases.

4. Conclusion

In accordance with the results of data analysis, this study concludes that hedonic shopping incentives have a positive and statistically significant effect on impulse buying . Thus, the first proposed hypothesis is validated. Promotion has a good and quite large impact on impulse buying . Thus, the second hypothesis presented is confirmed to be true. Variable product quality has a large and beneficial effect on impulse buying . Thus, the third hypothesis proposed is confirmed to be true. In accordance with the results of the analysis and conclusions obtained previously, suggestions can be submitted to respondents, especially those who behave consumptively when accessing the TikTok Shop, to assess the positive and negative impacts. For further research, it is better to add variables that can develop from this research. And further research is expected to be able to further improve the quality of research and improve on existing research. Companies should pay attention to retail and continue to improve the quality of promotions so that customers do not switch to other e- commerce.

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