



The Effect of Shopping Lifestyle and Sales Promotion On Impulse Buying Moderated by Openness to Experience On Shopee

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ABSTRACT

This research aims to analyze the effect of shopping lifestyle and sales promotion on impulse buying with openness to experience as a moderating variable in shopee e-commerce users. This research method was quantitative, and online questionnaires collected primary data. Participants of this research as counted 200 individuals who used as sample. This research used PLS-SEM with the help of the SmartPLS version 3.3.9 to analyze the data. This research showed that testing the first hypothesis indicates that the higher the shopping lifestyle, the more impulse buying in online shopping will increase. Second, the results of the two hypotheses indicate that the research hypothesis is accepted. It means the higher the sales promotion, the higher the level of impulse buying that occurs in online shopping. Finally, the third test results show that the research hypothesis is accepted and that openness to experience could impact sales promotions on impulse buying. Three factors influence impulse buying, shopping lifestyle, sales promotion, and openness to experience.

Keywords: Impulse Buying, Shopping Lifestyle, Sales Promotion, Openness to Experience, E-commerce Shopee

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INTRODUCTION

E-commerce is a place to buy and sell goods online through an electronic device that can connect consumers and producers to make purchases of goods or services via internet technology (Markey.id accessed on October 19, 2021). The growth of the e-commerce market in Indonesia has been increasing every year. The We Are Social survey results in April 2021 stated that Users' E-commerce in Indonesia reached 88.1%, the highest ranking in Indonesia. One of the most popular e-commerce in the community is Shopee. Therefore, in this research, the researcher will investigate Shopee. Shopee offers several categories currently trending to increase Shopee visitors and sales. It started with fashion, gadgets, cosmetics, electronics, automotive, food and beverages, vouchers, stationery, books, and many more. Based on the results of a survey conducted by databoks.kata.data, In the third quarter of 2021, the average number of Shopee monthly web visits was 134.4 million.

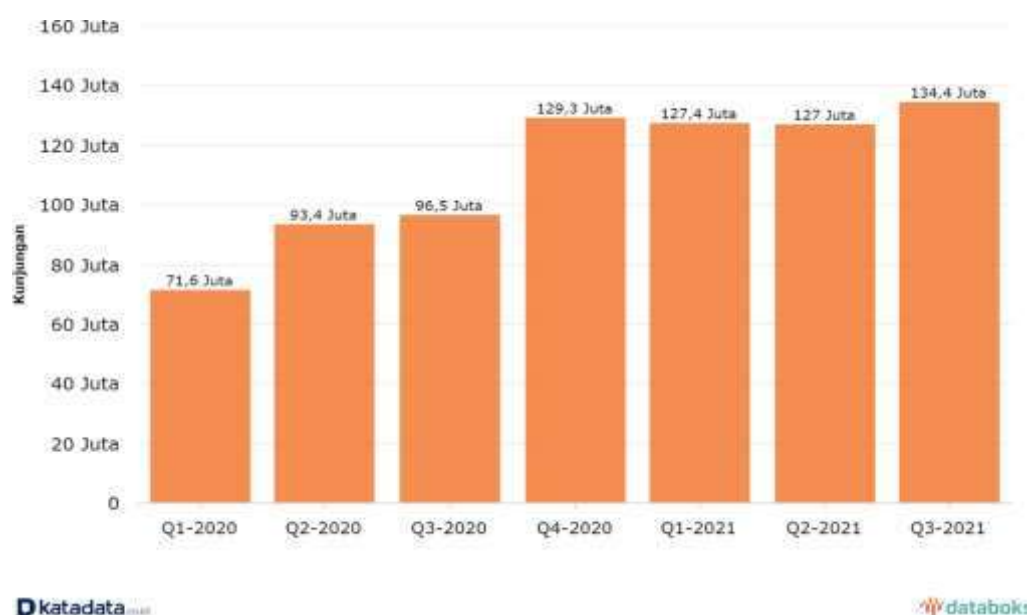


Figure 1. Average Monthly Shopee Web Visitors
Source: databoks.katadata.co.id (Accessed : 19 October 2021)

The fact from the survey results explains that consumers use Shopee e-commerce much more. The researcher wants to know the effect of shopping lifestyle and sales promotion on impulse buying with openness to experience as a moderating variable with data sources from Bengkulu University students, Shopee e-commerce users. To support the research and the reasons why researchers chose Shopee e-commerce, the researchers conducted a pre-survey on March 28, 2022 by distributing google forms to 31 Bengkulu University students randomly. Based on the survey results, it was found that out of 31 students, there were 30 students Bengkulu University students who said they had made a purchase at e-commerce shopee. From the results of the pre-survey, it can support research and it is considered to be an object of research. Thus, this research is very worthy of research because the sample includes all faculties and covers every level of education, from D3, S1, S2, and S3.

Next, the researcher asked questions related to shopping life, sales promotion, impulse buying, and openness to experience on e-commerce shopee users of Bengkulu University students. Based on the results of a survey conducted on Bengkulu University students outside the research sample. From the results of the pre-survey, it is illustrated that the phenomenon used by shopee triggers the emergence of unplanned or impulse buying. The phenomenon of impulse buying must be applied because it can influence consumers in shopping and consumers will unconsciously do it. Chusniasari & Prijati (2015), defines impulse buying as an unplanned purchase without regard to the consequences. Impulse buying is an activity of spending money that cannot be controlled, and goods from Impulse purchases are usually items that consumers do not need (Andriyanto et al., 2016).

Several factors can influence impulse purchases that occur by consumers. According to Indah & Listiyorini (2016) the factor that cause impulse buying is the shopping lifestyle. According to (Darma & Japarianto, 2014) the shopping lifestyle describes a person's activities in spending time and money. The availability of time gives consumers much time to shop, and with money, consumers will have high purchasing power. The number of products provided by Shopee makes consumers always want to keep up with the times. Therefore, emerging lifestyles affect consumer wants and needs. High levels make consumers feel they have to have items for their satisfaction, even if only for a short time, buyers inadvertently tend to make impulsive purchases (Wardah, 2021). In addition, sales promotion is a factor

that encourages purchase impulsivity (Bhakat & Muruganatham, 2013). According to Tjiptono (2008) sales promotion is a form of direct persuasion using promotional tools that encourage customers to make an immediate purchase. Companies can attract new consumers, encourage them to buy more, attack competitors' promotional activities and increase impulse buying (Tjiptono, 2002). According to Wahyuni & Setyawati (2020) five essential things attract consumers to impulse purchases: direct marketing, sales promotion, publicity, personal selling, and advertising. Consumers who make purchases impulsively because of promotions when opening the shopee application.

The last factor that cause impulse buying is internal factors (Miranda, 2016). Internal factors related to personality are different characteristics that characterize the individual than the shopping or stimulus environment. Schiffman & Kanuk (2004) support this by stating that personality can influence a person's product choice. There are internal factors impulse buying shows an individual's internal cues and traits that lead him to engage in impulse buying (Bhakat & Muruganatham, 2013). According to McCrae & Costa (1990), five personality dimensions can lead to impulsive buying behavior: extraversion, friendliness, conscientiousness, neuroticism, and openness to experience. This research uses only one dimension of the five dimensions: openness to experience. Openness to experience is a suitable dimension to the moderating variable because openness to experience is one of the personality traits that describe human personality. Openness to experience shows that individuals who are more imaginative and cultured, have high curiosity, are original, have extensive work, are intelligent, and are artistically sensitive. More likely to exhibit impulsive buying behavior. According to DeYoung *et al* (2010), openness to experience is an individual with a personality who has a high curiosity about new experiences and products. So that consumers feel happy to try new experiences and find new products when shopping at Shopee, which encourages them to make impulse buying. People with a high experiential openness have a high impulse buying tendency (DeYoung *et al.*, 2010).

The phenomenon of the growing number of Shopee's average monthly web visitors is increasing rapidly. Thus, this research chose Shopee as the research subject because it has the largest user segment. Furthermore, the initial survey conducted in this research that most shopee users cover all faculties at Bengkulu University supports the selection of the Bengkulu University student sample. This research investigates the effect of shopping lifestyle and sales promotion against impulse buying with openness to experience as a moderating variable in shopee e-commerce users. In this research, the researcher will investigate the effect of shopping lifestyle, sales promotion, and openness on impulse buying on shopee e-commerce users. Based on the background and problem formulation, this research aims to examine the effect of shopping lifestyle on impulse buying, test the effect of sales promotion on impulse buying, and examine the moderating effect of openness on the experience of sales promotion against impulse buying. The difference among my research with previous research conducted by Alimudin *et al* (2020) is that the object of this research focuses on students of the Faculty of Teacher Training and Education, Islamic University of Malang, class of 2016-2018. Research conducted by Tirtasari *et al* (2021) the object of this research focuses on FEB Unisma students who use the Shopee application.

LITERATURE REVIEW

Defination of Impulse Buying

According to Ratnasari *et al* (2015) impulse buying is a purchase made without prior planning by consumers spontaneously and without thinking about it. According to Kurniawan & Kunto (2013), impulse buying is an unplanned purchase before entering the store. Meanwhile, according to Verplanken & Herabadi (2001) says that impulse buying is an irrational and unplanned purchase with a conflict of thoughts and emotional impulses.

Defination Shopping Lifestyle

According to Japariato & Sugiharto (2011) shopping impact various consumption habits that represent a person's decisions regarding how to spend their money or time. The existence of a person's lifestyle in terms of spending money results in the development of new traits and characteristics. Someone who has followed the evolution of the lifestyle is willing to devote time to staying current with the latest

trends. According to Kosyu *et al* (2014) every person must have a shopping lifestyle. A person's way of life is to express themselves through patterns of action that distinguish one from another through a shopping lifestyle. The shopping lifestyle is also closely related to the development of the era and increasingly advanced technology. Based on Deviana & Giantari (2016), A shopping lifestyle is a consumer's actively responding that is influenced by changes in time, income, and social status.

Definition of Sales Promotion

Kotler & Armstrong (2012), defines sales promotion as a short-term incentive to encourage purchase or selling products and services. The goal is for potential buyers to feel interested in goods or services. Kiran *et al* (2012), the primary purpose of sales promotion is to motivate potential customers to buy the products offered. Promotion is one way to increase sales. According to Wahyuni & Setyawati (2020), sales promotion can maintain consumer preferences in shopping with a higher potential to find information about specific products. Consumers tend to buy products of comparable quality but get sales promotions that consumers can feel and provide benefits to themselves. Sales promotion builds profitable relationships with customers in the long term. Cummins *et al* (2004) explain that sales promotion is to encourage prospective buyers to purchase more often.

Definition of Openness to Experience

In the opinion of Costa & McCrae (2003), this personality trait categorizes people based on their interest in new things and wanting to understand and gain more knowledge. Openness to experience is closely related to different thinking and creativity, where as relatively open people appreciate the benefits of trying new things (Cummins *et al.*, 2004). Meanwhile, according to DeYoung *et al* (2010), openness to experience is defined as an individual with a personality who has a high curiosity about new experiences and products. So that consumers feel happy to try new experiences and find new products that encourage them to make impulse purchases. Individual with high openness to experience tend to have impulse purchases.

S-O-R theories

SOR theory stands for Stimulus-Organism-Response. SOR theory is used to clarify a problem to be studied and assist researchers in conducting their research. Relevant theories help solve a problem in a clear, systematic, and directed manner. This theory shows that the stimulus trigger consumer desire so that consumers evaluate and provide a response. The stimulus (S) in question is the environment or external factor that triggers customer passion. Organism (O) is a way for consumers to evaluate internally. While Response (R) is the consumers' reaction to the stimulus and organism received (Chan *et al.*, 2017). SOR theory also assumes that the quality of the stimulus (stimulus) that communicates with the organism determines the cause of behavior change (Hovland *et al.*, 1953). This research uses the Stimulus-Organism-Response (SOR) Theory as a major theory consisting of the stimulus design in question: shopping lifestyle and sales promotion. The organism design in this research is openness to experience, while the responsive design in this research is impulse buying.

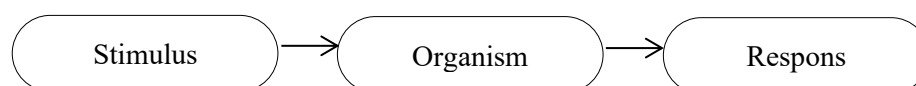


Figure 2. Application of SOR Theory

Source: Hovland *et al.*, (1953)

Hypothesis

Tanjung, 2013 says that the hypothesis is a conclusion or quick answer to research problems that empirical data will prove. It is said to be temporary, because the answers are only based on relevant theories rather than empirical facts obtained through data collection or questionnaires.

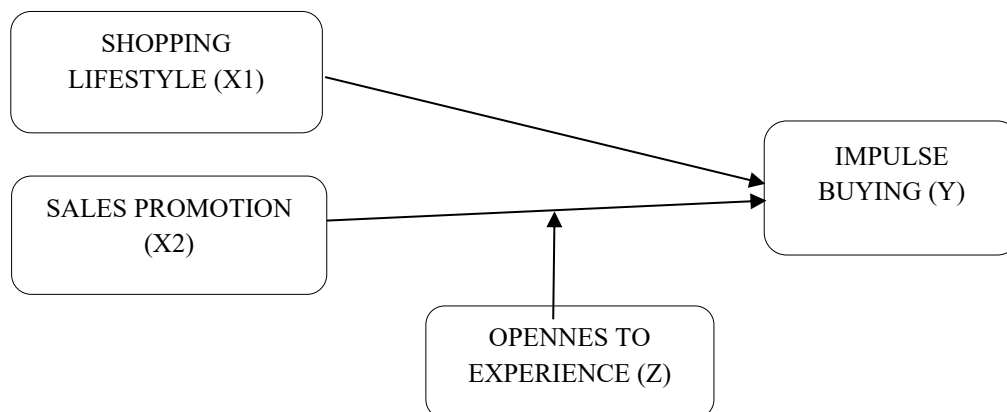


Figure 3. Research Framework

Source: Modifications of Japariato & Sugiharto (2011), Fitri (2018).

Japariato & Sugiharto (2011) proves that there is a relationship between shopping lifestyle variables and impulse buying, proving that the existence of pleasant shopping activities has an impact on mood, which makes consumers' needs for their lifestyle high. So that, consumers are willing to sacrifice something to fulfill their lifestyle, which tends to result in buying behavior impulsively. Fitri (2018) found that sales promotions positively affected impulse buying. The better the level of sales promotion, the higher the impulsive buying behavior. In addition, openness to experience shows that consumers are pleased when a product is suitable and by their personality. When this happens, consumers will buy a product.

In this research there are two independent variables, namely shopping lifestyle (X1) and sales promotion (X2), while one dependent variable, namely impulse buying (Y) and 1 moderating variable, namely openness to experience (Z). The framework in this research modifies several previous studies, namely the research of Japariato & Sugiharto (2011) and Fitri (2018). This research aims to analyze the influence of shopping lifestyle and sales promotion on impulse buying with openness to experience as a moderating variable.

METHOD

The type of research used in this research is quantitative research. The quantitative method in this research is data collection was carried out through surveys using questionnaires and data analysis was carried out statistically using data processing applications. In this research, the variables tested were shopping lifestyle (X1), sales promotion (X2), openness to experience (Z), and impulse buying (Y) on shopee e-commerce users. This research uses casual research that aims to determine the effect of the independent variable with the moderating variable on the dependent variable. The unit of analysis in this research is Bengkulu University students who use the e-commerce shopee. The type of data used in this research is primary data.

The analytical model in this research will use the number of samples that will be used, namely the Structural Equation Model (SEM). The number of samples in this research was determined using predetermined criteria. Based on Hair et al (2010), stated that the number of respondents was >5 and <10 on the total indicators used in the research.

The indicators used are 24 items, so the total samples in this research are between 120-240 respondents. Questionnaires are distributed online on social media such as "WhatsApp, Instagram, and Facebook". The distribution of the questionnaires was carried out for two weeks online starting from April 5 to April 18, 2022. Two hundred thirteen respondents were entered, and out of 213 respondents, only 200 could be used as samples. The respondent needed to fill out 13 respondents. They thus cannot be used after being manually filtered. The number of samples can be described in detail in Table 3.2:

Table 1. Number of Research Samples

Information	Amount
Completed online questionnaire	213
Filter manual	13
Samples that are then processed	200

Source: Research, 2022

The statements in the questionnaire were measured using a Likert scale. The Likert scale determines how strongly a subject agrees or disagrees with statements on a five-point scale.

Table 2. Variable measurement scale (likert)

Quality	Category
5	Sangat Setuju (SS)
4	Setuju (S)
3	Kurang Setuju (KS)
2	Tidak Setuju (TS)
1	Sangat Tidak Setuju (STS)

RESULT AND DISCUSSION

Results

The demographic points of the customers analyzed in this research were observed through 6 questions, namely gender, age, last education, current level of education, faculty and monthly income. The demographic points of the customers are described in the following table:

Table 3. Analyze The Demographic Points

Demographic		Frequency	Percentage
Gender	Men	75	37.50%
	Women	125	62.50%
Age	18 - 20 years old	51	25.50%
	21 - 25 years ols	124	62.00%
	>26 years old	25	12.50%
Current level of education	D3	25	12.50%
	S1	128	64.00%
	S2	33	16.50%
	S3	14	7.00%
Faculty	Faculty of Economics and Business	34	17.00%
	Faculty of Law	20	10.00%

Income	Faculty of Social and Political Science	22	11.00%
	Faculty of Medicine and Science Health	13	6.50%
	Faculty of Teacher Training and Education	60	30.00%
	Faculty of Math and Science	16	8.00%
	Faculty of Agriculture	19	9.50%
	Faculty of Engineering	16	8.00%
	< Rp. 1.000.000.	117	58.50%
	Rp. 1.000.000 - Rp. 2.500.000	54	27.00%
	> Rp. 2.500.000 - Rp. 4.000.000	16	8.00%
	> Rp. 4.000.000	13	6.50%

Source : Results,2022

Table 3 shows that in terms of gender, 125 respondents are women with a percentage of 62.50%. At the same time, as many as 37.50% or 75 respondents are male. It can be concluded that women shop online more often than men. In this research, the respondent's data for age in the questionnaire, most of the respondents aged 21-25 were 124 respondents or 62.00%.

These results are linked to the age group of 21-25 years, which dominated the distribution of survey questions in this research because the age of 21-25 years is the age closest to digital access which can indirectly affect their habits to do online shopping.

Regarding the latest education, most of the respondents who have the latest education are SMA/SMK, namely 143 respondents or 71.50%. Next is S1 as many as 42 respondents or 21.00% and the last S2 with 15 respondents or 7.50%. This result shows that most shopee users have the last education in SMA/SMK.

In terms of faculties, most of the respondents were teachers and education faculties, with as many as 60 respondents or 30.00%. Meanwhile, in terms of income, respondents who have the most income < Rp. 1,000,000 are 117 respondents or 58.50%. This result demonstrates that individuals with an income of <Rp 1,000,000, predominate among those who use Shopee to shop online.

The characteristics of respondents analyzed in this research were observed through 5 question items about the characteristics of respondents at Bengkulu University, namely as follows :

Table 4. Respondent Behavior

Characteristics of Respondent Behavior		Frequency	Percentage
Are you a college student of Bengkulu University?	Yes	200	100%
	No	0	0%
Have you ever shopped at e-shopee commerce?	Yes	200	100%
	No	0	0%
How many transactions have been made at shopee for 6 last month?	< 10 Time	120	60%
	> 10 Time	80	40%
	Rp. < 100.000	78	39%

What is the average shopeepay balance that you top up per month?	Rp. 100.001 - Rp. 300.000	79	39,5%
	Rp. 300.001 – Rp. 500.000	26	13%
	Rp. 500.001 – Rp. 1.000.000	11	5,5%
	Rp. > 1.000.001	6	3%
Please check the payment method when did a transaction a purchase at shopee!	Shopeepay	63	31,5%
	Transfer	63	31,5%
	Shopeepay Latter	36	18%
	Alfamart and Indomaret	47	23,5%
	COD	69	34,5%
	Seibanle	1	0,5%

We can see that individuals who often made their purchases at Shopee in the last six months are Bengkulu University students, according to table 4 Here it can be analyzed that in the last 6 months there were 120 respondents who repeated visits to the Shopee application in those six months as much as 60% had made purchases, equivalent to 10 purchases. Furthermore, there were 80 respondents with a percentage of 40% repeating Shopee visits more than ten times in the last six months. According to the data above, around 100,001 -300,000 average Shopee pay stability appears with a percentage of 39% for 79 respondents. Not only that, there is their lowest average of 3% for 6 respondents, namely 1,000,001 using a payment method that is quite viral among individuals today, namely the COD system with a rate of 34.5% for 69 people and a rate of 0.05% for one person in the Seine.

The impulse buying variable has six indicators consisting of 6 statements. Each indicator has five answer choices, “ranging from strongly disagree to agree strongly”. The description of the respondents' responses can be analyzed in table 5 specifically:

Table 5. Description of Respondents' Responses to Impulsive Purchases

No	Pernyataan	<u>STS</u>	<u>TS</u>	<u>KS</u>	<u>S</u>	<u>SS</u>	Mean	Ket.
		1	2	3	4	5		
1	I often buy things unconsciously	13	21	113	41	12	3,09	High enough
2	I'm tempted to buy interesting stuff	8	7	55	96	34	3,705	High

3	I don't think much when I make a purchase	9	5	57	101	28	3,67	High
4	When something is very interesting, I buy it without considering the consequences	12	14	63	91	20	3,465	High
5	I often buy things which not needed	16	17	30	73	64	3,76	High
6	I often spend more money than I originally planned to spent	7	14	35	129	15	3,655	High
Average							3,557	High

We can see that the table above (5) shows that feedback from respondents has an overall average result of 3.557 with the variable impulsive purchases. This average value is included in the 'high' category. In this study most respondents make spontaneous or unplanned purchases from e-commerce Shopee without considering the consequences. Of the statement items with the highest mean value, I often buy things I do not want with an average of 3.76. We can analyze it as a whole and it is clear that the product discount very quickly influenced respondents' offers that Shopee offered and exposed them to impulse buying. Shopee e-commerce provides product offerings that make them buy unwanted items spontaneously. At the same time, the respondents gave the lowest rating on the statement I often buy things spontaneously, with an average of 3.09. Although low, this indicator is included in the reasonably high category because they have found products encouraging consumers to make spontaneous purchases.

The result of respondents' responses to impulse buying is that respondents often shop without planning. Most consumers have had high impulse purchases of products on e-commerce shopee. Typically, respondents buy unwanted items spontaneously. Consumers who make impulse purchases do not think about the consequences and mostly buy unwanted things Consumers tend to make impulse purchases on a product or brand based on feelings of interest that appear immediately on the product. Spontaneously purchased goods, usually new products and low prices, maybe wanted but not needed. According to this survey, respondents will make impulse purchases at Shopee e-commerce.

The shopping lifestyle variables tested in this research were measured using six indicators. The results of respondents' responses regarding shopping lifestyle variables can be seen in table 6 as specifically:

Table 6 Description of Respondents' Responses to Shopping Lifestyle

No	Statements	STS	TS	KS	S	SS	Mean	Inf.
		1	2	3	4	5		
1	When I see an advertisement offer about a product, it	9	13	37	93	48	3,79	High

	tends to buy it immediately							
2	I will buy it when I see the new product	5	11	62	104	18	3,595	High
3	I always buy products from well-known brands among buyers	5	9	45	76	65	3,935	High
4	I believe that the products from the famous brands that I buy are the best in terms of quality	7	3	35	110	45	3,915	High
5	The product I bought is different from the brand I usually buy	5	5	39	116	35	3,855	High
6	I'm sure there are other similar brand products the quality is the same as what I bought	5	7	29	113	46	3,94	High
	Average						3, 83	High

We can see in table 6 here, respondents began to provide the sixth aspect that has been described previously. For example, products from other brands offer better offers and found an average of 3.94 with the highest rating score. Shopee's popularity is attributed to the latest models and well-known brands, as respondents buy more than one brand when shopping for products. Shopee's popularity is attributed to the latest models and well-known brands, as respondents buy more than one brand when shopping for products. Respondents who shop for products on Shopee will look for the best quality products. While the lowest rating is in the statement, "I will buy when I see the latest product," with an average of 3,595.

Although this indicator is the lowest rating, it is included in the reasonably high category. Seeing the latest products on Shopee's e-commerce will still motivate someone to make an impulse purchase. Sales promotion variables tested in this research were measured using six indicators. The results of respondents' responses regarding sales promotion variables can be seen in Table 7 as follows:

Table 7. Description of Respondents' Responses to Sales Promotions

No	Statements	STS	TS	KS	S	SS	Mean	Inf.
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		1	2	3	4	5		
1	I feel encouraged to buy products when there is a promotion	8	2	37	116	37	3,86	Higher
2	I am interested in buying a product when it is available buy one get one free promotion	26	21	85	55	13	3,04	High enough
3	I tend to buy the product if the price is meager compared to the product of another	12	11	96	58	23	3,345	High enough
4	When I see a good deal, I usually buy more than what I need	5	10	30	54	101	4,18	Higher
5	Bonuses or gifts could be the reason I buy online spontaneous	9	14	60	96	21	3,53	Higher
6	I often buy products at discounted prices	6	4	39	42	109	4,22	Higher
	Average						3,7	Higher

We can see in table 7 that this research produced an overall average value of 3.7 by triggering a sales promotion including the high category of respondent feedback. In e-commerce Shopee, the sales promotion variable plays a part in encouraging impulse purchases. It is known that the respondents gave the highest assessment score on the sixth indicator. I often buy products at discounted prices, with an average of 4.22 in the very high category. It can be seen that the promos offered by this e-commerce Shopee can lead to the emergence of impulse purchases. One of them is a promo at a discounted price. So this promo makes consumers feel happy.

The existence of a promo at a discounted price often makes an impulse purchase because consumers think more about the discount first. While the lowest rating is in the statement "I am interested in buying a product when there is a buy one get one free promotion" with an average of 3.04. Shopee also offers a buy one get one free promo. Although this indicator is the lowest rating, it is included in the reasonably high category. The buy one gets one free offer on the e-commerce site Shopee still encourages impulse purchases.

The respondents' responses to the sales promotion variable indicate that the discount promo from this Shopee makes consumers more interested and happy to shop online. Shopee can make a strategy by launching attractive promotions, such as a discount price and buy one get one free. This e-commerce Shopee offers more attractive offers than other e-commerce such as Shopee pay later and s-borrow. The respondents who are Shopee users or consumers prefer the promotions offered by the e-commerce site.

The variable of openness to experience tested in this research was measured using six indicators. The results of respondents' responses regarding the variable of openness to experience can be seen in Table 8 as follows:

Table 8. Description of Respondents' Responses to Openness to Experience

No	Statements	STS	TS	KS	S	SS	Mean	Ket.
		1	2	3	4	5		
1	I am a person who is curious about new things	7	10	32	109	42	3,845	High
2	I am an imaginative person	4	7	24	24	141	4,445	Higher
3	I am a creative person	7	12	45	87	49	3,795	Higher
4	I am a curious person	6	6	21	51	116	4,325	Higher
5	I am a passionate person	14	22	115	36	13	3,06	High enough
6	I am a flexible person	5	14	70	95	16	3,515	High
Average							3,83	High

Based on Table 8, the average results of the entire research show that respondents' responses to openness to experience are included in the "high" category with a value of 3.83. The variable of openness to experience encourages respondents to make impulse purchases. Respondents gave the statement "I am an imaginative person" the highest rating on the variable of openness to experience, with a value of 4.445. The products offered by Shopee result in impulse purchases. Customers have become spoilt by Shopee amenities like live chat, Shopee Pay, and Shopee games. The existence of the Shopee feature makes consumers imagine Shopee e-commerce which makes them interested in products to buy them.

With a value of 3.06, respondents gave the variable of openness to experience the lowest rating in the statement "I am an enthusiastic person". Although this indicator is the lowest rating, it is included in the reasonably high category. This condition explains that respondents feel very enthusiastic when they see a momentary discount offer, commonly known as a flash sale, that Shopee is holding, and this causes impulsive buying behavior.

Data Analysis Results

The data analyzed in this research includes the software used, namely SmartPLS version 3.2.9, namely Structural Equation Modeling (SEM). The Partial Least Square is a settlement approach that moves from the SEM approach based on covariance to variance.

Testing the Structural Model (Inner Model).

The results of the calculation of the structural model in this research can be seen in Figure 4.1 as follows:

Figure 4. Inner Model

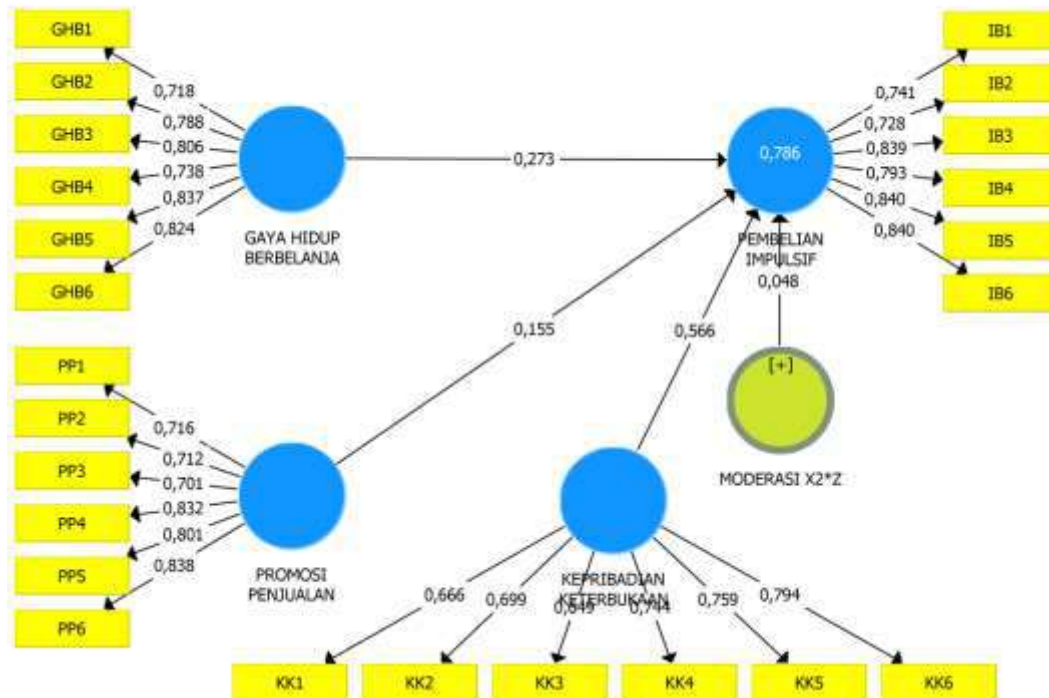


Table 9. Path Coefficients Values

Variable	Purchase Impulsive
Shopping Lifestyle	0,273
Sales promotion	0,155
Impulse buying	
X2*Z Moderation	0,048

Based on table 9 we can see the magnitude of the direct influence between the constructs of the path coefficients values. The value of path coefficients can be explained as follows:

1. Shopping lifestyle has a positive effect on impulse buying of 0.273. Individuals with a higher shopping lifestyle are more likely to indulge in impulse buying, and vice versa. Individuals with a higher shopping lifestyle are more likely to indulge in impulse buying, and vice versa.
2. This sales promotion was recorded at 0.155 sales due to the impact of impulsive purchases, which also referred to sales promotions held at Shopee e-commerce that was getting bigger; the impulsive purchases that occur in that individual will also increase.
3. The moderating effect was recorded at 0.048 due to the impact of impulsive purchases. It shows that openness to experience as a moderator on the sales promotion variable has a positive (strengthening) output on the impulsive buying variable.

The R-Square value in this research can be seen in Table 10 as follows:

Table 10. R-Square Value

Variable	R-Square
Impulse buying	0,686

The R-Square value in Table 10 can show a value of 0.686 on the impulse buying construct. All constructs can influence impulse buying in this research, namely, shopping lifestyle, sales promotion and openness to experience by 68.6%. The rest, the impulse buying construct can be explained by other factors by 31.4%.

Table 11. Total Effect (Mean, STDEV, T-Statistic) Overall Data

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Test results (t-statistic > t-table)
GHB -> PI	0,273	0,264	0,076	3,592	0,000	ACCEPTED
PP -> PI	0,155	0,161	0,079	1,958	0,025	ACCEPTED
KTP -> PI	0,566	0,565	0,068	8,378	0,000	ACCEPTED

hypothesis testing table

Table 12. Direct Effect (Mean, STDEV, t-statistic)

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GHB -> PI	0,273	0,264	0,076	3,592	0,000
KTP -> PI	0,566	0,565	0,068	8,378	0,000
MODERASI X2*Z -> PI	0,048	0,046	0,028	1,726	0,043
PP -> PI	0,155	0,161	0,079	1,958	0,025

Moderation Test

Discussion

The results of hypothesis testing that have been carried out state that H1 in this research is accepted and has a positive and significant output. The respondents in this research have experienced a shopping lifestyle when shopping at e-commerce Shopee. This is supported by research conducted by Afif & Purwanto (2020) which states that the shopping lifestyle has a significant positive effect on impulse purchases among shopee consumers. The shopping lifestyle in this study shows that student respondents have a penchant for shopping for a product at Shopee because they see the advertisements offered by Shopee. The existence of a shopping lifestyle as described above will further increase the possibility of impulsive purchases, where a person buys a product without planning in advance and without any in-depth consideration. Thus, there is a positive influence between shopping lifestyle on impulsive purchases.

The results of this research stated H2 in this research was accepted and had a positive and significant effect. Therefore, the higher the sales promotion, the higher the level of impulse buying. This is supported by research conducted by Wahyuni & Setyawati (2020) that sales promotion has a significant positive effect on impulsive purchases at Shopee. This means that promotions carried out by Shopee have become one of the elements to increase impulse purchases. This shows that respondents know there are promotional programs and like the various types of promotional programs provided by Shopee. One strategy is sales promotion. This discount promo at a low price will encourage consumers to make impulse purchases and can increase profits for the seller, as well as the e-commerce Shopee. This study is also in accordance with the SOR theory which shows that there are influencing factors, namely sales promotions and a response to an action in the form of an impulsive purchase.

The results of hypothesis testing that have been carried out state that openness to experience moderates the relationship between sales promotion and impulse buying. This displays if the higher the openness of an individual's experience to the promotions carried out by Shopee, the higher the impulse purchases obtained. The effect of openness to experience through sales promotion on impulse buying is positive. This study supports the results of research conducted by Fitri Fathia R (2018) openness to experiences moderates by strengthening sales promotions towards impulsive purchases when shopping on e-commerce Shopee. This study is also in accordance with the SOR theory which shows that there are influencing factors in the form of openness to experience that moderate sales promotions so that they can cause a response to an action in the form of an impulsive purchase.

CONCLUSION

From the results of the discussion and analysis in the previous chapter, the following are some conclusions that:

The output of the hypothesis test that was carried out first produced several outputs. The hypothesis was accepted, which means that consumer lifestyles in making purchases also positively impact impulse purchases. The point here is that the higher the lifestyle in shopping for a consumer, the higher the level of impulsive purchases that will occur, especially in the online purchasing method as it is now. The output of the second hypothesis begins to explain that if this research process is accepted, its mean sales promotion has a positively impact on impulse repurchase. The higher the promotion process carried out by a company, the higher the level of impulsive purchases that will occur, especially in the online purchasing method as it is now. The output of the third hypothesis, which was the research hypothesis, is accepted that openness to experience moderates sales promotions positively on impulse buying. That is, openness to experience moderates by strengthening the effect of sales promotion on impulse buying.

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