

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND HEDONIC SHOPPING MOTIVES ON IMPULSE BUYING IN SHOPEE FLASH SALES USERS: A STUDY ON SHOPEE USERS IN MALANG CITY

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ABSTRAK

Kemajuan teknologi informasi sangat canggih pada masa sekarang yang memiliki dampak bagi kehidupan masyarakat, mulai dari kehidupan ekonomi hingga pendidikan membutuhkan peran teknologi dalam mempermudah kegiatan sehari-hari dengan dukungan internet. penelitian ini dilakukan untuk mengkaji faktor yang mempengaruhi perilaku konsumen dalam melakukan impulse buying pada shopee. Faktor yang mempengaruhi impulse buying pada shopee diduga dipengaruhi oleh electronic word of mouth dan hedonic shopping motives. Penelitian ini menggunakan penelitian kuantitatif dengan menggunakan IBM SPSS 26. Sampel penelitian sebanyak 100 kuesioner dibagikan kepada responden, dengan asumsi bahwa jika lebih dari 30 kuesioner terisi. Hasil menunjukkan bahwa electronic word of mouth tidak berpengaruh terhadap impulse buying, hedonic shopping motives berpengaruh terhadap impulse buying, dan secara simultan electronic word of mouth dan hedonic shopping motives berpengaruh terhadap impulse buying.

Keywords: *Electronic Word Of Mouth, Hedonic Shopping Motives, Impulse Buying*

ABSTRACT

With the increasing number of internet users in Indonesia, people are starting to experience changes in behavior and mindset, whereas modern society prefers practical and efficient things. One of the changes in people's behavior is in terms of shopping, previously, people preferred to shop directly by coming to the store they wanted to visit and of course, it would take a long time or process, in contrast to now that people prefer to shop online with a shorter time or process using e-commerce. This study was conducted to examine the factors that influence consumer behavior in making impulse purchases on Shopee. Factors that influence impulse buying on Shopee are thought to be influenced by electronic word of mouth and hedonic shopping motives. This study uses quantitative research using IBM SPSS 26. A sample of 100 questionnaires was distributed to respondents, with the assumption that if more than 30 questionnaires were filled in. The results show that electronic word of mouth has no effect on impulse buying, hedonic shopping motives affect impulse buying, and simultaneously electronic word of mouth and hedonic shopping motives affect impulse buying.

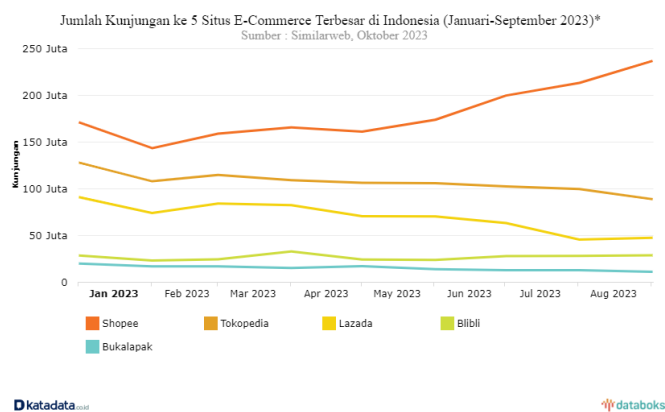
Keywords: *Electronic Word Of Mouth, Hedonic Shopping Motives, Impulse Buying*

INTRODUCTION

The progress of information technology is very sophisticated at present time, which has an impact on people's lives, starting from economic life to education, which requires

the role of technology in making daily activities easier with the support of the internet (Malinda & Farida, 2024). Based on data Indonesian Internet Service Providers Association APJII (2024) 79.5% are internet users compared to the previous period. With the increase in internet users in Indonesia, a change in mindset and behavior causes them to prefer efficient and practical products (Sendi & Zaini, 2024). One of the changes in people's behavior is shopping, shopping is one form of change in society and currently, people prefer to shop online using e-commerce in a short time and process (Sari & Hermawati, 2020).

E-Commerce is the practice of using a site to conduct online purchase and sale transactions for goods and services that require Internet access (Aydin, 2019). The existence of e-commerce presents something new by influencing user growth, especially for Shopee users (Nurtanio et al., 2022).



Picture 1. Shopee users

The graph above it is shown that Shopee is the e-commerce with the most visitors in Indonesia, which means that people are interested in using its e-commerce to make purchases, this can be seen from the fact that each platform has a fairly large user value (Adi Ahdiat, 2023).

Seeing the great interest shown by shopee visitors of course there is an element of motivation in using shopee as a supporting factor in purchasing. One of the drivers of the great interest of shopee users, namely the existence of flash sales which are special offers with the most in-demand by the public as one of the supporting elements of shopee (Rizkya et al., 2024). A flash sale is a direct price reduction or reduction of certain products known as flash sales. Flash sale has an attractive program for consumers, namely free shipping and discount vouchers in a short time, thus encouraging consumers to immediately buy the item or do impulse buying (Savitri & Riva'i, 2024).

Impulse buying is a sudden, unplanned, impulsive purchase driven by hedonistic emotions that continues to increase with the unstoppable growth of e-commerce (Sin et al., 2022). The only way that impulse buying can happen is when someone decides to acquire goods and services out of sheer spontaneity without considering their requirements. (Shahpasandi et al., 2020). One of the factors that influences impulse buying is electronic word of mouth which will lead consumers to make purchases.

Electronic word of mouth is a method of communication between people about products and services between consumers which is one of the sources of market information that influences consumers by facilitating purchasing decisions, choices, and

consumer intentions (Liana et al., 2024). Most users use Shopee's electronic word of mouth, which means the way they transact and use products is influenced by the way they watch live streaming, which makes consumers rush because discounts and free shipping vouchers are only available during live streaming and the stock given is limited, making consumers make purchases as quickly as possible (Rizkya et al., 2024). In addition, the Shopee feed allows users to see unique product recommendations from user explanations in the form of videos, as well as product review results that can be accessed through reviews, all of which can attract customers to shop (Chu & Kim, 2018). However, electronic word of mouth also has a negative impact on consumers, that often the information disseminated is inaccurate, This is brought on by consumers' misunderstandings and ignorance (Zhu et al., 2024). This research is in line with the research Savitri & Riva'i (2024) states that electronic word of mouth has a significant positive effect on impulse buying in shopee flash sale users. In addition to electronic word of mouth, there are other factors that cause impulse buying, namely consumers who are easily motivated to shop hedonically.

Hedonic shopping motives are the existence of a desire that refers to the reasons that encourage consumers to shop due to external influences so that they can be motivated, thus providing satisfaction and pleasure when they have obtained the desired product (Hashmi et al., 2020). The increasing purchasing power of customers is influenced by factors such as marketing strategies through flash sales and marketing communications such as electronic word of mouth and a hedonistic lifestyle (Narawati & Rachman, 2024). This will eventually make consumers addicted to the world of shopping, where they shop not only to fulfill their needs but also to get emotional satisfaction (Nisak & Kusumaningyas, 2024). This research is in line with the research Sendi & Zaini (2024) And The Untamed (2024) states that hedonic shopping motives have a significant positive effect on impulse buying among Shopee flash sale users. Different from the research Arsitia (2024) which states that hedonic shopping motives do not have a significant effect on impulse buying among Shopee flash sale users.

With the presence of electronic word of mouth and hedonic shopping motives, consumers make purchase transactions that lead to impulsive buying. Impulse buying occurs because of the tendency of users to make purchases impulsively and unexpectedly. Internal aspects, namely the emotional psychology of consumers towards a product, and external aspects, namely marketer persuasion, are also factors driving impulsive buying. Impulse buying exists because consumers have the perception that shopping is a form of appreciation for themselves or self-reward.

From the explanation that has been described, the study was conducted to examine the factors that influence consumer behavior in making impulse buying on Shopee. Factors that influence impulse buying on Shopee are thought to be influenced by electronic word of mouth and hedonic shopping motives. Based on the background description above, the author took the title "The Influence of Electronic Word Of Mouth and Hedonic Shopping Motives on Impulse Buying on Shopee Flash Sale Users" with a study on Shopee users in Malang City.

LITERATUR REVIEW

Consumer Behavior

Consumer behavior is the science that studies individuals, groups, and organizations in selecting, purchasing, using, and utilizing products or services to satisfy their needs (Zusrony, 2008). Consumer behavior theory is related to impulse buying

which is influenced by electronic word of mouth and hedonic shopping motives consumer behavior is carried out based on a cycle when a customer or buyer acquires a good or service, in shopping the buyer will lead the assessment as an evaluation and thus will have an impact on the dynamic cycle, namely the decision-making process for acquiring the good or service (Malinda & Farida, 2024).

Impulse Buying

Impulse buying is a sudden, unplanned, impulsive purchase driven by hedonistic emotions that continues to increase with the unstoppable growth of e-commerce (Sin et al., 2022).

According to Shahpasandi et al (2020) explains that several indicators influence impulse buying, including:

- a) Pleasure
A customer must give the work at hand their whole attention when they are actively participating in the flow. But once the activity is finished, he or she can celebrate their triumph and take pride in their achievement.
- b) Remote presence
In order to evaluate and contrast the real world and the imaginary world created by the media, this remote presence enables one to experience both.
- c) Time distortion
Customers spend more time online because of their skewed perception of time, which makes them feel as though time is moving more quickly than usual.
- d) Curiosity
This curiosity emphasizes the desire to gain knowledge and interest in experience

Electronic Word of Mouth

Electronic word of mouth is a form of interpersonal communication about products and services between consumers which is one of the sources of market information that influences consumers by facilitating purchasing decisions, choices, and consumer intentions.(Liana et al., 2024).

According to Chu & Kim (2018)explains that several indicators influence electronic word of mouth, including:

- a) Attitude towards product
Believe that the product you are going to buy can provide benefits according to your needs consumer.
- b) Trust in messages
Trust in information written by consumers such as product delivery reviews.
- c) Argument quality
A statement that can be used as a reference in assessing a product.
- d) Valence of opinion
Positive or negative opinions from customers regarding a product, service or company.

Hedonic Shopping Motives

Hedonic shopping motives are the existence of a desire that refers to the reasons that encourage consumers to shop due to external influences so that they can be motivated, thus providing satisfaction and pleasure when they have obtained the desired product.(Hashmi et al., 2020).

According to Aydin (2019) explains that several indicators influence electronic word of mouth, including:

- a) Adventure shopping
Shopping is a universally enjoyable experience, a challenge, a thrill, and a joy.
- b) Gratification shopping
These days, stress levels are rising and life is complicated. Some individuals shop to decompress.
- c) Value shopping
Some people go shopping to find things that are worthwhile and beneficial to them.
- d) Social shopping
The primary objective of shoppers when they go shopping is socialization.

Table 1 Instrument Grid

Variables	Indicator	Statement Items	No Item
Impulse Buying (Shahpasandi et al., 2020)	Pleasure	Impulse Buying often gives me temporary happiness	1
	Remote presence	I tend to buy things impulsively when shopping online, especially when I see a product offering a flash sale.	2
	Time distortion	When I shop, I often feel like time passes more quickly.	3
	Curiosity	My interest drives me to buy unplanned items	4
		Flash sale pushed me to buy unplanned items	5
Electronic Word of Mouth (Chu & Kim, 2018)	Attitude towards product	I get benefits from the products I bought during the flash sale on Shopee	6
	Trust in messages	Positive feedback on reviews during delivery given by consumers makes me believe in Shopee	7
	Argument quality	Photo reviews strengthened my purchasing decision.	8
		Video reviews strengthened my purchasing decision.	9
	Valence of opinion	The number of positive comments from Shopee reviews influences my buying interest	10
Hedonic Shopping Motives (Aydin, 2019)	adventure shopping	I feel excited when I find a flash sale offer on shopee	11
		I feel happy when I find a flash sale offer on shopee	12
	gratification shopping	I shop during flash sales as a way to celebrate personal accomplishments.	13
	Value shopping	I compared flash sale prices before making a purchase when	14
	Social shopping	I share my flash sale shopping experience with others	15

Source: Literatur Review

Conceptual Framework

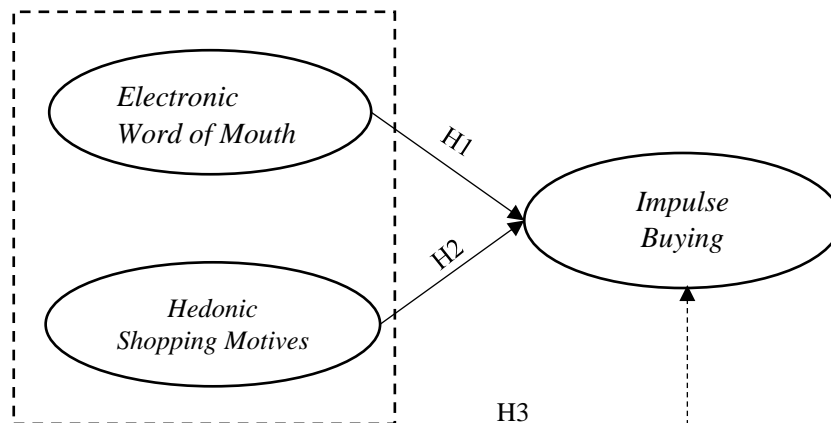


Figure 2. Conceptual Framework

The figure is used to explain the relationship between independent variables, namely electronic shopping motives (X1), and hedonic shopping motives (X2) with the dependent variable, namely impulse buying (Y) which is partial and simultaneous. partial relationships are depicted with straight lines and simultaneous relationships are connected with broken lines.

Hypothesis

- H1 : Electronic word of mouth influence on impulse buying among Shopee flash sale users
- H2 : Hedonic shopping motives influence impulse buying among Shopee flash sale users.
- H3 : Electronic word of mouth and hedonic shopping motives have a simultaneous effect on impulse buying among Shopee flash sale users.

Research methods

This study uses quantitative research. Data is collected through research instruments, and the analysis is quantitative or statistical, with the aim of describing and testing predetermined hypotheses.

This study uses an explanatory research approach. The explanatory approach aims to test hypothesized variables. The hypothesis describes the relationship between variables and attempts to determine whether one variable influences another or whether a variable is influenced and caused by another variable (Nurtanio et al., 2022).

Population

A population is a category for generalization made up of items or people with certain numbers and attributes chosen by the researcher to be examined and conclusions made (Sugiyono, 2018). In this study, the population consists of people in Malang City who are users of Shopee flash sale.

Sample

The sample determination was carried out using a non-probability sampling technique, precisely using purposive sampling. Purposive sampling is a sample

determination technique based on certain criteria or considerations with the aim of obtaining sample units that have characteristics or criteria that are in accordance with the research.(Sugiyono, 2018).

In this study, the population size is not known with certainty, so it is necessary to determine the sample size using the Roscoe method Sukwita (2023) that for most studies, the appropriate sample size is between more than 30 to less than 500 people. Based on Roscoe's opinion, the number of samples needed in this study is a minimum of fifty, which is obtained from 3 variables (2 independent variables and 1 dependent variable) multiplied by 10. However, to anticipate the low response rate, 100 questionnaires were distributed to respondents, assuming that if more than 30 questionnaires were filled in, the data could be processed further.

Results and Finding

Validity Test

The validity test table of the r count value of each statement item obtains a value $\geq r$ table so that it can be declared valid. The following are the results of the validity test of this study:

Table 2. Validity Test

Variables	Item	r count	r table	Information
Impulse Buying	Y1	0.817	0.1946	Valid
	Y2	0.685	0.1946	Valid
	Y3	0.685	0.1946	Valid
	Y4	0.880	0.1946	Valid
	Y5	0.779	0.1946	Valid
Electronic Word of Mouth	X _{1,1}	0.856	0.1946	Valid
	X _{1,2}	0.677	0.1946	Valid
	X _{1,3}	0.730	0.1946	Valid
	X _{1,4}	0.780	0.1946	Valid
	X _{1,5}	0.806	0.1946	Valid
Hedonic Shopping Motives	X _{2,1}	0.807	0.1946	Valid
	X _{2,2}	0.825	0.1946	Valid
	X _{2,3}	0.708	0.1946	Valid
	X _{2,4}	0.698	0.1946	Valid
	X _{2,5}	0.825	0.1946	Valid

Source: Processed data, 2024

Reliability Test

A Reliability test is a test used to determine the level of accuracy, precision, and stability of data. Based on the reliability test table, Cronbach's Alpha value \geq Cronbach's Alpha level (0.6) can be obtained, so the statement items in this study can be said to be reliable or trustworthy. The following is the reliability test in this study:

Table 3. Reliability Test

Variables	Cronbach's alpha	Cronbach's alpha level \geq 0.60	Information
Impulse Buying(Y)	0.799	0.60	Reliable
Electronic Word of Mouth(X1)	0.797	0.60	Reliable
Hedonic Shopping Motives(X2)	0.796	0.60	Reliable

Source: Processed data, 2024

Normality Test

Based on the normality test table, the value obtained was $0.144 > 0.05$, so it is stated that all electronic word of mouth, hedonic shopping motives, and impulse buying data are normally distributed..The following is a table of normality tests in this study:

Table 4. Normality Test		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0193885
	Std. Deviation	.81907652
Most Extreme Differences	Absolute	.078
	Positive	.060
	Negative	-.078
Test Statistics		.078
Asymp. Sig. (2-tailed)		.144 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data, 2024

Multicollinearity Test

Based on the multicollinearity test table, shows that each variable has a tolerance number ≥ 0.10 and VIF has a value ≤ 10 , so it can be concluded that there is no multicollinearity problem in this study. The following is a table of multicollinearity tests in this study:

Table 5. Multicollinearity Test			
Variables	Tolerance	VIF	Information
Electronic Word of Mouth(X1)	0.224	4,460	There is no multicollinearity
Hedonic Shopping Motives(X2)	0.224	4,460	There is no multicollinearity

Source: Processed data, 2024

Heteroscedasticity Test

From the heteroscedasticity test table, the value of each variable has a sig value of more than ≥ 0.05 , so it can be stated that the data does not experience heteroscedasticity, which means that the data in this study is not homogeneous and is quite good. The following is a table of heteroscedasticity tests in this study:

Table 6. Heteroscedasticity Test		
Variables	Sig.	Information
Electronic Word of Mouth(X1)	0.575	There is no heteroscedasticity
Hedonic Shopping Motives(X2)	0.686	There is no heteroscedasticity

Source: Processed data, 2024

Multiple Linear Regression Analysis Test

Based on the multiple linear regression analysis test table, the constant value obtained is 2.624, the electronic word of mouth regression coefficient value is 0.049 and

the hedonic shopping motives regression coefficient value is 0.839. The following is a table of multiple linear regression analysis tests in this study:

Table 7. Multiple Linear Regression Test

Coefficients a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2,624	.689		3,807
	Hedonic Shopping Motives	.049	.065	.053	.744
	Electronic Word of Mouth	.839	.066	.897	12,653
a. Dependent Variable: Impulse Buying					

Source: Processed data, 2024

t-Test (Partial)

The t-test aims to test whether or not there is an influence of each independent variable on the dependent variable, using a significance level of 5% or 0.05. The hedonic shopping motives variable has a significant effect on impulse buying and electronic word of mouth does not have a significant effect on impulse buying. The following is the t-test table in this study:

Table 8. t-test

Coefficients a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2,624	.689		3,807
	Hedonic Shopping Motives	.049	.065	.053	.744
	Electronic Word of Mouth	.839	.066	.897	12,653
a. Dependent Variable: Impulse Buying					

Source: Processed data, 2024

F Test (Simultaneous)

From the F test table, the calculated F is 395.241. Because the value (F count) $395.241 \geq 2.696$ and the sig. value $0.000 \leq 0.05$, it can be interpreted that the variables Electronic Word of Mouth (X1) and Hedonic Shopping Motives (X2) have a simultaneous effect on the impulse buying variable (Y). The following is the F test table in this study:

Table 9. F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	610.131	2	305,065	395,241	.000b
	Residual	74,869	97	.772		
	Total	685,000	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Electronic Word of Mouth, Hedonic Shopping Motives						

Source: Processed data, 2024

Coefficient of Determination Test

Based on Table 9, it can be seen that the R^2 value in this study is 0.891 (89.1%), so it can be interpreted that the ability of the electronic word of mouth (X1) and hedonic shopping motives (X2) variables to explain the variation of the impulse buying (Y) variable by 89.1% and 10.9% is influenced by other factors that are not in this study. The following is a table of determination coefficient tests in this study:

Table 10. Determination Coefficient Test

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944a	.891	.888	.879	1,797
a. Predictors: (Constant), Electronic Word of Mouth, Hedonic Shopping Motives					
b. Dependent Variable: Impulse Buying					

Source: Processed data, 2024

The Influence of Electronic Word of Mouth on Impulse Buying

Based on the results of the t-test (partial) it is stated that there is no influence of the electronic word of mouth variable on impulse buying on impulse buying on shopee flash sale customers by the community in Malang City. The absence of the influence of electronic word of mouth on impulse buying is caused by the information spread through electronic word of mouth being considered irrelevant by consumers, and positive consumer experiences do not need to rely on electronic word of mouth because consumers buy products without being recommended by others.

This research is not in line with the research Savitri & Riva'i (2024) Claims that the findings demonstrate that among Shopee flash sale consumers, electronic word-of-mouth significantly increases impulse purchases

The Influence of Hedonic Shopping Motives on Impulse Buying

Based on the results of the t-test (partial) it is stated that there is a significant influence of the hedonic shopping motives variable on impulse buying in shopee flash sale customers by the community in Malang City. This can be seen from the respondents' answers that several consumers stated that hedonic shopping motives on impulse buying in shopee flash sale customers are in a good category. Consumer motivation in shopping is a pleasure in itself so they do not pay attention to some of the benefits of the products that have been purchased.

The results of this study are in line with the research Sendi & Zaini (2024) And The Untamed (2024) demonstrates that among Shopee flash sale customers in Malang City, hedonic purchasing incentives significantly increase impulse purchases.

The Influence of Electronic Word of Mouth and Hedonic Shopping Motives on Impulse Buying

Based on the results of the F test (simultaneous), it is stated that there is a simultaneous influence of the electronic word of mouth and hedonic shopping motives variables on impulse buying in Shopee flash sale users by the community in Malang City, this can be seen from the respondents' answers that several consumers stated that electronic word of mouth, hedonic shopping motives and impulse buying in Shopee flash sale customers are in the good category.

Matter is a positive relationship between electronic word of mouth and hedonic shopping motives, that electronic word of mouth often creates high interest in products, especially during flash sales. When consumers see positive recommendations and have hedonic shopping motives that focus on pleasure and positive experiences when shopping.

Conclusion

This study uses IBM SPSS 26 to determine the influence of electronic word of mouth, and hedonic shopping motives on impulse buying in shopee flash sale users in Malang City. The results of the study indicate that electronic word of mouth has no effect on impulse buying in shopee flash sale users, hedonic shopping motives have a significant positive effect on impulse buying in shopee flash sale customers, and simultaneously the influence of electronic word of mouth and hedonic shopping motives have a significant positive effect on impulse buying in shopee flash sale customers. This study only examines the variables of electronic word of mouth and hedonic shopping motives as determinants of impulse buying so there are still many variables that can be studied based on data obtained through questionnaires.

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