

## THE INFLUENCE OF SALES PROMOTION AND HEDONIC SHOPPING MOTIVATION ON IMPULSIVE BUYING AT SPECIAL EVENT DAY of ONLINE MARKETPLACE

Oleh :

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### ABSTRACT

This research was conducted to determine the effect of sales promotions and hedonic shopping motivation on impulse purchases at Shopee's special event day marketplace (case study in generation Z). The method used in this research is a non-probability sampling method and uses a purposive sampling technique, and the data is processed using the SPSS version 29 application. The results of this research show that Sales promotions on Special Event Days and Hedonic Shopping Motivation influence Impulsive Buying on Shopee Marketplace, Sales Promotion on Special Event Day has no effect on Impulsive Buying on Shopee Marketplace, Hedonic Shopping Motivation has an effect on Impulsive Buying on Shopee Marketplace.

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### 1. INTRODUCTION

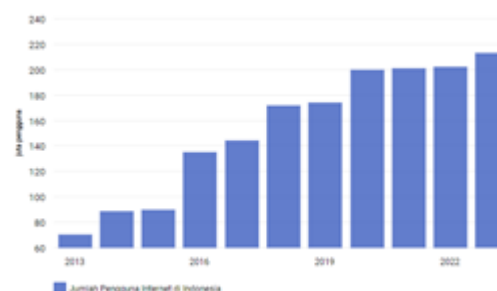
Along with the rapid development of technology, in 1969 a technology called the internet began to develop, with the initial purpose only for the military and the use of the internet only for certain academics and companies, but in 1994 the public's interest in the use of the internet had increased. So that this gives rise to the emergence of various types of service provision that are believed to be able to help the community. The internet network also has a very wide reach, which facilitates transactions and business development without space and time limits. The internet itself began to enter and be introduced to the general public in Indonesia in 1994, at that time the first commercial Internet Service Provider (ISP) in Indonesia appeared called IndoNet and then the internet in general was increasingly known in Indonesia so that various other commercial ISPs appeared in Indonesia. Because of these developments, in 1998 an ISP organization in Indonesia was born called the Indonesian Internet Service Providers Association (APJII). Until now, the rampant use of the internet in Indonesia has become a phenomenon that has changed the lifestyle of the wider community, with the internet it is very possible

for us to do various activities easily, from just chatting, studying, working, to accessing entertainment such as listening to songs, watching movies, and playing games.

Figure 1. Number of Internet Users in Indonesia in 2023

Source: [databoks.katadata.co.id/](https://databoks.katadata.co.id/)

According to a report from We Are Social, as



of January 2023, the number of internet users in Indonesia has reached 213 million people. This number is also equivalent to 77% of the total population of Indonesia, which was 276.4 million people at the beginning of this year. In terms of trends, the number of internet users in Indonesia has

continued to increase every year in the last decade. The number of internet users in the country increased by 142.5 million from January 2013 which was only 70.5 million people (Annur, 2023). This makes all community activities can be carried out online, including shopping activities. This *online shopping* activity is also believed to be one of the factors in the increasing use of the internet.

This *online shopping activity* is included in the *e-commerce* business. Judging from the existing phenomenon, this *e-commerce* business has had an increase in users and revenue every year. The biggest factor that causes the increase in the use of *e-commerce* is the high population growth rate in Indonesia, and also the lifestyle of people who are starting to be limited by space and time. The increase in the *e-commerce* market also shows a promising business picture. In its development, various types of *marketplaces* have now emerged that are part of *e-commerce* that act as intermediaries between buyers and sellers. The *marketplace* can also be used as a means of payment transactions. In addition to being used as an *online* transaction with sales features, the *marketplace* has a very safe payment facility for sellers and buyers (Safitri, 2020). Some of the popular *marketplaces* in Indonesia include, such as Shopee, Tokopedia, Bukalapak, Lazada, Zalora, Blibli, and many more.

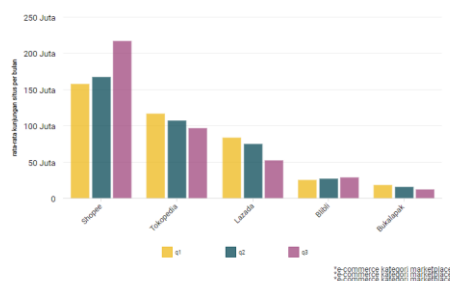


Figure 2. Average Number of Visits to 5 Sites E-Commerce Largest in Indonesia (Quarter I-Quarter III 2023)

Source: databoks.katadata.co.id/

According to SimilarWeb data, the 5 (Ahdiat, 2023) *e-commerce* sites in the *marketplace* category with the most visitors in Indonesia until the third quarter of 2023 are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Based on the results of a survey conducted by the databoks website on the average number of visits to the 5 largest *marketplace* sites in Indonesia from the first quarter to the third quarter of 2023, the survey placed the Shopee site in the top position with a total of 216.8 million visits. Meanwhile, Tokopedia has 97.1 million visits, Lazada has 52.2 million, Blibli 28.4 million, and Bukalapak has 12.4 million. Then, it can be seen from the 5 sites, the most rapid visitor growth is also found on the Shopee site, while for its competitors there is a decrease in visitors or tends to weaken. On the Shopee website, it is recorded that it has achieved an average of 216 million visits per

month throughout the third quarter of 2023. This achievement shot up to around 30% compared to the average visit in the second quarter of 2023, this comparison was obtained using the quarter-on-quarter (*qoq*) method.

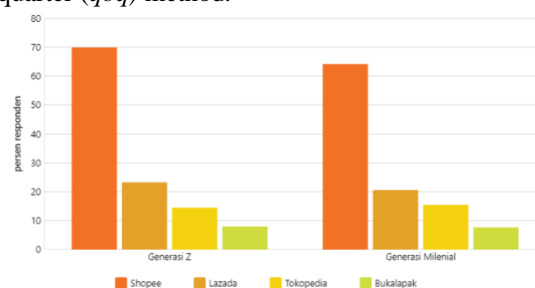


Figure 3. User Survey Platform E-Commerce By Generation Group In 2022

Source: databoks.katadata.co.id/

According to a survey conducted by the Alvara Research Center, Shopee is the most popular *e-commerce* service among young Indonesians in March 2022. The *online shopping platform* from Singapore is the main choice of 69.9% of respondents from Generation Z, and 64.2% of respondents from the Millennial Generation. Meanwhile, in second place is Lazada which was chosen by 23.3% of Generation Z respondents and 20.6% of Millennial Generation. Next is Tokopedia which was chosen by 14.5% of Generation Z and 15.5% of the Millennial Generation, followed by Bukalapak which was only chosen by 8% of Generation Z respondents and 7.7% of the Millennial Generation. This survey was conducted through face-to-face interviews with 1,529 respondents spread throughout Indonesia. This survey was conducted on March 20-31, 2022, and the sample was selected using the *multistage random sampling method* (Annur, 2022).

From this data, it can be concluded that the average number of *marketplace* visitors in Indonesia is the Shopee application. According to Roykhanah (2018) the reason Shopee ranks top in the number of visitors is because the application is easy to use, the transaction system has many options, can see product quality through customer reviews, product discount offers, free shipping offers, and payment discounts through shopee coins, and so on. According to Afifah (2019) Shopee has managed to become *top of mind* in the minds of the Indonesian people, which means that Shopee has the *highest awareness* compared to its competitors, this is also supported by the survey graphic image above which shows that Shopee has managed to become the first rank as the most frequently accessed or visited site or application by the Indonesian people. On this basis, the author is very interested in discussing the Shopee marketplace in this study.

Shopee is a *marketplace* that provides a variety of superior and attractive features. Shopee offers a variety of product category diversification,

and various transactions can also be done in *this marketplace*, such as paying electricity bills, buying credit, ordering food, and paying BPJS contributions. Shopee provides several payment method options that are guaranteed to be safe and supported by OTP codes or direct verification codes. In addition, Shopee also provides delivery services that have been directly integrated with delivery services such as JNE, Sicepat, and also now Shopee has its own delivery service called Shopee Express. There is also an *e-wallet* created by Shopee, called *ShopeePay* which can also be used to transact at various outlets or restaurants in several regions of Indonesia that have become Shopee partners. Then Shopee also provides the *ShopeePay Later* service which can be used for convenience shopping in the form of instant loans with very minimal interest to make it easier for consumers (Selular.id, 2021). On this basis, Shopee has won several achievements and awards, including "The Indonesian Netizen Brand Choice Award 2017" for the online shopping category. "The Best in Marketing Campaign", and "Bright Awards Indonesia 2017" for the most memorable advertising category.

Shopee often offers several plus points or more value to its consumers such as free shipping vouchers, store promo vouchers, and *flash sales* that they hold every month. With these advantages, Shopee is also the answer to consumer problems regarding the selectivity of channel selection and products to be purchased by them. Then, Data.ai also noted that throughout 2022 Shopee was recorded as the number one online shopping platform in Indonesia with the highest total number of downloads on both the *Google Play Store* and *AppStore*, and managed to become the number one online shopping platform in the highest number of monthly active users (CNNINDONESIA, 2023).

On the basis of the development of information technology, it is believed to be one of the driving factors for the shift in the function of a consumer's shopping activities, which was initially only limited to a form of consumption, but now it has shifted to a need to fulfill desires, satisfaction, and has become a lifestyle of a consumer himself. In every purchase transaction made through an online shopping application, without realizing it there are several consumers who buy a product that they did not plan or want beforehand. This phenomenon is often referred to as *impulse buying*. In this buying behavior, consumers will experience a strong desire to buy something immediately. The impulse to buy is a very complex thing and will stimulate emotional conflict.

According to Yahmini (2019), impulse buying is a pattern of consumer behavior in carrying out product purchase activities without a prior planning stage. These purchases can occur when consumers suddenly experience a strong and firm desire to buy something as soon as possible. Impulse buying can

occur due to several driving factors. Research conducted by Fernanda (2019) shows that sales promotion, advertising attractiveness, and website quality partially have a positive and significant effect on impulse purchases. Personal factors related to emotions can also influence a person in making a purchase of a product for reasons of pleasure, fantasy, and emotional satisfaction. This purchase is hedonistic because it is related to emotional responses and tends to ignore considerations for the consequences (Utami, 2017:81).

According to Kosyu et al. (2014), hedonistic shopping motivation is an individual's behavior in carrying out excessive shopping activities to meet their own satisfaction so that they do not pay attention to the benefits of the products purchased. This motivation arises due to psychological needs such as satisfaction, prestige, emotions and other subjective feelings (Sumarwan 2014:25). Hedonistic shopping motivation will be created by the passion for shopping of a person who is influenced by the latest models and shopping becomes a person's lifestyle to meet daily needs. According to Park, Kim and Forney in (Afif & Purwanto, 2020), hedonistic shopping motivation has an important role in impulse purchases, because hedonistic shopping motivation is the driving force for consumers to like a product, be happy and also because of emotional influence. The reason a person has a hedonistic nature is because there are many needs that cannot be met before, then after these needs are met, there will be higher needs than before.

This hedonistic shopping behavior is allegedly experienced by many adolescent age groups, including young people of generation Z and millennials. This can be understood considering that adolescence is a period of change or a transition process from children to adulthood which includes biological, psychological and social changes (Sofia and Adiyanti, 2014). In addition, with the development of increasingly rapid and sophisticated technology, it is now rampant with the presence of *e-commerce* in Indonesia which makes it very easy for them to satisfy their desire to shop just by using their *smartphones* without the hassle of going to the store.

This is also believed to cause hedonistic shopping behavior and cause impulsive purchases of certain goods. With this phenomenon, it also has a positive impact on retail actors. The rise of online shopping activities has made several *online* stores make various efforts to win the hearts of consumers. Certain promo programs can be carried out as an effort to boost sales. One of the promo programs carried out by several *e-commerce* in Indonesia is the *Special Event Day* which is held on twin dates. This *Special Event Day* is held routinely every month on twin dates (Ariyanti & Setyo Iriani, 2022).

One of the *marketplaces* that is aggressively implementing promotions during *Special Event Day* is Shopee. Shopee always offers attractive promos to

shoppers by displaying offers on the main page on their website and app during seasonal shopping periods and celebrations. Shopee provides special offers in the form of sales promotions during *Special Event Day*, this sales promotion is in the form of *flash sales*, free shipping coupons, discounts, and games. Shopee also offers a variety of special event day promo discounts on various product categories such as *fashion*, electronics, *skincare*, and others (<https://seller.shopee.co.id/>).

During 2023 in celebrating *Special Event Day*, Shopee provided several programs and held many campaigns involving tens of thousands of local sellers to support and increase sales transactions during the campaign period.



Figure 4. Types of Shopee Big Campaign Programs in 2023

Source: <https://seller.shopee.co.id/>

Based on the 1.5 image, Shopee started a campaign program in March entitled "3.3 Grand Fashion Sale" and presented the peak of its largest annual shopping campaign with the "Shopee 12.12 Birthday Sale". During the campaign, consumers can enjoy several offers in the form of price discounts, *flash sales*, and free shipping vouchers with a minimum purchase of IDR 0 which is valid at all stores during *Special Event Day* only. Unlike on weekdays, Shopee provides free shipping coupons with a minimum of certain purchases and at certain stores as well. In the context of *this Special Event Day*, Shopee promotes products that will be sold by limiting the discount time (*flash sale*). In addition, Shopee also holds a massive monthly sale for all categories.



Figure 5. Shopee Monthly Sale 10.10

Source: <https://shopee.co.id/>

This is what makes the public's enthusiasm as consumers immediately turbulent. Some consumers may initially feel less interested in shopping online, but now they are a little interested in doing so. Until this offer, some people have become more consumptive than before. This method has proven to be very effective in attracting the interest of consumers, because discounts and several other offers on the desired products are very large and greatly affect the desire of consumers to make impulse purchases.

*Flash sales* are also known as *daily deals* or *deals of the day* which are part of sales promotions that provide customers with special offers or discounts on selected products for a limited time (Agrawal & Sareen, in Nighel & Sharif, 2022). Sarita Schoenebeck, Professor of the School of Information, calls this an *e-commerce* strategy in increasing buyers' sense of urgency to make products look rare and desired by many people (Laras, 2020). Buyers can be psychologically stimulated to buy a product and encourage impulse purchases because the offers given are limited (Razaq, 2021).

Several studies explain the relationship between sales promotions such as *flash sales* and impulse purchases. According to Vannisa et al. (2020), *flash sale* is one of the promotional media that can affect the enjoyment of shopping and impulsive purchases of consumers. Impulsive buying behavior is influenced by attractive sales promotions that can trigger impulsive purchases by consumers (Kempa et al., 2020). Honea in Bandyopadhyay et al. (2021) argues that promotions in general cause positive emotions in consumers. In addition, Akram et al. (2018) revealed that sales promotions such as *flash sales* are an important factor to increase online impulse buying behavior because consumers buy goods spontaneously and *immediately*.

Based on the background that has been described above, the author chose Shopee as the object of research. The reason why I chose Shopee is because Shopee is already known as an *e-commerce* that routinely holds *Special Event Days* every month and Shopee very often holds massive discount promotions for its consumers. Therefore, the author is interested in conducting a research entitled "**The Effect of Sales Promotion and Hedonistic Shopping Motivation on Impulse Purchases on Shopee Special Event Day Marketplace**".

## 2. RESEARCH METHODS

The research model was created because, according to the author, sales promotion and the nature of hedonistic shopping motivation have an influence, either directly or indirectly, on consumers' impulsive purchases of a product. This study aims to determine the influence of sales promotion and hedonistic shopping motivation on impulse purchases as described in the background. This goal is strengthened by theories from previous research in



order to be a reference in making this research. The framework of thought in this study shows that there is an influence of sales promotion and hedonistic shopping motivation on impulse purchases in Generation Z Shopee users during *Special Event Day*. The following is an overview of the framework of thinking in this study:

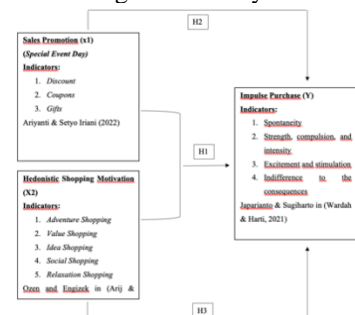


Figure 6. Research Framework

According to Sugiyono (2018), a hypothesis is a provisional answer to a statement of research problems. It is called provisional because the answers given are based on relevant theories and not based on facts obtained during data collection. The following are the hypotheses from the research conducted:

1. H1 : Sales Promotion (X1) on *Special Event Day* and Hedonistic Shopping Motivation (X2) affect Impulse Purchase (Y) on *Shopee Special Event Day Marketplace*
2. H2 : Sales Promotion (X1) on *Special Event Day* affects Impulse Purchase (Y) on *Shopee Special Event Day Marketplace*
3. H3 : Hedonistic Shopping Motivation (X2) affects Impulse Purchase (Y) on *Shopee Special Event Day Marketplace*

In this study, research limitations are needed to maintain research consistency so that the discussion in this study will be more directed and focus on the formulation of the problem that has been determined. The limitations in this study are as follows:

#### Research Variables

In this study, the researcher uses two types of variables, namely:

- Independent variables, namely Sales Promotion (X1) and Hedonic Shopping Motivation (X2)
- Dependent variable, namely Impulse Purchase (Y) on the *Shopee Marketplace*

Location and Object of Research: The location and object of this study are Generation Z who are from or are in the city of Bandung who have made impulse purchases during the *Special Event Day* at the *Shopee Marketplace*.

### 3. RESULTS AND DISCUSSION

Multiple linear regression analysis aims to determine the influence of one or more independent variables on one dependent variable. In this study, there are two independent variables and one dependent variable, namely the sales promotion

variable and hedonistic shopping motivation for impulse purchases at the *Shopee special event day marketplace*. The following is a table of the results of the multiple linear regression test in this study:

Table 1 Multiple Linear Regression Analysis Test

Results							
Unstandardized Coefficients			Standardized Coefficients	T	Sig.	Collinearity Statistics	
Type	B	Std. Error				Tolerance	VIF
(Constant)	3.348	1.502		2.230	.028		
Sales Promotion	.017	.156	.012	.109	.913	.514	1.946
Hedonistic Shopping Motivation	.316	.055	.626	5.716	<.001 reviews	.514	1.946

Source: Researcher's Processed Products (2024)

Based on the results of the regression analysis in table 1 using the SPSS version 29 application, the regression equation is obtained as follows:

$$Y = 3.348 + 0.17X_1 + 0.316X_2$$

Based on the regression equation above, it can be explained as follows:

- a. A constant value of 3.348 indicates that if the independent variables of sales promotion and hedonistic shopping motivation are valued at constant or zero, then impulse purchases on the *Shopee marketplace* are valued at 3.348.
- b. The value of the regression coefficient of the sales promotion variable (X1) with a positive value of 0.17 indicates that every time there is an increase in sales promotion by a unit, impulse purchases on the *Shopee marketplace* will increase by 0.17.
- c. The value of the regression coefficient of the hedonistic shopping motivation variable (X2) with a positive value of 0.316 shows that every time there is an increase in hedonistic shopping motivation by a unit, impulsive purchases on the *Shopee marketplace* will increase by 0.316.

Based on the results of the equation above, it shows that there is a positive influence between sales promotion variables and hedonistic shopping motivation on impulse purchases. If the independent variables, namely sales promotion and hedonistic shopping motivation, are increased, then the dependent variable, namely impulse purchases, will also increase.

The T test is a test used to find out how much the relationship between independent variables including sales promotion and hedonistic shopping motivation is partially related to the dependent variable, namely impulse purchase. In the hypothesis test, this t-test is based on the significance value, namely if the significance < 0.05, then the variable X partially affects Y > ttable then the variable X partially affects Y. Value ttable obtained from the degree of freedom (df = n-k) with a significance of 5% or 0.05 so that the value of ttable amounted to

1,984. The results of partial t-test data processing using the SPSS version 29 application are as follows:

Table 2. Partial Test Results (T-Test)

Unstandardized Coefficients			Standardized Coefficients	T	Sig.
Type	B	Std. Error	Beta		
(Constant)	3.348	1.502		2.230	.028
Sales Promotion	.017	.156	.012	.109	.913
Hedonistic Shopping Motivation	.316	.055	.626	5.716	<.001 reviews

Source: Researcher's Processed Products (2024)

a. Sales Promotion Variables

Based on table 4.20, the sales promotion variable has a t-value of 0.109 < 1.984 (table) and a significance value of 0.913 < 0.05, then  $H_{0a}$  is accepted and  $H_{1a}$  is rejected. Therefore, it can be concluded that there is no significant influence of the partial sales promotion variable on impulse purchases of *the Shopee Special Event Day marketplace*.

b. Hedonistic Shopping Motivation Variables

Based on table 4.20, the hedonistic spending motivation variable has a t-value of 5.716 > 1.984 (table) and a significance value of <.001 < 0.05, then  $H_{0b}$  is rejected and  $H_{1b}$  is accepted. So it can be concluded that there is a significant influence of the hedonistic shopping motivation variable partially on the impulse purchase of *the Shopee Special Event Day marketplace*.

Simultaneous hypothesis test or F test is a test method used to test the magnitude of the influence of independent variables simultaneously on bound variables. In this study, the F test was used to test the influence of independent variables including sales promotion (X1) and hedonistic shopping motivation (X2) on impulse purchases (Y) as bound variables. Before conducting the test, the researcher established the following hypothesis:

- $H_0$  = Sales Promotion and Hedonic Shopping Motivation simultaneously do not have a positive effect simultaneously on Impulse Purchases
- $H_1$  = Sales Promotion and Hedonic Shopping Motivation simultaneously have a positive effect on Impulse Buying

In the hypothesis test, the F test is based on the significance value, namely if the significance value < 0.05, then the X variable simultaneously affects Y. The F test is based on the calculation value and the table, that is, if the F value is calculated >  $F_{table}$ , then the X variable simultaneously affects Y. The F value of the table This can be obtained from the degree of freedom ( $df_1 = k-1$  and  $df_2 = n-k$ ) with a significance of 0.05, the result of the calculation is 3.09. The following are the results of simultaneous processing of F test data using the SPSS version 29 application in the table below:

Table 3. Simultaneous Test Results (Test F)

ANOVA <sup>a</sup>					
Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	182.434	2	91.217	32.649	<.001B
Residual	271.006	97	2.794		
Total	453.440	99			

a. Dependent Variable: Impulsive Purchases  
b. Predictors: (Constant), Hedonistic Shopping Motivation, Sales Promotion

Source: Researcher's Processed Products (20)

Based on table 3 above, it can be seen that the value of  $F_{cal}$  is obtained > 32.649 and it is known that the significance value is <.001 < 0.05 then  $H_0$  rejected and  $H_1$  so that sales promotion and hedonistic shopping motivation simultaneously have a significant effect on impulse purchases.

The Coefficient of Determination ( $R^2$ ) is used to measure how far the model is able to explain the variation of dependent variables. Based on the value of the determination coefficient, it is known that the level of significance of the relationship between the independent variable, namely sales promotion, and hedonistic shopping motivation to the bound variable, namely impulse purchase. The results of the determination coefficient test calculation ( $R^2$ ) can be seen in the following table:

Table 4. Determination Coefficient Test Results ( $R^2$ )

Model Summary <sup>b</sup>					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.634a	.402	.390	1.671	1.589

a. Predictors: (Constant), Hedonistic Shopping Motivation, Sales Promotion  
b. Dependent Variable: Impulsive Purchase

Source: Researcher's Processed Products (2024)

Based on table 4.22, it is known that the R value in this study is 0.634 and the R Square ( $R^2$ ) is 0.402. Therefore, the results of the coefficient test can be concluded that the independent variables, namely sales promotion and hedonistic spending motivation, affect impulse purchases by 40.2% and the remaining 59.8% are influenced by other factors that are not studied in this study. Based on research conducted on 100 respondents as a sample with the category of respondents, namely Generation Z people who live in Greater Bandung and have purchased a product in *Marketplace* Shopee at the time *Special Event Day* with the characteristics of the majority of males as many as 52 people (52%), aged 20-27 years with the status of students and have a monthly income of around IDR 1,000,000 – IDR 3,000,000. The following is an explanation of the results of the research that has been carried out.

Based on the results of respondents by distributing questionnaires to Generation Z people who live in Greater Bandung and have purchased a product on the *Shopee marketplace during Special Event Day*, it is known that overall the sales promotion variable has an average percentage result of 79.2% with the agree/good category. The percentage results of each dimension in the sales

promotion variable, namely *the discount* dimension with a percentage of 86.4% with the category of strongly agree/very good, the *dimension of coupons* with a percentage of 82.8% with the category of agree/good, and the *dimension of gifts* with a percentage of 68.4% with the category of agree/good.

In this case, it can be seen that the Generation Z people who are consumers of *Special Event Day marketplace* Shopee feels that it agrees with sales promotions, especially in terms of *Discount* that *Marketplace* Shopee has provided price reductions directly to consumers. However, regarding *gifts* at *Special Event Day marketplace* Shopee needs to be improved again because this can also support the success of the sales promotion itself. Based on the results of the responses, consumers feel that there is still a lack of attractive gifts by *Marketplace* Shopee at the time *Special Event Day* last. Thus, if the giving of attractive prizes on *Marketplace* Shopee is improved, it can result in impulse purchases in consumers.

Based on the results of respondents by distributing questionnaires to Generation Z people who live in Greater Bandung and have purchased a product on the *Shopee marketplace during Special Event Day*, it is known that overall the hedonistic shopping motivation variable has an average percentage result of 79.9% with the agree/good category. The percentage results of each dimension in the hedonistic shopping motivation variable, namely *the adventure shopping* dimension with a percentage of 75.4% with the agree/good category, the *value shopping* dimension with a percentage of 84.6% with the very agree/very good category, the *idea shopping* dimension with a percentage of 81.6% with the agree/good category, the *social shopping* dimension with a percentage of 74.9% with the agree/good category, and the *relaxation shopping* dimension with a percentage of 83.4% with the agree/good category.

In this case, it can be seen that the Generation Z people who are consumers of the *Shopee Special Event Day marketplace* agree with the hedonistic shopping motivation, especially in terms of *value shopping* that consumers get a pleasant experience when they look for discounts in the *Shopee marketplace during the Special Event Day*. However, based on the responses of consumers that *social shopping* on the *Shopee marketplace* is still lacking, so it needs to be improved because consumers feel the need to socialize and be able to share their information and experiences in shopping *online*. Thus, if *social shopping* on the *Shopee marketplace* is improved, it can result in a positive and interactive relationship between consumers or sellers.

Based on the results of respondents by distributing questionnaires to Generation Z people who live in Greater Bandung and have purchased a product on the *Shopee marketplace during Special Event Day*, it is known that overall the impulse

purchase variable has an average percentage result of 74.2% with the agree/good category. The results of the percentages of each dimension in the impulse purchase variable, namely the spontaneity dimension with a percentage of 76.4% with the agree/good category, the strength, compulsion, and intensity dimensions with a percentage of 68.4% with the agree/good category, the arousal and stimulation dimension with a percentage of 77.8% with the agree/good category, and the dimension of indifference to the consequences with a percentage of 74.2% with the agree/good category.

In this case, it can be seen that Generation Z people who are consumers of the *Shopee Special Event Day marketplace* feel that they agree with impulsive purchases, especially in terms of excitement and stimulation that consumers feel a desire in themselves to purchase a product during the *Special Event Day marketplace* Shopee took place. However, based on the responses of consumers that the strength, compulsion, and intensity they feel are still lacking, namely to feel an impulse that is in line with the steps taken suddenly to make a purchase of a product. Thus, the *Shopee marketplace* is expected to add or increase stimuli that can support or encourage these feelings of strength, compulsion, and intensity.

#### 4. CONCLUSION

Based on the results of the research and discussions that have been carried out, the researcher has several suggestions that can be input for related parties and for future researchers as follows:

##### 5.2.1 Advice for Companies

1. *The Shopee Marketplace* is expected to be able to maintain and increase its sales promotion, namely by increasing profitable promos such as discount vouchers or discounts and free shipping, special offers to new users, and providing exclusive, attractive, and varied prizes.
2. *The Shopee Marketplace* is expected to increase its promotional campaigns, especially in advertising on various mass media and social media, such as using attractive banners, pop-ups, and push notifications to remind consumers of ongoing offers.
3. *The Shopee Marketplace* is expected to be able to meet the satisfaction and pleasure of consumers, fantasies, ideas, values, social, and emotional by increasing product choices, as well as providing attractive and easily accessible shopping sites in order to meet the indicators of hedonistic shopping motivation.
4. *The Shopee Marketplace* is expected to increase impulse purchases by consumers by providing pleasant stimuli both in terms of offers and features provided.

##### 4.2 Suggestions for Further Researchers

1. The results of this study are expected to be used as a reference and comparison for future researchers

- who want to use the same variable on different objects, so that it can be analyzed whether there is an influence of these variables on other objects.
2. Researchers are further expected to further develop new models by exploring other variables that have a more accurate influence on impulse purchases, so that research on similar topics can develop and produce more in-depth analysis.
  3. The researcher is then expected to further evaluate the statements in the questionnaire in order to accurately represent the variables to be measured.
  4. The next researcher is expected to expand the research area and use more samples than previous research to produce more accurate data.

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