

## The Influence of Hedonic Shopping Motivation, Product Knowledge, and E-Wom on Impulsive Purchase of Eiger Products in the Shopee Marketplace

Muhammad Rifqi Pratama<sup>1</sup>, Audita Nuvriasari<sup>2\*</sup>

Management Study Program, Faculty of Economics, Mercu Buana University,  
Yogyakarta

**Corresponding Author:** Audita Nuvriasari [audita@mercubuana-yogya.ac.id](mailto:audita@mercubuana-yogya.ac.id)

---

### ARTICLE INFO

*Keywords:* E-WoM, Hedonic Shopping Motivation, Impulse Buying, Product Knowledge

*Received :* 07, December

*Revised :* 17, January

*Accepted:* 24, February

©2024 Pratama, Nuvriasari: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The current development of the internet is not only a medium for information and communication, but the internet can fulfill people's desires for practical shopping, namely online shopping. One of the developments of the internet in shopping is the emergence of e-commerce. However, with the emergence of e-commerce, we still have to be wary of the emergence of impulse buying, which is a condition that occurs when individuals experience a sudden feeling of urgency that cannot be resisted. Several factors cause the emergence of impulse buying, including; (1) Hedonic Shopping Motivation; (2) Product Knowledge; and (3) Electronic Word of Mouth (E-WoM). So this research aims to find out how Hedonic Shopping Motivation, Product Knowledge, and (E-WoM) influence partial impulse buying of Eiger products in the Shopee marketplace. This research uses a quantitative research method, with a purposive sampling technique to produce 100 respondents. The data analysis was carried out using multiple linear regression, which then analyzed the hypothesis based on the t-test. The results obtained are that Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying, Product Knowledge has a positive.

## INTRODUCTION

The era of globalization has had an impact on advances have been made in several areas, one of which is communication technology, which has facilitated the process of searching for information on the internet (Komalasari et al., 2021). According to data from the Indonesian Internet Service Providers Association (APJII) and Polling Indonesia, the number of Internet users in Indonesia in 2018 increased by 27.91 million (10.12%) to a total of 171.18 million people. This indicates that the percentage of Internet users in the country has risen to 64.8% of the total population of 264.16 million people. (Harjono, 2019).

Online business people often try to create a hedonic environment, which can function as a stimulant for impulsive buying activities (Afif & Purwanto, 2020). A person's hedonic nature arises from the many needs or desires that have not been achieved previously, after these needs or desires are achieved, other needs or desires will arise and are even more important than the previous needs or desires (Nisa' & Nuvriasari, 2023).

Currently, marketing via e-WoM has become a communication method that applies in online marketing which is characterized by sharing experiences and opinions with other people through sharing links, videos, or photos which is very important in supporting impulse buying activities (Yap, 2022). E-WoM plays a role in reducing consumer anxiety about a product. The interactions that occur between consumers in the form of e-WoM will be a further consideration before consumers make a purchase (Aurelia et al., 2022).

Based on the importance of studying consumer behavior, especially in fashion products, as well as the diversity of previous research results which indicate a research gap, it is necessary to conduct a study on impulsive buying behavior. Thus, researchers will conduct research with the title "The Influence of Hedonic Shopping Motivation, Product Knowledge and e-WoM on Impulsive Purchases of Eiger Products on the Shopee Marketplace".

## THEORETICAL REVIEW

The ongoing growth of the internet has transformed it into a platform that serves not only as a conduit for information and communication, but also as a means of fulfilling people's practical shopping needs through online shopping. E-commerce, which involves electronically mediated exchanges of information between organizations and external stakeholders, is one such business that leverages the internet for its operations (Yang et al., 2020). The rapidly developing type of e-commerce in Indonesia is the marketplace-style, which can be described as a platform where sellers can establish accounts and offer an assortment of goods for purchase. Shopee is one of the e-commerce that is currently developing in Indonesia (Ilmiyah & Krishernawan, 2020).

Based on the results of the JakPat survey, most Indonesians seem to prefer shopping for fashion products in e-commerce. The need for clothing, nowadays, is not only a primary need (need) whose fulfillment is urgent, it has even fulfilled a psychological need (Iprice.co.id, 2022). Data shows that Shopee is one of the e-commerce sites that is currently in great demand by Indonesian people, as evidenced by the number of monthly web visitors in the fourth quarter of 2020 amounting to 129,320,800. This figure is up from 2019 when

Shopee was in second place after Tokopedia as the most frequently visited e-commerce (Iprice.co.id, 2022).

The development of e-commerce companies in marketing products, especially fashion products, in the Indonesian market is also due to the observance of e-commerce companies in studying the characteristics of Indonesian society. One of the characteristics of Indonesian consumers is that they tend not to have good planning when making purchases. This causes the level of impulse buying in Indonesia to remain high. When making purchases, Indonesian people often make impulse purchases (Rugaya, 2019).

Impulse buying is a condition that takes place when people experience a sudden feeling of urgency that cannot be resisted. This tendency to buy spontaneously can generally result in purchases when purchasers trust that this motion is everyday (Darmawan & Gatheru, 2021). Impulse buying is defined as an act of buying that was not previously consciously recognized as the result of a consideration, or a buying intention that was formed before entering the store (Soelton et al., 2021). Several factors influence impulse buying such as hedonic shopping motivation, product knowledge, and word of mouth (WoM) (Ompi et al., 2018).

## METHODOLOGY

The method used in this research is quantitative which emphasizes testing a theory that is re-measured using variables in the form of numbers and followed by various data analyzes through statistical procedures (Bloomfield & Fisher, 2019). This research has a population used, namely consumers who purchased Eiger products via the Shopee platform whose exact or infinite number is unknown, where samples were taken using the Lemeshow (1990) formulation in Maulana (2022), where the proportion used was 20% and precision absolute or error value of 10% for which the following mathematical equation can be used:

$$n = \frac{(Z)^2 p x q}{e^2}$$

Based on the calculated Lemeshow sampling method, it can be seen that the minimum sample used in this research was 96.04 which was rounded up to 100 respondents.

The primary data used in this research is the results obtained from filling out the questionnaire by all respondents with the variables used, namely; (1) Hedonic shopping motivation; (2) Product knowledge; (3) E-WoM; and (4) Impulse buying. The questionnaire used will be tested for validity using the Pearson Correlation test and reliability testing using the Cronbach's Alpha test.

In terms of data analysis techniques, this research carried out a classical assumption test first, where the classical presumption test is a prerequisite test sometime recently carrying out a speculation test, with the point that the information utilized does not have blunders or absconds so that it can be utilized sometime recently determining the suitable hypothesis test (Sugiarti, 2022). The classical presumption tests carried out in this inquiry are the normality test, multicollinearity test, and heteroscedasticity test. Then, after the

classical assumption test has been carried out, an interference analysis is carried out, where according to Siregar (Siregar, 2021) interference analysis is an analysis that uses statistical testing with several rules or methods that can be used as a tool in drawing general conclusions based on the data provided. has been obtained and processed. The inferential analysis carried out in this research is multiple linear regression analysis, analysis of the coefficient of determination, and hypothesis testing with the t-test.

## RESULTS

### *Instrument Test*

The instrument testing in this research focuses on testing the validity of the questionnaire and reliability testing, where the results of the validity tests carried out can be seen in Table 1.

**Table 1. Validity Test Results**

Variable	Item Question	R Count	Significance	Information
Hedonic Shopping Motivation (X1)	X1.1	0.365	0.000	Valid
	X1.2	0.436	0.000	Valid
	X1.3	0.344	0.000	Valid
	X1.4	0.317	0.001	Valid
	X1.5	0.380	0.000	Valid
	X1.6	0.597	0.000	Valid
Product Knowledge (X2)	X2.1	0.351	0.000	Valid
	X2.2	0.365	0.000	Valid
	X2.3	0.482	0.000	Valid
	X2.4	0.311	0.002	Valid
	X2.5	0.401	0.000	Valid
	X2.6	0.324	0.001	Valid
E-WoM (X3)	X3.1	0.271	0.006	Valid
	X3.2	0.338	0.001	Valid
	X3.3	0.342	0.000	Valid
	X3.4	0.326	0.001	Valid
Impulsive Buying (Y)	Y.1	0.303	0.002	Valid
	Y.2	0.258	0.009	Valid
	Y.3	0.470	0.000	Valid
	Y.4	0.559	0.000	Valid

Based on Table 1, shows that all questionnaire items on the variables Hedonic Shopping Motivation (X1), Product Knowledge (X2), E-WoM (X3), and Impulsive Buying (Y) obtained valid results by showing that all calculated R results were greater than R The table used is 0.1966 (df = 100-2), and the significance value is smaller than 0.05 (Sig < 0.05), so that all questionnaire items can be declared valid for use as a measuring tool.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Information
Hedonic Shopping Motivation (X1)	0.789	Reliabel
Product Knowledge (X2)	0.803	Reliabel
E-WoM (X3)	0.700	Reliabel
Impulsive Buying (Y)	0.768	Reliabel

Based on Table 2, shows that all questionnaires used are reliable, this is indicated by the Cronbach's Alpha value being greater than the alpha value used, namely 0.6, or Cronbach's Alpha > 0.6.

**Classical Assumption Test**

The classical assumption test aims to provide certainty that the regression equation obtained is accurate in estimation, unbiased, and consistent (Sugiyono, 2019). So the results of all classical assumption tests carried out in this research are:

**Table 3. Normality Test Results**

Variable	Statistic	Sig.
Hedonic Shopping Motivation (X1)	.092	0.068
Product Knowledge (X2)	.101	0.062
E-WoM (X3)	.087	0.073
Impulsive Buying (Y)	.114	0.058

Based on Table 3, shows that all the data used is normal. The hedonic shopping motivation variable gets a Sig value. of 0.068 ( $P > 0.05$  ( $\alpha$ )), the product knowledge variable gets a significance value of 0.062 ( $P > 0.05$  ( $\alpha$ )), the E-Wom variable gets a significance value of 0.073 ( $P > 0.05$  ( $\alpha$ )), and the impulse buying variable gets a significance value of 0.058 ( $P > 0.05$  ( $\alpha$ )).

**Table 4. Multicollinearity Test Results**

Model	Variable	Tolerance	VIF
1	Hedonic Shopping Motivation	0.673	1.487
	Product Knowledge	0.557	1.797
	E-WoM	0.670	1.493

Based on Table 4, shows that all the data used did not occur collinearity. The hedonic shopping motivation variable gets a tolerance value of 0.673 and a VIF of 1.487, the product knowledge variable gets a tolerance value of 0.557 and a VIF of 1.797, and the e-wom variable gets a tolerance value of 0.670 and a VIF of 1.493. The decision that multicollinearity does not occur is if the Tolerance value is > 0.05 and VIF < 10.00 so that all independent data does not experience collinearity.

**Table 5. Heteroscedasticity Test Results**

Model	Variable	Sig.
1	Hedonic Shopping Motivation	0.075
	Product Knowledge	0.263
	E-WoM	0.067

Based on the results of the heteroscedasticity test with Glejser on each independent variable, the dependent variable which has been used as a residual value can be seen in Table 5, where the results show that all data used does not have heteroscedasticity. The hedonic shopping motivation variable gets a significance value of 0.075, the product knowledge variable gets a significance value of 0.263, and the E-WoM variable gets a significance value of 0.067. The decision that heteroscedasticity does not occur is if the significance value is  $> 0.05$  so that all independent data does not experience heteroscedasticity.

### *Interferential Analysis*

Multiple linear regression analysis aims to test estimates or predictions of values between more than one number of independent variables (X) and the dependent variable (Y) (Darma, 2021).

**Tabel 6. Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.437	.291		4.485	.000
	Hedonic Shopping Motivation	.798	.120	.231	2.273	.025
	Product Knowledge	-.084	.135	-.594	-.821	.413
	E-WoM	.642	.109	.500	5.319	.000

a. Dependent Variable: Pembelian Impulsif

Based on the results of multiple linear regression analysis with the unstandardized coefficients table which can be seen in Table 6, the constant value (B) is 0.437, and in addition, the regression coefficient value obtained for the Hedonic Shopping Motivation variable is 0.231, the Product Knowledge

variable is -0.594, and the variable E-WoM is 0.500. So that these values can be implemented into a multiple linear regression equation so that the results of multiple linear regression in this research are:

$$Y = 0.437 + (0.231)X_1 + (-0.594)X_2 + (0.500)X_3$$

Based on the results obtained in the regression calculations, it can be seen that; (1) The constant value (B) of 0.437 means that if the variables Hedonic Shopping Motivation (X1), Product Knowledge (X2), and (E-WoM) have no value or zero, then statistically, the constant value of the Impulse Buying variable (Y) will be 0.437; (2) The regression coefficient value for the Hedonic Shopping Motivation variable (X1) is 0.231, meaning that if the assessment score for Hedonic Shopping Motivation increases by 1 unit, then the assessment score for Impulsive Buying will increase by 0.231 units; (3) The regression coefficient value for the Product Knowledge variable (X2) is -0.594, meaning that if the assessment score for Product Knowledge increases by 1 unit, then the assessment score for Impulsive Buying will increase by -0.594 units; and (4) The regression coefficient value for the E-WoM variable (X3) is 0.500, meaning that if the assessment score for E-WoM increases by 1 unit, then the assessment score for Impulsive Buying will increase by 0.500 units.

**Tabel 7. Coefficient of Determination Test Results**

R	R-Square	Std. Error of the Estimate
0.869	0.756	0.33772

Based on Table 7, shows that the R<sup>2</sup> value obtained is 0.756 or 75.6%, meaning that the contribution of the Hedonic Shopping Motivation, Product Knowledge, and E-WoM variables to the Impulsive Buying variable is 75.6%, while the remaining 24.4% is influenced by other variables not examined in this research

**Tabel 8. T-Test Results**

Model	t	Sig.
Hedonic Shopping Motivation	2.273	0.025
Product Knowledge	-0.821	0.413
E-WoM	5.319	0.000

Following the provisions for using t-test type hypothesis testing, namely if t count > (bigger) t table then the Alternative Hypothesis (Ha) is accepted and the Observation Hypothesis (Ho) is rejected, or if  $\alpha = 5\% = 0.05$  is greater than the probability /significance value, then the Alternative Hypothesis (Ha) is accepted and the Observation Hypothesis (Ho) is rejected. However, if t < (smaller) t table then the Alternative Hypothesis (Ha) is rejected and the Observation Hypothesis (Ho) is accepted, or if  $\alpha = 5\% = 0.05$  is smaller than the probability/significance value, then the Alternative Hypothesis (Ha) rejected

and the Observation Hypothesis (Ho) accepted. Based on the results of the t-test according to Table 8, a decision can be made in answering the hypothesis, namely; (1) Hedonic shopping motivation has a positive and significant effect on impulsive purchases of Eiger consumers on the Shopee Marketplace; (2) Product knowledge has no significant effect on impulsive purchases of Eiger consumers on the Shopee Marketplace; (3) E-WoM has a positive and significant effect on impulsive purchases of Eiger consumers on the Shopee Marketplace.

## DISCUSSION

### *Hedonic Shopping Motivation Has a Positive and Significant Influence on Impulsive Buying*

Based on the results of hypothesis testing in the first hypothesis, it is proven that hedonic shopping motivation has a positive and significant effect on the impulsive purchases of Eiger marketplace Shopee consumers. This statement proves that hedonic shopping motivation can influence impulse buying. The higher the hedonic shopping motivation that consumers have, the higher the impulse purchases that consumers will make. However, on the other hand, if the consumer's hedonic shopping motivation is low, the impulsive purchases that the consumer will make will also be low.

Impulse buying is usually characterized by a desire for immediate gratification, so consumers who seek satisfaction in the shopping experience may be more likely to make impulsive decisions to satisfy the need for instant gratification (Dey & Srivastava, 2017). According to Rahadhini (Rahadhini et al., 2020), shopping is often seen as a form of therapy or a way to relieve stress and improve mood or what is usually called "retail therapy" so this will give rise to a sense of satisfaction when shopping. Thus individuals seeking gratification may engage in retail therapy, leading to impulse purchases as a means of enhancing their overall shopping experience.

The fear of missing out on a lot of things (FOMO) or trendy items can also drive impulse purchases. Consumers who want satisfaction in shopping may be more susceptible to FOMO, making them make quick decisions to ensure they do not miss out on items (Princes, 2019). Perceived value can influence impulse buying behavior, where if consumers believe that a particular product will increase their satisfaction significantly, consumers may make impulse purchases, driven by anticipation of the value that consumers will obtain (Lin et al., 2018).

Based on research conducted by Wu (2020), it is stated that a store often uses various marketing and sales tactics to trigger impulse buying behavior. So that limited-time offers, discounts, and persuasive advertising can influence the desire for satisfaction, this will encourage consumers to make unplanned purchases in the hope of making these consumers satisfied when purchasing the product. Handayani (Handayani et al., 2018) stated in his research that consumers who prioritize shopping experience and satisfaction may not have a predetermined shopping plan. So this results in a lack of planning and can make consumers more susceptible to impulse purchases.



### ***Product Knowledge Does Not Have a Positive and Significant Influence on Impulsive Buying***

Based on the results of hypothesis testing in the second hypothesis, it is proven that product knowledge has no significant effect on impulsive purchases by Eiger marketplace Shopee consumers. This statement proves that product knowledge is not able to increase impulse buying. This shows that to purchase Eiger products, consumers do not need product knowledge.

The context in which impulse buying occurs can influence the importance of product knowledge which occurs only in certain situations, such as at the checkout or during sales, consumers may be more driven by the urge to make quick decisions compared to their knowledge about the product, especially since purchases are made on online marketplaces, so consumers sometimes they don't care about product knowledge as long as the goods they buy have a good reputation (Ahmad et al., 2019).

According to Jie (2022), in his research, impulse purchases often involve products with low involvement, where consumers may not feel the need to invest time and energy to gain extensive product knowledge. So this shows that the decision to buy impulsively may be based on factors other than a detailed understanding of the product, such as the role of consumer emotions. According to Ningtyas & Vania (2022), external stimuli, such as advertising, displays, or promotions, can play an important role in triggering impulse purchases. So that this stimulus can create a sense of urgency or excitement that overrides the need for in-depth product knowledge, so consumers do not rely too much on product knowledge when they are influenced by external stimuli.

For consumers who are loyal to certain brands or who trust certain products, the need for detailed knowledge can be reduced (Akram et al., 2016). Trust that is built over time can lead to impulsive purchases based on the consumer's closeness to the product and positive experiences with the brand rather than a comprehensive understanding of the product which will create loyal consumers and the product can be trusted more so that consumers will always feel confident in the product they buy.

### ***E-WoM Has a Positive and Significant Influence on Impulsive Buying***

Based on the results of hypothesis testing in the third hypothesis, it is proven that e-wom has a positive and significant effect on the impulsive purchases of Eiger marketplace Shopee consumers. This statement proves that e-WOM can influence impulse buying. The higher e-WOM in product purchases, the greater the utilization of impulse purchases of Eiger products on the Shopee marketplace. However, on the other hand, if the use of e-WOM is very limited, it will result in low purchases of Eiger products on the Shopee marketplace.

Consumers who always read reviews and have to face an offer within a limited time, consumers may ignore the reviews that consumers usually do and make impulsive decisions (Febrilia & Warokka, 2021). If a product receives very positive reviews, consumers may be influenced by collective opinions and decide to buy impulsively, because consumers will think that consumers will

not make a mistake in choosing a product that has received high ratings from other consumers (Luo et al., 2021).

If a product is highly recommended and there is a perception that the product will sell out or the price will increase, individuals who usually read reviews may give in to the fear of missing out and making an impulse purchase (Fadillah & Kusumawati, 2021). Zafar (Zafar et al., 2021) in his research added that friends or influencers who recommend a product, and individuals who usually rely on online reviews may feel social pressure to align with positive sentiment and make impulse purchases to conform to their social needs.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research results obtained, it can be shown that hedonic shopping motivation has a positive and significant effect on impulsive purchases of Eiger products on the Shopee Marketplace. This statement explains that the higher the hedonic shopping motivation, the higher the impulsive purchases of Eiger consumers on the Shopee marketplace, and vice versa, if the lower the hedonic shopping motivation, the lower the impulsive purchases of Eiger consumers on the Shopee marketplace. Apart from that, product knowledge does not have a significant effect on impulsive purchases of Eiger products on the Shopee Marketplace. This statement explains that impulse buying is not influenced by product knowledge, so consumers of Eiger products do not need product knowledge for impulsive buying. Then E-WoM has a positive and significant effect on impulse purchases of Eiger products on the Shopee Marketplace. This statement explains that the greater the use of e-WOM, the more impulsive purchases of Eiger products on the Shopee Marketplace, and vice versa, if the use of e-WOM is lower, the level of impulse purchases of Eiger products on the Shopee marketplace will decrease.

Improving communication facilities between consumer communities, so that consumers of Eiger products in the Shopee marketplace have a special place to express their shopping experiences, apart from that efforts can be made to provide gifts such as discount coupons for consumers who want to provide comments regarding Eiger products in the Shopee marketplace so that this will increase the effectiveness of e-WOM.

Building consumer trust in products so that consumers can provide good reviews, can build trust and help potential buyers make the right decision to buy Eiger products on the Shopee marketplace.

## **FURTHER STUDY**

Based on the results of the analysis and discussion, several suggestions can be recommended, where efforts are needed to provide things that stimulate consumer hedonic spending by providing limited promos or by providing products that only have their own limitations so that consumers will experience FOMO or fear. will lose the product. So this can increase the hedonic shopping motivation of Eiger consumers on the Shopee marketplace.

## REFERENCES

- Afif, M., & Purwanto, P. (2020). Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja dan Promosi Penjualan terhadap Pembelian Impulsif pada Konsumen Shopee ID. *JAMIN: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 2(2), 34–52.
- Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). Factors affecting impulsive buying behavior with mediating role of positive mood: An empirical study. *European Online Journal of Natural and Social Sciences*, 8(1), pp-17.
- Akram, U., Hui, P., Khan, M. K., Hashim, M., & Rasheed, S. (2016). Impact of store atmosphere on impulse buying behaviour: Moderating effect of demographic variables. *International Journal of U-and e-Service, Science and Technology*, 9(7), 43–60.
- Ariyanti, L., & Iriani, S. S. (2022). Pengaruh Promosi Penjualan dan Electronic Word of Mouth terhadap Pembelian Impulsif pada Saat Special Event Day (Studi pada Konsumen Shopee Jawa Timur). *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(5), 491–508.
- Aurelia, G., Setyabudi, D., & Manalu, S. R. (2022). Pengaruh Terpaan Promosi Penjualan dan Terpaan E-Word of Mouth #ShopeeHaul di TikTok terhadap Perilaku Impulse Buying. *Interaksi Online*, 10(1), 1–52. <https://doi.org/10.21608/pshj.2022.250026>
- Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)*. Guepedia.
- Darmawan, D., & Gatheru, J. (2021). Understanding Impulsive Buying Behavior in Marketplace. *Journal of Social Science Studies (JOS3)*, 1(1), 11–18.
- Dey, D. K., & Srivastava, A. (2017). Impulse buying intentions of young consumers from a hedonic shopping perspective. *Journal of Indian Business Research*, 9(4), 266–282.
- Fadillah, F., & Kusumawati, N. (2021). Factors affecting makeup products online impulsive buying behaviour on TikTok. *Proceeding Book of the 6th International Conference on Management in Emerging Markets (ICMEM 2021)*.

- Febriana, I., & Warokka, A. (2021). Consumer traits and situational factors: Exploring the consumer's online impulse buying in the pandemic time. *Social Sciences & Humanities Open*, 4(1), 100182.
- Handayani, W., Anshori, M., Usman, I., & Mudjanarko, S. (2018). Why are you happy with impulse buying? Evidence from Indonesia. *Management Science Letters*, 8(5), 283–292.
- Harjono, M. (2019). *Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)*. Komunitas TIK.
- Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Physiology*, 8(JUL), 1–4. <https://doi.org/10.3389/fpsyg.2017.01256>
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- Iprice.co.id. (2022). *Daftar 50 Website & Aplikasi E-Commerce di Indonesia 2019*.
- Irvanto, O., & Sujana, S. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105–126.
- Jie, W., Poulouva, P., Haider, S. A., & Sham, R. B. (2022). Impact of internet usage on consumer impulsive buying behavior of agriculture products: Moderating role of personality traits and emotional intelligence. *Frontiers in Psychology*, 13, 951103.
- Komalasari, D., Pebrianggara, A., & Oetarjo, M. (2021). *Buku Ajar Digital Marketing*. <https://doi.org/https://doi.org/10.21070/2021/978-623-6081-38-9>
- Lin, C.-T., Chen, C.-W., Wang, S.-J., & Lin, C.-C. (2018). The influence of impulse buying toward consumer loyalty in online shopping: a regulatory focus theory perspective. *Journal of Ambient Intelligence and Humanized Computing*, 1–11.
- Luo, H., Cheng, S., Zhou, W., Song, W., Yu, S., & Lin, X. (2021). Research on the impact of online promotions on consumers' impulsive online shopping intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2386–2404.

- Nguyen, P. V, Le, H. M. P. T., & Tran, K. T. (2019). Effects of country of origin, foreign product knowledge and product features on customer purchase intention of imported powder milk. *International Journal of Business Innovation and Research*, 19(2), 139–161.
- Ningtyas, M. N., & Vania, A. (2022). Materialism, Financial Literacy, and Online Impulsive Buying: A Study on the Post Millennial Generation in a Pandemic Period. *Jurnal Manajemen Teori Dan Terapan*, 15(1).
- Nisa', Z., & Nuvriasari, A. (2023). PENGARUH PROMOSI , MOTIVASI BELANJA HEDONIS DAN STORE ATMOSPHERE TERHADAP IMPULSE BUYING DI MATAHARI DEPARTMENT STORE-HARTONO MALL.
- Ompi, A. P., Sepang, J. L., & Wenas, R. S. (2018). Analisis Faktor-Faktor Yang Menyebabkan Terjadinya Pembelian Impulsif Produk Fashion Di Outlet Cardinal Mega Mall Manado Analyzing Factors Which Initiate Impulsive Buying of Fashion Products At Cardinal Mega Mall Manado Outlet. *Jurnal EMBA*, 6(4), 2918–2927.
- Princes, E. (2019). Boosting impulse buying behavior in marketing management: customer satisfaction perspective. *Polish Journal of Management Studies*, 20.
- Puspita, E. M., & Budiarti, A. (2016). Pengaruh motivasi belanja hedonis terhadap pembelian impulsif melalui emosi positif pelanggan Vans store Surabaya. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(5).
- Rahadhini, M. D., Wibowo, E., & Lukiyanto, K. (2020). The role of positive emotion in hedonic shopping value affecting consumers" impulse buying of fashion products. *International Journal of Scientific and Technology Research*, 9(2), 780–784.
- Rugaya, S. (2019). *Pengaruh perilaku konsumen terhadap keputusan pembelian mobil toyota avanza pada PT. Hadji kalla cabang urip sumoharjo di kota makassar [Skripsi, Universitas Negeri Makassar]*.
- Siregar, I. A. (2021). Analisis dan interpretasi data kuantitatif. *ALACRITY: Journal of Education*, 39–48.
- Soelton, M., Ramli, Y., Wahyono, T., Saratian, E. T. P., Oktaviar, C., & Mujadid, M. (2021). The Impact of Impulse Buying on Retail Markets in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(3), 575–584. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0575>

- Sugiarti, E. (2022). The Influence of Training, Work Environment and Career Development on Work Motivation That Has an Impact on Employee Performance at PT. Suryamas Elsindo Primatama In West Jakarta. *International Journal of Artificial Intelligence Research*, 6(1.2).
- Sugiyono. (2019). *Statistika untuk Penelitian*. Alfabeta. CV.
- Utami, I. W. (2017). *Perilaku Konsumen*. Surakarta: CV Pustaka Bengawan.
- Wu, L., Chiu, M.-L., & Chen, K.-W. (2020). Defining the determinants of online impulse buying through a shopping process of integrating perceived risk, expectation-confirmation model, and flow theory issues. *International Journal of Information Management*, 52, 102099.
- Yang, L., Li, Y., Wang, J., & Sherratt, R. S. (2020). Sentiment Analysis for E-Commerce Product Reviews in Chinese Based on Sentiment Lexicon and Deep Learning. *IEEE Access*, 8, 23522–23530. <https://doi.org/10.1109/ACCESS.2020.2969854>
- Yap, C. (2022). The Influence Of Social Media Marketing, Hedonic Shopping Motivation And Electronic Word Of Mouth Towards Impulse Purchases For Shopee's Customers In Medan. *MINISTAL: Jurnal Ekonomi Dan Bisnis Digital*, 1(1), 43–58. <https://doi.org/10.54259/ministal.v1i1.386>
- Zafar, A. U., Qiu, J., Shahzad, M., Shen, J., Bhutto, T. A., & Irfan, M. (2021). Impulse buying in social commerce: bundle offer, top reviews, and emotional intelligence. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 945–973.