

The Effect of Price Discount and Promotion on Impulse Buying Through Hedonic Shopping Motivation as An Intervening Variable on Shopee Consumers

Desi Anggarwati

Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Email: desianggarwati44@gmail.com

Agus Hermawan

Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Email: agus.hermawan.fe@um.ac.id

Wening Patmi Rahayu

Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Email: wening.patmi.rahayu.fe@um.ac.id

Abstract: *The shopee marketplace is a marketing medium that can be used to start an online business, currently many businesspeople are starting to sell through e-commerce and marketplaces. This study aims to determine the effect of price discounts, and promotions on impulse buying through hedonic shopping motivation. This research is a quantitative study using the SPSS 22 program. The population in this study are consumers who shop at the Shopee Marketplace. While the sample in this study was 217 respondents. In addition, to test the feasibility of the instrument, test validity and reliability, test the classical assumptions, and test the hypothesis-with path analysis techniques. The results showed that (1) price discount and promotion support had a direct positive and significant effect on hedonic shopping motivation, (2) price discount support and promotion had a direct positive and significant effect on impulse buying, and (3) hedonic shopping motivation had a direct positive effect and significant effect on impulse buying, (4) price discount support and promotion have a positive and significant indirect effect on impulse buying through hedonic shopping motivation. Based on the results of the study, it is suggested that the shopee marketplace be more selective in maintaining consumer satisfaction to increase the progress of purchasing e-commerce shopee.*

Keywords: *Price Discount, Promotion, Impulse Buying, and Hedonic shopping Motivation.*

INTRODUCTION

In the era of globalization, a fierce competition is taking place in the world of economy and business. Technology and communication systems are increasingly developing to make it easier for people to communicate. This makes the market for goods and services more innovative. Competition is getting tougher, and we are competing not only with state-owned companies but now with other state-owned companies. Currently, with the era of globalization that is happening throughout the world, we are experiencing various developments in all aspects. One of them is the development of communication technology, and of course, Indonesia is also experiencing the same thing. People can now easily search for information via the internet. . This is due to the development of internet use (Fathoni et al., 2022).

According to the Association of Indonesian Internet Service Providers (APJII, 2019) and the results of an Indonesian poll, the number of internet users in Indonesia has reached 196.7 million. This number increased by 23.5 million or 8.9% compared to last year, 2018. The province with the highest number was West Java with 35.1 million people. Following this position is Central Java with 26.5 million people. East Java with a population of 26.3 million people. In particular, the Java region experienced a very significant increase from several states during 2018-2019-2020.

Shopee is one of the developing e-commerce in Indonesia. We have a wide range of products from fashion to household goods, with guaranteed delivery and secure payment methods. Shopee was founded in 2015 across 7 different regions in Asia. The history of Shopee itself in Indonesia began in December 2015. Shopee is now managed by the SEA Group, a company owned by Forrest Li. Shopee was founded with the aim of providing a platform that sellers and buyers across Southeast Asia can use to build a better world through the transformative power of technology. Shopee's goal is also to provide an online shopping and selling experience, with a broad range of products from various social communities, and easy-to-use fulfillment services. Shopee is a Singapore-based subsidiary of Garena. Shopee is present in several countries, including Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines (Kempa et al., 2020).

Research (Gumanti, 2021), explains that the user age group is between 18 and 21 years (student age), with 87% of e-commerce users is the highest compared to other e-commerce. Kuswanto et al., in his research explained that the online marketplace most used by Indonesian students is 58% of shoppers compared to other e-commerce..

Consumer, before making a purchase, it is necessary to find information related to the product to be purchased, consumer comments, product ratings, and the number of purchases of the product. In this case, consumers who have shopped on the Shopee application will provide their assessment of the product. Consumers who are satisfied or dissatisfied with product consumption will share product reviews with others and indirectly consumers who give positive reviews invite other consumers to make repeat purchases of the same brand or make repeat purchases on the Shopee Application (Wibowo & Sari, 2021).

Based on the discussion that has been explained by the author, the author himself will discuss Price Discounts and Promotions for Impulse Buying through Hedonic Shopping Motivation at Shopee where the Discount is one of the causes that can attract customers when making transactions for purchase intentions at Shopee because there are influencers who have mentioned above who have attractiveness both in terms of popularity, attitude, achievement, and so on in the promotion process on the Shopee. In addition, if the Discount on Shopee is able to provide good and attractive products, consumer interest will arise about the item being promoted. So the authors are interested in researching this problem in a thesis research entitled "The Influence of Price Discounts and Promotions on Impulse Buying Through Hedonic Shopping Motivation as an Intervening Variable for Shopee Consumers"

LITERATURE REVIEW

Price Discount (Discount)

Discounts or discounts, which are recommended in research (Fathoni et al., 2022), are one way for businesses to generate income quickly. Many businesses today rely on sales methods that encourage consumers to buy at a discount.

According to Kotler, discounts are savings offered to consumers from the usual price of a product, which is stated on the product packaging. A discount is defined as a direct reduction in the price of an item at the time of purchase for a certain period. Based on the explanation above, it can be concluded that a discount is a price reduction below the normal price when consumers buy certain products.

Promosi (Promotion)

Promosi merupakan salah satu aspek kunci dalam memfasilitasi pembelian impulsif (impulse buying). Menurut Kotler & Keller, promosi adalah berbagai alat insentif yang sebagian besar bersifat jangka pendek dan dirancang untuk mendorong konsumen atau pedagang untuk membeli produk atau jasa tertentu lebih cepat dan dalam jumlah yang lebih banyak. Sedangkan menurut Indriyo Gitosudarmo promosi adalah kegiatan yang bertujuan untuk mempengaruhi konsumen agar mengenal dan puas dengan produk yang ditawarkan oleh perusahaan.

Hedonic Shopping Motivation

Motivation is a drive that comes from within oneself (environment) or externally, and is the driving force behind one's current goals. In relation to the consumer context, motivation can also be interpreted as a drive that is decided by consumers to achieve their goals, namely to satisfy various types of needs and desires. Strength is produced by a state of depression resulting from an unmet need. Individuals, consciously or unconsciously, seek to reduce this tension through actions they desire to satisfy their needs. The specific goals they choose and the behavior patterns they can take to achieve these goals are the results of their thinking and learning processes (Darmayanti & Yulianti, 2020).

Impulse buying

According to Utami (2010: 67), in research (Mayasari & Arimbawa, 2019), what is often referred to as impulsive or unplanned purchases are various types of consumer buying patterns that are not specifically planned, said to be in the form of impulse buying, which occurs when consumers have a strong desire to buy something as soon as possible. Consumers who make impulse purchases tend not to consider the consequences.

RESEARCH METHODS

This research uses quantitative research with descriptive and explanatory research methods. The population in this research is shoppe consumers in Malang city. In addition, the sampling technique in this study used a probability sampling technique and a simple random sampling type because the sampling was carried out randomly and the samples had the same opportunity using the Daniel & Terrell formula so that 217 respondents were obtained. Data analysis technique using path analysis and Sobel test. The following is the substructural equation model I and II in this study:

$$X = Z_1X + Z_2X + 1 + 2$$

$$Y = YX + YZ_1 + YZ_2 + 3$$

- Information:
- Price Discount (X) = independent variable
 - Promotion (X2) = independent variable
 - Hedonic Shopping Motivation (Z) = mediating variable
 - Impulse Buying (Y) = dependent variable
 - = Beta coefficient
 - = error.

The data collection used in this study was through questionnaires, questionnaires, instrument sheets, and questions submitted to each consumer on Google Forms. Data analysis techniques in this study used descriptive statistics using the Statistical Product Service Solution (SPSS) for Windows version 22 program.

RESULTS AND DISCUSSION

Results

The profile of potential customers in this study is mostly female. The age of dominant respondent is at the age of 22-26 years. While the work of respondents is dominated by students. The dominant respondent's expenditure is those with expenditure <1,000,000. Two hundred and seventeen respondents know about the Shopee Marketplace. To produce as many as 270 respondents.

Table.1 Research Instrument Test Results

Variables/items	Count	R_{table}	Sig.	Information
Variabel Price Discount (X)				
Items X1	0.403	0,361	0.027	Accurate
Items X2	0.551	0,361	0.002	Accurate
Items X3	0.501	0,361	0.005	Accurate
Items X4	0.410	0,361	0.024	Accurate
Items X5	0.432	0,361	0.017	Accurate
Items X6	0.609	0,361	0.000	Accurate
Variabel Promotion (X2)				
X2.1	0.464	0,361	0.010	Accurate
X2.2	0.602	0,361	0.000	Accurate
X2.3	0.535	0,361	0.002	Accurate
X2.4	0.524	0,361	0.003	Accurate
X2.5	0.509	0,361	0.004	Accurate
X2.6	0.477	0,361	0.008	Accurate
X2.7	0.558	0,361	0.001	Accurate
X2.8	0.548	0,361	0.002	Accurate
Variabel Impulse Buying (Y)				
Y1	0.704	0,361	0.000	Accurate
Y2	0.704	0,361	0.000	Accurate
Y3	0.666	0,361	0.000	Accurate
Y4	0.523	0,361	0.003	Accurate
Y5	0.666	0,361	0.000	Accurate
Y6	0.474	0,361	0.008	Accurate
Variabel Hedonic Shopping Motivation (Z)				
Z1	0.779	0,361	0.000	Accurate
Z2	0.789	0,361	0.000	Accurate
Z3	0.696	0,361	0.000	Accurate
Z4	0.779	0,361	0.000	Accurate
Z5	0.789	0,361	0.000	Accurate
Z6	0.696	0,361	0.000	Accurate
Z7	0.779	0,361	0.000	Accurate
Z8	0.789	0,361	0.000	Accurate
Z9	0.696	0,361	0.000	Accurate
Z10	0.789	0,361	0.000	Accurate
Z11	0.779	0,361	0.000	Accurate

Source: Processed data, 2023

Based on the table above shows that $R_{count} > R_{table}$ and a significance level of 5% or 0.05 so it can be said that the questionnaire is valid.

Table.2 Cronbach alpha score on each variable

Variable	Cronbach Alpha	Information
<i>Price discount (X1)</i>	0.668	Reliable
<i>Promotion (X2)</i>	0.717	Reliable
<i>Impulse Buying (Y)</i>	0.749	Reliable
<i>Hedonic Shopping (Z)</i>	0.775	Reliable

Source: Processed primary data, 2023

The table above shows if the results of the Cronbach alpha score on each variable can be said to be reliable because the results are above 0.60 and can continue to collect research data and further data analysis.

Regression Method

Table.3 R Square variable Price Discount (X1) to hedonic shopping (Z)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.725 ^a	.525	.523	5.939

a. Predictors: (Constant), Price Discount_X1

Source: Data processed by researchers, 2023.

Table.4 R promotion variable (X2) to hedonic shopping (Z)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.786 ^a	.617	.615	5.333

a. Predictors: (Constant), Promotion_X2

Source: Data processed by researchers, 2023.

Table.5 R of price discount, promotion, and hedonic shopping variables on impulse buying

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.846 ^a	.715	.711	2.596

a. Predictors: (Constant), Hedonic_Shopping_Z, Price Discount_X1, Promotion_X2

Source: Data processed by researchers, 2023.

$$\begin{array}{lll}
 1 = (1 - R^2) & 2 = (1 - R^2) & 3 = (1 - R^2) \\
 1 = (1 - 0,525) & 2 = (1 - 0,617) & 3 = (1 - 0,715) \\
 1 = 0,690 & 2 = 0,618 & 3 = 0,533
 \end{array}$$

Source: Isdarmawan et al (2013)

Based on the table, it can be obtained that R square in the summary model is 0.525. This proves that the role of X1's impact on Z is 52.5%, while the remaining 47.5% is a contribution from other variables not observed in this research. Meanwhile, the value of 1 can be seen above is 0.690.

Based on the table it can be obtained that R square in the summary model is 0.617. This proves that the role of the impact of X2 on Z is 61.7% while the remaining 38.3% is a contribution from other variables not observed in this research. Meanwhile, the value of 2 can be seen above, which is 0.618.

Based on table, it can be obtained that R square in the summary model is 0.715. This proves that the role of the impact of X1, X2 and Z on Y is 71.5% while the remaining 28.5% is a contribution from other variables not observed in this research. Meanwhile, the value of 3 can be seen above is 0.533.

Hypothesis testing

T-test

Table. 6 Price Discount variable T Test Table (X1) on hedonic shopping (Z)

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	10.028	2.298		4.364	.000
Price Discount_X1	1.442	.093	.725	15.423	.000

a. Dependent Variable: Hedonic_Shopping_Z

Source: Data processed by researchers, 2023.

The results of partial regression coefficient testing in table 4.13 can be seen if the price discount variable (X1) has a tcount of 15.423 > ttable = 1.97 therefore, this confirms that tcount > ttable and the sig. 0.000 < 0.05 and it can be said that the price discount variable has a direct and significant positive impact on hedonic shopping.

Table.7 T test promotion variable (X2) on hedonic shopping (Z)

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	4.519	2.200		2.054	.041
Promotion_X2	1.217	.065	.786	18.617	.000

a. Dependent Variable: Hedonic_Shopping_Z

Source: Data processed by researchers, 2023.

The results of partial regression coefficient testing in table 4.13 can be seen if the promotion variable (X2) has a tcount of 18.617 > ttable = 1.97 therefore, this confirms that tcount > ttable and sig. 0.000 < 0.05 and it can be said that the promotion variable has a direct and significant positive impact on hedonic shopping (Z).

Table.8 T test variable price discounts, Promotions, and hedonic shopping on Impulse buying

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.338	1.101		.307	.759
Price Discount_X1	.209	.070	.187	2.970	.003
Promotion_X2	.126	.061	.145	2.065	.040
Hedonic_Shopping_Z	.323	.034	.574	9.380	.000

a. Dependent Variable: Impulse_buying_Y

Source: Data processed by researchers, 2023.

The results of testing the regression coefficient partially in table 4.14 above can be said if the Price discount variable (X1) has a tcount of $2.970 < T_{table} = 1.97$ so this confirms that $t_{count} < t_{table}$ and $sig. 0.003 < 0.05$ and it can be said that the price discount variable has a direct and significant positive impact on impulse buying. Meanwhile, the promotion variable (X2) with a tcount of $2.065 > t_{table} = 1.97$ so this confirms that $t_{count} > t_{table}$ and $sig. 0.040 < 0.05$ and it can be said that the promotion variable (X2) has a direct and significant positive impact on impulse buying. meanwhile, hedonic shopping (Z) through tcount $9.380 > t_{table} = 1.97$ so that this confirms that $t_{count} > t_{table}$ and $sig. 0.000 < 0.05$ and it can be said that the brand image variable has a direct and significant positive impact on impulse buying.

F test

Table. 9 Price Discount variable F Test Table (X1) on hedonic shopping (Z)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	8389.315	1	8389.315	237.855	.000 ^b
Residual	7583.192	215	35.271		
Total	15972.507	216			

a. Dependent Variable: Hedonic_Shopping_Z

b. Predictors: (Constant), Price Discount_X1

Source: Data processed by researchers, 2023.

In the table above it can be explained if the sig. of $0.000 < 0.05$, it can be said that the price discount variable has a significant positive direct impact on hedonic shopping together..

Table.10 F test promotion variable (X2) on hedonic shopping (Z)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	9857.448	1	9857.448	346.579	.000 ^b
Residual	6115.059	215	28.442		
Total	15972.507	216			

a. Dependent Variable: Hedonic_Shopping_Z

b. Predictors: (Constant), Promotion_X2

Source: Data processed by researchers, 2023.

In the table above it can be seen if the score is sig. of $0.000 < 0.05$ it can be said that the promotion variable (X2) has a direct and significant positive impact on Hedonic shopping (Z) together.

Table.11 F Test variable price discount, Promotion, and hedonic shopping on Impulse buying

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3604.142	3	1201.381	178.329	.000 ^b
Residual	1434.955	213	6.737		
Total	5039.097	216			

a. Dependent Variable: Impulse_buying_Y

b. Predictors: (Constant), Hedonic_Shopping_Z, Price Discount_X1, Promotion_X2

Source: Data processed by researchers, 2023.

The results of simultaneously testing the regression coefficients in the table above can be explained if the significance is $0.000 < 0.05$ then the variables Price discount, promotion, and hedonic shopping have an impact on impulse buying.

Discussion

H1 test

In the test of the direct effect of price discounts on hedonic shopping, it was obtained that variable X1 on variable Z with a tcount of 15.423 > ttable = 1.97, and this confirmed that tcount > ttable and sig. 0.000 < 0.05 and it can be said that the price discount variable has a direct and significant positive effect on hedonic shopping and H1 is accepted.

Based on the results of this study indicate that price discounts are price discounts given by producers to consumers as a form of appreciation for certain purchases from consumers that please the seller. Discounts are buyer-friendly discounts provided by sellers to buyers in recognition of certain activities. Hedonic consumers feel that shopping is an experience and by shopping, they have a world of their own (Kotler & Armstrong, 2008). The many discounts offered by Shopee allow hedonic consumers to form an embedded lifestyle. So when they shop, they look for the best deals, free shipping, discounts, and more.

H2 test

In the test of the direct effect of promotion on hedonic shopping, it was obtained that variable X2 on variable Z with a tcount of 18.617 > ttable = 1.97 and this confirmed that tcount > ttable and sig. 0.000 < 0.05 and it can be said that the promotion variable has a direct and significant positive effect on hedonic shopping so H2 is accepted.

The survey results show that promotion is one of the key aspects that drive purchase intention. This means that promotions are various incentive tools that are mostly short-term in nature and are designed to encourage consumers or traders to buy certain products or services more quickly and in larger quantities. This is following the theory put forward by Kotler & Keller.

H3 test

In the test of the direct effect of price discounts on impulse buying, it was obtained that variable X1 on variable Y with a tcount of 2.970 < ttable = 1.97 so that this confirms that tcount < ttable and a score. 0.003 < 0.05 and it can be said that the price discount variable has a direct and significant positive effect on impulse buying and H3 is accepted.

Based on the results of this research, shows that trade transactions always involve two parties, namely the buyer as the recipient of the goods and the seller as the party who delivers the goods. Discounts are one of the ways companies use to attract buyers to make transactions. (Simamora, 2010)

H4 test

In the test of the direct effect of promotion on impulse buying, the X2 variable was obtained on the Y variable through a tcount of 2.065 > ttable = 1.97 so that this confirms that tcount > ttable and the sig. 0.040 < 0.05 and it can be said that the promotion variable has a direct and significant positive effect on impulse buying, and finally H4 is accepted.

Based on the results of this study, shows that promotion is one of the key aspects of impulse buying. According to Kotler & Keller, promotion is a variety of incentive tools, mostly short-term in nature and designed to encourage consumers or merchants to buy certain products or services faster and in larger quantities.

H5 test

In the test of the direct effect of hedonic shopping on impulse buying, it was obtained that the Z variable on the Y variable had a tcount of 9.380 > ttable = 1.97 so that this confirmed that tcount > ttable and the sig. 0.000 < 0.05 and it can be said that the hedonic shopping variable has a direct and significant positive effect on impulse buying and H5 is accepted.

The results of this survey prove that consumers shop because they are happy. Consumers with a hedonistic lifestyle tend to find it difficult to control their emotions and finances. Usually, hedonistic consumers often do not pay attention to the benefits of the products they buy (Kotler & Koller (2006)). Lifestyle cannot be separated from consumers, but business people use it to carry out lots of promotions and offer lots of offers to easily attract consumers, especially those with a hedonistic lifestyle. Consumers with a hedonistic lifestyle tend to shop under the influence of their emotional connection with certain brands. Therefore, business people must apply the right promotion strategy. This is because hedonistic consumers are more loyal when they have interesting stimuli that cause impulse buying).

H6 test

The Sobel test is useful for measuring price discounts and has a positive and significant indirect effect on impulse buying through hedonic shopping by calculating the t value based on the Sobel test.

$$t = ab / ((b^2) (SE_a)^2 + (a^2) (SE_b)^2)$$

$$t = (1,442 \times 0,323) / ((0,323)^2 + (1,442)^2 (0,093)^2)$$

$$t = 0,465766 / 0,00519737178$$

$$t = 89,6156788 = 89,615$$

Based on the Sobel test calculation above, a t of 89.615 is obtained so that the t value obtained is tcount > ttable, namely 89.615 > 1.967, thus proving that hedonic shopping can mediate the relationship between the influence of price discounts on impulse buying

H7 test

The Sobel test is useful for measuring promotion with a positive and significant indirect effect on impulse buying through hedonic shopping by calculating the t value based on the Sobel test.

$$t = ab / ((b^2) [SE]^2 a) + (a^2) [SE]^2 b)$$

$$t = (1,217 \times 0,323) / (([0,323]^2) ([0,065]^2) + ([1,217]^2) ([0,034]^2))$$

$$t = 0,393091 / 0,00307681388$$

$$t = 127,759109 = 127,75$$

Based on the Sobel test calculation above, t is 127.75, so the t value obtained is $t_{count} > t_{table}$, namely $127.75 > 1.967$, so it proves that hedonic shopping can mediate the relationship between the influence of promotion on impulse buying.

CONCLUSION

From the several comprehensive studies above, the researcher conveys overall conclusions along with suggestions that can be taken into consideration as follows: (1) From the results of the study, partial discounts (X1) and promotions (X2) have a major effect on hedonic shopping motives (Z). (2) The survey results show that partial markdown (X1) and promotion (X2) have a significant effect on impulsive buying (Y). (3) The results of the study show that the hedonic shopping motive (Z) has a positive and significant effect on impulsive purchases (Y). (4) Price discounts (X1) and promotions (X2) have an indirect and significant positive effect on impulsive purchases due to hedonic shopping (Z). Researcher's recommendation: Provide other variables that can influence or add to other variables, such as consumer loyalty, locality, and consumer trust. We also need to improve the quality of our application services.

REFERENCES

- Al Mutanafisa, T., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77–91. <https://doi.org/10.29244/jcs.6.1.77-91>
- Andriany, D., & Arda, M. (2019). The effect of bonus pack and price discount on buying impulse in Marketplace Consumers in Medan. *Journal The 1 International Conference on Innovation of Small Medium-Sized Enterprise (ICIS)*, 1(1), 75–82. <http://proceedings.conference.unpas.ac.id/index.php/icis/article/view/513/429>
- Antariksa, K. T., & Respati, N. N. R. (2021). the Effect of Hedonic Motivation, in Store Display, and Price Discount on Impulse Buying Decisions. *International Journal of Business Management and Economic Review*, 04(04), 166–177. <https://doi.org/10.35409/ijbmer.2021.3291>
- Arda, M., & Andriany, D. (2019). Effect of Loneliness and Discount Price on Impulse Buying in Teenage Girls. *The 1st International Conference on Innovation of SMEs (ICIS)*, Vol. 1, 75–82.
- Brabo, N. A., Sari, N. E., Iswati, H., & Meidiyustiani, R. (2021). The Influence of Price , Promotion and Positive Emotions on Online Impulse Buying with Hedonic Shopping Motivation as an Intervening Variable (Study : Women Fashion Product in Indonesia). ... *Research and Critics ...*, 11358–11368. <https://bircu-journal.com/index.php/birci/article/view/3199>

- Candice, 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>
- Darmayanti, N. K. P. A., & Yulianti, N. M. D. R. (2020). The influence of discount and bonus pack on impulse buying and hedonic shopping motivation. ... and Business Studies, 1(39), 1–11. <http://journal.undiknas.ac.id/index.php/REVENUE/article/view/2662>
- Daulay, R. (2022). Analysis of the Effect of Shopaholic Behavior and Promotion on Impulse Buying Through E-Commerce on Students in Medan. *International Journal of Educational Review, Law And ...*, 239–244. <http://radjapublika.com/index.php/IJERLAS/article/view/225>
- Derek, T. M., Pangemanan, S. S., & Tielung, M. V. J. (2022). the Influence of Social Media and Sales Promotion on Impulsive Buying Behavior on Shopee E-Commerce on Student At Faculty of Economics and Business Sam Ratulangi University Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 597. <https://doi.org/10.35794/emba.v10i3.42066>
- Edelia, A., & Anggraini, T. (2022). The Effect of Hedonic Shopping Motivation, Shopping Lifestyle, and Fashion Involvement on Impulse Buying on Zalora Customers in Medan City. *Journal of Humanities and Social Sciences Innovation*, 2(4), 2775–6165. <https://doi.org/10.35877/454RI.daengku1113>
- Effendi, S., Faruqi, F., Mustika, M., & Salim, R. (2020). Pengaruh Promosi Penjualan, Electronic Word of Mouth dan Hedonic Shopping Motivation Terhadap Pembelian Impulsif pada Aplikasi Shopee. *Jurnal Akuntansi Dan Manajemen*, 17(02), 22–31. <https://doi.org/10.36406/jam.v17i02.332>
- Evangelin, M. R., Sulthana, A. N., & Vasantha, S. (2021). The Effect Of Hedonic Motivation Towards Online Impulsive Buying With The Moderating Effect Of Age. *Quality - Access to Success*, 22(184). <https://doi.org/10.47750/qas/22.184.31>
- Fathoni, J., Studi, P., & Syariah, E. (2022). PENGARUH DISCOUNT CASHBACK DAN PROMOTION TERHADAP IMPULSE BUYING MELALUI HEDONIC SHOPPING MOTIVATION SEBAGAI VARIABEL INTERVENING PADA KONSUMEN SHOPEE PERSPEKTIF ISLAM (Studi Kasus Mahasiswa / i di Kabupaten Banyuwangi).
- Firdausy, C. M., & Fernanda, M. (2021). The effects of sales promotion, attractiveness of internet advertising, and website quality on impulse buying of consumers of Tokopedia in Indonesia. *International Journal of Management and Enterprise Development*, 20(1), 34–48. <https://doi.org/10.1504/IJMED.2021.113641>
- Fitri, F. R. (2018). The Influence of Web Quality and Sales Promotion Toward Impulse Buying Behavior With Openness Personality as Moderating Variable. *Journal of Accounting Management and Economics*, 20(1), 48–55. <http://jos.unsoed.ac.id/index.php/jame/article/view/1028>
- Gumanti, M. (2021). ... Hedonic Shopping Motivation, Price Discount Dan Pembayaran Elektronik Di Toko Online Shopee Terhadap Perilaku Impulse Buying. *DINAMIKA: Jurnal Manajemen ...*, 7, 23–29. <https://ejournal.stielampungtimur.ac.id/index.php/dinamika/article/view/53>

- Ittqullah, N. (2020). The-Effects-Of-Mobile-Marketing-Discout-And-Lifestyle-On-Consumers-Impulse-Buying-Behavior-In-Online-Marketplace2019 - Shortcut.
- Kempa, S., Vebrian, K., & Bendjeroua, H. (2020). Sales Promotion, Hedonic Shopping Value, and Impulse Buying on Online Consumer Websites. *SHS Web of Conferences*, 76, 01052. <https://doi.org/10.1051/shsconf/20207601052>
- Kotler dan Armstrong. 2008. Prinsip-prinsip Pemasaran. Jakarta: Erlangga.
- Kotler dan Keller. 2007. Manajemen Pemasaran edisi 12. Jakarta: Permata Puri Media. Kotler, P., & Keller, K. lane. 2012. Manajemen Pemasaran (12th ed.). Erlangga.
- Kotler, Philip & Keller, Kevin Lane. 2016. Marketing Management, 15 th Global Edition. Pearson Education, London.
- Kotler, Philip & Armstrong, Gray. 2011. 10th Edition: "Marketing an Introduction". Indonesia: Pearson.
- Kotler, Philip dan Gary Armstrong. 2006. Prinsip-prinsip pemasaran edisi 12. Jakarta: Erlangga.
- Maqhfiroh, L., & Prihandono, D. (2019). The Role of Time Availability in Moderating Hedonic Shopping Motivation toward Impulse Buying of Consumer Online at Harbolnas's Event. *Management Analysis Journal*, 8(2), 135–145.
- Masruroh, iffah alfi. (2022). Pengaruh Price Discount Dan Kualitas Produk Terhadap Keputusan Pembelian Online Pada Shopee Dengan Hedonic Shopping Motivation Sebagai Variabel Intervening (Studi Pada Mahasiswa FEB Universitas Islam Malang). *Gastronomía Ecuatoriana y Turismo Local.*, 1(69), 5–24.
- Mayasari, D., & Arimbawa, I. G. (2019). The Influence of Fashion Lifestyle, Sales Promotion, and Self Image to Impulse Buying Behaviour and Customer Satisfaction. *Journal of World Conference (JWC)*, 1(1), 58–63. <https://doi.org/10.29138/prd.v1i1.58>
- Najih, M., & Amaliya, A. (2022). THE EFFECT OF AMBASSADOR BRAND AND HEDONIC SHOPPING ON IMPULSE BUYING OF SHOPEE PPLICATIONS IN HIGH SCHOOL OF ECONOMICS AND INTEGRATED AL-ULUM ISLAMIC BUSINESS. 3, 1324–1337.
- Nova, Mamuaya, P. (2018). *Jurnal Internasional Scopus 2 2018.Pdf* (Vol. 13, Issue 02).
- Noviasih, E. (2022). pengaruh price diskon dan kualitas website terhadap impluse buying melalui hedonic shopping motivation.
- Nurcaya & Wiguna. (2014). Pengaruh Fashion Involvement, Kualitas Produk Dan Kewajaran Harga Terhadap Impulse Buying. *Manajemen Universitas Udayana*, 7(1), 3695–3706. <https://ejurnal.teknokrat.ac.id/index.php/technobiz/article/view/1098>
- Rahma, W., & Septrizola, W. (2019). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap E-Impulse Buying Mahasiswa Universitas Negeri Padang pada Lazada.co.id. *Jurnal Kajian Manajemen Dan Wirausaha*, 1(2), 276–282. ejournal.unp.ac.id
- Santini, F. de O., Sampaio, C. H., Perin, M. G., & Vieira, V. A. (2015). An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. *Revista de Administração*, 50(4), 416–431. <https://doi.org/10.5700/rausp1210>

- Suryaningsih, I. B. (2020). Hedonic Shopping Mediation on Impulse Buying Determinants. *Journal of Management and Business*, 19(1), 1–13. <https://doi.org/10.24123/jmb.v19i1.426>
- Thamara, F., Dandi, F., Maulidia, I., & Sanjaya, V. F. (2020). Effect of Price Discount, Instore Display and Promotion Impluse Buying. *Jurnal of Islam Economic Scholar*, 1(3), 186–196.
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). The Effect of Hedonic Shopping Motivation, Shopping Lifestyle And Fashion Involvement With Impulse Buying. *International Journal of Business Economics (IJBE)*, 2(1), 18–28. <https://doi.org/10.30596/ijbe.v2i1.5715>
- Wahyudi, S. (2017). Pengaruh price discount terhadap impulse buying. 3(2), 1–14.
- Wibowo, G. R., & Sari, D. (2021). The Effect of Price Discounts on Impulsive Online Purchases by Shopee Application Users. *E-Proceeding of Management*, 8(2), 1252–1271.
- Yanuarti, D. W. (2018). Edited with the trial version of.