Product Impulsive Buying on Online Shops

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ABSTRACT

Purpose: This research is aimed at assisting academics and business professionals in creating and implementing online marketing strategies to increase sales turnover through consumers’ impulsive buying behavior to consider the factors of internet addiction, browsing and hedonistic lifestyles in planning and implementing online marketing.

Design/methodology/approach: This research employed quantitative analysis utilizing data analysis approaches based on structural equation modeling (SEM) and a Likert scale for the measurement.

Findings: The results of the analysis of the direct effect indicate that the internet addiction and browsing variables have a significant and positive effect on the hedonistic lifestyle. Furthermore, browsing has a significant and positive effect on the impulsive buying, whereas the internet addiction and hedonistic lifestyle variables have no significant effect and are positive with regard to product impulsive purchasing on online shops by the residents of Kupang City.

Practical Implications: Impulsive online buying behavior is a substantial market potential for MSMEs in Kupang City to market or promote their products using highly effective and efficient online shop media.

Originality/value: This paper is genuine

Paper type: research paper

Keyword: Buying on Online Shops

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I. INTRODUCTION

Currently, shopping is a lifestyle, not simply a need. The ease with which customers conduct their buying activities is a social phenomena that is highly intriguing. This is a buying phenomena in which consumers make unanticipated purchases, often known as impulsive purchases (Pratiwi, 2017). Unplanned purchases are those that are made on impulse. An impulsive buying is the result of a rapid, spontaneous urge that disregards the potential repercussions.

There are four different forms of impulsive buying: pure impulse, suggestion impulse, reminder impulse, and planned impulse (Ummah & Siti Azizah Rahayu, 2020). A pure impulse buying is made without consideration, but a suggestion impulsive purchase is motivated by the belief that the item would be required in the future. Reminder impulse is a spontaneous purchase made when the consumer realizes that the supply of items already needs to be replenished, whereas planned impulse is a purchase made when there is a sale or discount (Ummah & Siti Azizah Rahayu, 2020). According to the results of prior study, internet addiction, hedonistic lifestyle, and browsing had a significant effect on the impulsive buying of online products (Aqmarina & Wahyun, 2019; Remanita, 2017; Sampurno, 2016; Winatha & Sukaatmadja, 2014).

The phenomena of society has evolved significantly from in-store to online in the post-Covid-19 period. An online shop is a facility or business that offers goods and services over the internet, allowing visitors to online stores to see products. An online store or online shop is a location to sell where the majority of its operations take place online through the use of internet-based media. Online shopping offers a number of
benefits to consumers, including cost savings, direct home delivery of products, transferable payments, and competitive pricing (Pratiwi, 2017).

Based on the survey results of the Association of Indonesian Internet Service Providers (APJII) in 2022, there are 210.03 million internet users in the country in the 2021-2022 period. That number increased by 6.78% compared to the previous period which amounted to 196.7 million people. Based on their income level, most people with incomes above IDR 5 million to IDR 15 million access the internet, with a penetration of 96.83%. The internet penetration rate in the income group of more than IDR 15 million is 88.53%. Then, the percentage in the group with income of more than IDR 1 million to IDR 5 million is 88.07%. Meanwhile, the group that used less than IDR 1 million had the least exposure to the internet, penetration was only 67.46%. Based on this data, it can be a market opportunity that is quite promising for business people to utilize online media as a product marketing tool that can build unplanned buying behavior or impulsive buying, because people's current tendency to shop online is higher than offline, a statement in supported by research Ismail et al., (2020).

A. Theoretical Basis
1. Impulsive Buying Behaviour
   Impulsive buying is the behaviour of buying a product without going through the planning process, deciding in a relatively short time, based on subjective perceptions, and involving the consumer's emotional experience (Winatha & Sukaatmadja, 2014)
2. Hedonistic Lifestyle
   Veenhoven in Anggriani & Athar (2017) says that a person with a hedonistic lifestyle has a positive attitude toward pleasure and will take advantage of even the smallest possibility to get the desired pleasure.
3. Internet addiction
   Internet addiction is a condition in which a person feels pleased and at ease while connected to the internet for an extended period of time and has a strong negative reaction if the connection is disrupted or cut (Winatha & Sukaatmadja, 2014).
4. Browsing
   Browsing is the act of "surfing" the Internet. This behaviour is comparable to window-shopping when strolling through a shopping centre (Taslim & Septianna A., 2011 in Lumintang, 2013). Consumers allocate more of their time for browsing so that they can increase the number of their purchases. In addition, the time spent browsing also increases the amount of exposure In addition, the time spent browsing also increases the amount of exposure (Gultekin & Ozer, 2012 in Lumintang, 2013).

B. Conceptual Framework

![Conceptual Framework Diagram]

Source: Researcher (2022)

Figure 1. Conceptual Framework

C. Research Questions and Analysis Models
1. Main Research Question
   This research main research questions are as follows: How internet addiction, browsing, and hedonistic lifestyle as intervening variables influence the product impulsive buying on online shops by Kupang City residents, Mini Research Question. The mini research question of this research are as follows:
a. Does internet addiction affect the hedonistic lifestyle on online shops by Kupang City residents?
b. Does internet addiction affect impulsive buying on online shops by Kupang City residents?
c. Does hedonistic lifestyle influence impulsive buying on online shops by Kupang City residents?
d. Does browsing affect hedonistic lifestyle on online shops by Kupang City residents?
e. Does browsing affect impulsive buying on online shops by Kupang City residents?

2. Analysis Model

![Analysis Model Diagram]

Companies that have competence in the fields of marketing, manufacturing, and innovation can use this as a source to achieve competitive advantage (Daengs et al., 2020).

The research design is a plan to determine the resources and data that will be processed in order to answer the research question. (Hermawan & Yusran, 2017).

Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi & Fahrurrozi, 2020).

The standards that the company demands regarding the results or output produced are intended to develop the company. (Istanti et al., 2021).

Researchers collect raw data sources when collecting data sources. The survey method is a method for collecting primary data by asking probing questions (Kumala Dewi & Indri et al., 2022).

The descriptive analysis method was used for data analysis in the study, which is defined as an attempt to collect and compile data, then conduct an analysis of the data while the collected data is in the form of words. (Kasih Prihantoro & Budi Pramono, 2021).

II. METHODS

A. Research Approach

The type of research used in this study is causality research. Research that wants to find an explanation in the form of a causal relationship (cause and effect) between several concepts, several variables, or several management strategies (Ferdinand, 2014) The researchers intend to use this research method to determine the effect of internet addiction, browsers, and a hedonistic lifestyle as intervening variables on Kupang City residents’ product impulsive buying of on online shops. The approach used in this research is a quantitative approach.
B. Research Limits
This research focuses exclusively on Kupang City residents who have made online purchases. The sample methodology utilized a type of purposive sampling. With the conditions of being a resident of Kupang City with a yearly income between 1 million and 5 million and having bought online at least twice in the preceding three months.

C. Research Assumptions
The data collection tool uses a questionnaire that is distributed online and the measurement scale uses a Likert scale with points 1-5 (strongly disagree to strongly agree).

D. Data Test
The data analysis technique in this study is inferential statistical data analysis measured using SmartPLS software starting from the measurement model (outer model), model structure (inner model) and hypothesis testing. PLS is an alternative approach that shifts from a covariance-based Structural Equation Modeling (SEM) approach to a variant-based (Ghozali., 2015).

III. RESULTS AND DISCUSSIONS
A. Measurement Model Testing (Measurement Model)
1. Outer Loading Factor
A loading factor value of 0.50 or more is considered to have strong enough validation to explain latent constructs (Hair J.F., 2010). The initial outer loading values for internet addiction, browsing, hedonistic lifestyle, and impulsive buying can be seen in Table 4.7. An indicator with a known loading factor value between 0.5 and 0.6 is acceptable. Here are the results of the initial model after the algorithm.

![Initial Stage Path Diagram](image)

There is one indicator that was eliminated because it was invalid in this model on the internet addiction variable, namely the KI5 indicator = 0.175, and then two indicators on the hedonistic lifestyle variable, namely the GHD3 indicator = 0.231 and GHD4 = 0.244. Furthermore, three indicators on the impulsive buying variable, namely PI 1 = -0.550, PI2 = 0.412, and PI3 = 0.298. After eliminating the invalid variable indicators in the model, the model is calculated again so that it produces a new outer loading value, which can be seen in the final model path diagram below.
Of the 18 total indicators at the start of operation, 12 indicators remained for further testing. There are six indicators that were omitted or eliminated from the model, namely:

a. KI5 : Feeling worried when you can't access the internet.
b. GHD3 : Shop to reduce stress.
c. GHD4 : Shop to follow the trend.
d. PI1 : Obsession to spend money on products online shop.
e. PI2 : Not considering the consequences.
f. PI3 : Tend to shop without thinking beforehand.

2. Reliability and Validity Test

Instrument reliability in this study was measured by two criteria: the value of composite reliability and Cronbach's alpha. The use of Cronbach's alpha tends to estimate lower variable reliability than composite reliability, so it is advisable to use composite reliability (Siswoyo Haryono, 2017). A construct can be said to be reliable if the value of Cronbach's alpha is greater than 0.70, while according to Ghozali, (2005), the variable is said to be reliable if the composite reliability value is above 0.70.

Table 1. Construct Reliability and Validity

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Addiction</td>
<td>0.889</td>
<td>1.048</td>
<td>0.894</td>
<td>0.629</td>
</tr>
<tr>
<td>Hedonistic Lifestyle</td>
<td>0.924</td>
<td>0.933</td>
<td>0.963</td>
<td>0.929</td>
</tr>
<tr>
<td>Browsing</td>
<td>0.856</td>
<td>0.864</td>
<td>0.913</td>
<td>0.777</td>
</tr>
<tr>
<td>Impulsive Buying</td>
<td>0.858</td>
<td>0.875</td>
<td>0.933</td>
<td>0.875</td>
</tr>
</tbody>
</table>

Source: Research results, processed with Smartpls 3.0, 2022

Based on Table 1, it shows that all research variables have a composite reliability value and a Cronbach's alpha above 0.70. Therefore, the indicators used in this research are said to be reliable. To test the validity, use the average variance extracted (AVE) value with a limit value greater than 0.50. In table 1, it can be seen that all
variables have an AVE value above 0.50. This can be interpreted as meaning that all indicators and variables are declared valid.

3. Discriminant Correlation Test

Discriminant correlation tests can be carried out by looking at cross-loading, which is another method to determine discriminant validity, namely by looking at the cross-loading value. The cross loading value of each evaluation construct ensures that the construct’s correlation with the measurement items is greater than that of other constructs. The expected cross loading value is greater than 0.7 (Ghozali et al., 2015). If the loading value of each item on the structure exceeds the cross loading value, below is the cross loading.

<table>
<thead>
<tr>
<th></th>
<th>Internet Addiction</th>
<th>Hedonistic Lifestyle</th>
<th>Browsing</th>
<th>Impulsive Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td>KI1</td>
<td>0.717</td>
<td>0.289</td>
<td>0.275</td>
<td>0.120</td>
</tr>
<tr>
<td>KI2</td>
<td>0.752</td>
<td>0.243</td>
<td>0.182</td>
<td>0.070</td>
</tr>
<tr>
<td>KI3</td>
<td>0.767</td>
<td>0.219</td>
<td>0.166</td>
<td>0.043</td>
</tr>
<tr>
<td>KI4</td>
<td>0.904</td>
<td>0.417</td>
<td>0.399</td>
<td>0.352</td>
</tr>
<tr>
<td>KI6</td>
<td>0.904</td>
<td>0.653</td>
<td>0.718</td>
<td>0.560</td>
</tr>
<tr>
<td>GHD1</td>
<td>0.544</td>
<td>0.968</td>
<td>0.813</td>
<td>0.470</td>
</tr>
<tr>
<td>GHD2</td>
<td>0.539</td>
<td>0.960</td>
<td>0.723</td>
<td>0.405</td>
</tr>
<tr>
<td>BW1</td>
<td>0.467</td>
<td>0.555</td>
<td>0.850</td>
<td>0.605</td>
</tr>
<tr>
<td>BW2</td>
<td>0.494</td>
<td>0.705</td>
<td>0.890</td>
<td>0.446</td>
</tr>
<tr>
<td>BW3</td>
<td>0.546</td>
<td>0.831</td>
<td>0.904</td>
<td>0.474</td>
</tr>
<tr>
<td>PI4</td>
<td>0.418</td>
<td>0.496</td>
<td>0.583</td>
<td>0.946</td>
</tr>
<tr>
<td>PI5</td>
<td>0.370</td>
<td>0.344</td>
<td>0.482</td>
<td>0.924</td>
</tr>
</tbody>
</table>

Table 2. Discriminant Cross Loading

Table 2 shows that all loading indicators point toward the construct > cross loading. For example, in the browsing variable (X), all loading values for all indicators are greater than all cross loading for other constructs. Such is the BW1 indicator, where the loading value is 0.850 greater than the cross loading to other constructs, namely 0.555 to the hedonistic lifestyle, 0.467 to internet addiction, and 0.605 to impulse buying. Similarly, where the loading value to the construct > cross loading to other constructs. This model meets the requirements of discriminant validity because all indicators load on the construct > cross loading.

B. Structural Model Testing

Structural model testing was carried out to see the relationship between constructs, significance value, and R square of the research model. The R-square value can be used to assess the effect of certain independent variables on the dependent variable. The estimated R-square value can be seen in Table 3 below.
Table 3. R Square Value

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaya_Hidup_Hedonis</td>
<td>0.655</td>
<td>0.648</td>
</tr>
<tr>
<td>Pembelian_Impulsif</td>
<td>0.342</td>
<td>0.322</td>
</tr>
</tbody>
</table>

Source: Research results, processed with Smartpls 3.0, 2022

Based on Table 3, it is known that the R-square value for the hedonistic lifestyle variable is 0.648, which can be interpreted as meaning that the magnitude of the influence of internet addiction and browsing variables on hedonistic lifestyle is 64.8%, while the remaining 35.2% is explained by other variables outside the study. The R-square value for the impulsive buying variable is 0.32, which means that 32% of the impulsive buying variable is influenced by internet addiction, browsing, and hedonistic lifestyle variables, while the remaining 49% is influenced by other variables outside this study.

1. Direct Influence Analysis

Whether or not a hypothesis is accepted, it is necessary to test the hypothesis using the bootstrapping function in SmartPLS 3.0. The hypothesis is accepted when the significance level is less than 0.05 or the t-value exceeds the critical value (F. Hair Jr et al., 2014).

Table 4. Path Coefficients Results

|                      | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|----------------------|---------------------|-----------------|-----------------------------|-----------------|----------|
| Internet Addiction -> Hedonistic Lifestyle | 0.156               | 0.151           | 0.060                      | 2.601           | 0.010    |
| Internet Addiction -> Impulsive Buying       | 0.149               | 0.176           | 0.099                      | 1.506           | 0.133    |
| Hedonistic Lifestyle -> Impulsive Buying     | -0.050              | -0.008          | 0.159                      | 0.314           | 0.753    |
| Browsing -> Hedonistic Lifestyle              | 0.709               | 0.717           | 0.102                      | 6.971           | 0.000    |
| Browsing -> Impulsive Purchase               | 0.528               | 0.542           | 0.145                      | 3.637           | 0.000    |

Source: Research results, processed with Smartpls 3.0, 2022

From the path coefficient above, it can be seen that the original sample value, p value, or t statistics are used as a reference for making a decision on the hypothesis being accepted or rejected. If the t statistics value is greater than the t table or the p value is less than 0.05, the hypothesis is accepted. The t statistic value for a significance level of 5% is 1.959.

The first hypothesis is that internet addiction has a significant effect on the hedonistic lifestyle of Kupang City residents. Based on Table 4, it can be seen that internet addiction has a significant effect in a positive direction, as can be seen from the t-statistics value of 2.601 > 1.959 or the p-value of 0.010 0.05. The original sample value was 0.156, which indicated that the direction of the relationship between internet addiction and a hedonistic lifestyle was positive. Thus, the first hypothesis is accepted.

The second hypothesis is that internet addiction has a significant effect on the impulsive buying of Kupang City residents. Based on Table 4, it can be seen that internet addiction to impulsive buying has no significant effect in a positive direction. This can be seen from the t-statistics value of 1.506 1.959 or from the p-value of 0.113 0.05. The original sample value is 0.149, which indicates that the direction of the relationship between internet addiction and impulse buying is positive. Thus, the second hypothesis is rejected. This can be
interpreted as meaning that internet addiction has a negligible effect on impulsive buying. An increase or decrease in the internet addiction variable score will not have a significant effect on impulsive buying.

The third hypothesis is that the hedonistic lifestyle has a significant effect on the impulsive buying of products in online shops by Kupang City residents. Based on the analysis in the table above, it can be seen that the hedonistic lifestyle toward impulsive buying has no significant effect in a positive direction. This is demonstrated by the t-statistics value of 0.314 1.959 and the p-value of 0.753 > 0.05. The original sample value is -0.1050, which indicates that the relationship between the hedonistic lifestyle and impulsive buying is negative. Thus, the third hypothesis is rejected. This can be interpreted as meaning that the hedonistic lifestyle has no significant effect on impulsive buying. Relationships that show negativity mean impulsive buying and influence a hedonistic lifestyle.

The fourth hypothesis is that browsing has a significant effect on the hedonistic lifestyle of Kupang City residents. Based on the table of path coefficient results, it can be seen that browsing for a hedonistic lifestyle has a significant effect in a positive direction. This can be seen from the t-statistics value of 6.971 > 1.959 or from the p value of 0.000 0.05. The original sample value is 0.709, which indicates that the direction of the relationship between browsing and the hedonistic lifestyle is positive. Thus, the fourth hypothesis is accepted.

The fifth hypothesis is that browsing has a significant effect on the impulsive purchases of Kupang City residents. Based on the table above, it can be seen that browsing for impulsive purchases has a significant effect in a positive direction. As evidenced by the t-statistics value of 3.637 > 1.959 and the p-value of 0.000 0.05. The original sample value is 0.528, which indicates that the direction of the relationship between browsing and impulse buying is positive. Thus, the fifth hypothesis is accepted.

2. Indirect Influence Analysis

To see how the hedonistic lifestyle bridges the gap between Internet addiction and browsing and impulse purchasing, the relationship between the independent variables and the dependent variable through mediating variables in this study can be seen in Table 5 below.

<table>
<thead>
<tr>
<th>Table 5. Indirect Effect Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Internet Addiction -&gt; Hedonistic Lifestyle -&gt; Impulsive Buying</td>
</tr>
<tr>
<td>Browsing -&gt; Hedonistic Lifestyle -&gt; Impulsive Buying</td>
</tr>
</tbody>
</table>

Source: Research results, processed with Smartpls 3.0, 2022

Based on table 5 above, the indirect effect is significant because the p value of the indirect effect is < 0.05. The indirect effect of internet addiction on impulsive buying through a hedonistic lifestyle, p value 0.776 > 0.05 and the indirect effect of browsing on impulsive buying through a hedonistic lifestyle p value 0.746 > 0.05 mean that the results can be interpreted as showing that internet addiction, browsing, and hedonistic lifestyle as intervening variables have no significant effect on impulsive buying of products in online shops by Kupang City residents. Thus, hypothesis 6 is rejected.

C. Discussion

As described in the analytical thinking model in Chapter I, this study has six hypotheses whose results will be discussed one by one based on research data that has been processed.

1. The Effect of Internet Addiction on Hedonistic Lifestyles

Based on the test results that have been carried out, it is known that there is a positive and significant influence between internet addiction and the hedonistic lifestyle of Kupang City residents when shopping for products at online shops. This is consistent with the results of the path coefficients with an original sample value of 0.156, which shows a positive number with a t-count value of 2.601 greater than the t-table value of 1.959 and a p-value of 0.010 less than 0.05, so that it can be said that the internet addiction variable has a significant effect on hedonistic lifestyle variables. These findings can be interpreted as meaning that the higher the internet addiction, the more hedonistic the lifestyle of the Kupang City residents in shopping for...
products at the online shop, and vice versa, the lower the internet addiction, the less hedonistic the lifestyle of Kupang City residents in shopping for products at the online shop. This is due to excessive internet use and complaints from others when using the internet and being online past the appropriate time; it is difficult to stop using the internet and being online as an escape from problems and unpleasant things.

2. The Effect of Internet Addiction on Impulsive Buying

The results of the path coefficients analysis show that there is a relationship between internet addiction and impulsive purchases, with an original sample value of 0.149 indicating a positive number. The t-statistic value of internet addiction to impulse buying is 1.506, which is less than the t-table value of 1.959, or it can be seen from the p-value, which is 0.113, which is greater than 0.05. Thus, it can be stated that the internet addiction variable has no significant effect on the impulsive buying variable of Kupang City residents when shopping for products at online shops. This is due to the contribution of indicators of excessive internet use and complaints from people around when using the internet and shopping online after the appropriate time; it is difficult to stop using the internet and shopping online as an escape from problems, but not so difficult that it influences Kupang City residents to make impulsive purchases of online products. The level of internet addiction does not really influence Kupang City residents to make impulsive purchases of products from online shops. The results of this study are in line with research conducted by Aqmarina & Wahyuni, (2019), which states that internet addiction has an effect on online impulsive purchases but has not been able to have a large positive influence on these purchases.

3. The Influence of a Hedonistic Lifestyle on Impulsive Buying

Furthermore, based on the results of the analysis that has been carried out, the relationship between the hedonistic lifestyle and impulsive purchases shows that the original sample value is negative by -0.050, which indicates that the direction of the relationship between the hedonistic lifestyle and impulsive purchases of Kupang City residents in shopping for online shop products is in the opposite direction (inversely proportional). Where the hedonistic lifestyle is higher, impulsive purchases will decrease. The t-statistic value of the hedonistic lifestyle on impulsive buying is 0.314, which is less than the t-table value of 1.959, or it can be seen from the p-value, which is 0.753, which is greater than 0.05. Thus, it can be stated that the hedonistic lifestyle variable has no significant effect on the impulsive buying variable of Kupang City residents when shopping for products at online shops. This is because the indicator contribution looking for entertainment, a spending spree, or discounted and cheap prices does not have a significant contribution to the hedonistic lifestyle variable in influencing Kupang City residents’ impulsive purchases of products at online shops. Kupang City residents are not influenced by their hedonistic lifestyle to make impulsive purchases of products from online shops.

4. The Effect of Browsing on the Hedonistic Lifestyle

Based on the results of the analysis, there is a positive and significant influence of the browsing variable on the hedonistic lifestyle of Kupang City residents when shopping for products at online shops. This is consistent with the results of the path coefficients, with an original sample value of 0.709, which shows a positive number with a t-count value of 6.971 greater than the t-table value of 1.959 and a p-value of 0.00 less than 0.05, so that it can be said that the browsing variable has a significant effect on the hedonistic lifestyle variable. These findings suggest that the more Kupang City residents browse, the more they indulge in a hedonistic lifestyle by purchasing products from an online store, and vice versa. If the browsing is low, the hedonistic lifestyle of Kupang City residents shopping for products at the online shop is getting worse. This is due to the contribution of the variable indicators of differentiation or differences from physical stores, sensory stimulation, and good social interaction, which can influence a hedonistic lifestyle. The results of this study are in line with the results of his previous research, F. F. Lumintang, (2013) which states that there is no effect of hedonistic motivation on impulsive buying behavior at online shops among students in Surabaya.

5. The Effect of Browsing on Impulsive Buying

The results of the analysis of path coefficients show that the original value of the browsing sample for impulsive purchases is 0.528, which is a positive number, with a t-count value of 3.637 greater than the t-table value of 1.959 and a p-value of 0.000, which is less than 0.05, so that it can be said that the browsing variable has an effect significant on the variable impulse buying. The findings indicate that the more Kupang City residents browse, the more impulsive purchases of products in the online shop they make, and vice versa: the less they browse, the fewer impulsive purchases of products in the online shop they make. This is due to the contribution of the variable indicators of differentiation or differences with physical stores, sensory stimulation, and good social interaction, which can influence impulsive purchases. The results of this study are in line with research conducted by (Sampurno, T. P. & W., 2016), which states that the results of the study found that variables that had a positive and significant effect on impulsive purchases at online shops, based on case studies on students at Muhammadiyah University, Yogyakarta.
6. The Influence of Internet Addiction, Browsing, and Hedonistic Lifestyle as Intervening Variables on Impulsive Buying

There is a non-significant influence and relationship between internet addiction, browsing, and a hedonistic lifestyle as a moderation of Kupang City residents' negative impulse buying of online shop products. This is consistent with the results of the path coefficients, with the original sample value of -0.008 for the relationship between internet addiction and impulsive buying with a hedonistic lifestyle as a moderating variable and the original sample value of -0.035 for the relationship between browsing and impulsive buying with a hedonistic lifestyle as a moderating variable. This shows the direction of the relationship between internet addiction and browsing with a hedonistic lifestyle, as the moderation of impulsive purchases by Kupang City residents in shopping for online shop products is in the opposite direction (inversely proportional). Where internet addiction and browsing with a hedonistic lifestyle in moderation are higher, impulsive purchases will decrease. This is supported by the test results of the indirect effect of internet addiction on impulsive buying through a hedonistic lifestyle, p value 0.776 > 0.05, and the indirect effect of browsing on impulsive buying through a hedonistic lifestyle, p value 0.746 > 0.05, so that with these results, it can be interpreted that internet addiction, browsing, and a hedonistic lifestyle as intervening variables do not have a significant effect on impulsive buying of products in online shops by Kupang City residents.

IV. CONCLUSION

Based on the results of the analysis that has been done before, it can be concluded that can be done in this research are as follows:

1. Internet addiction has a significant and positive effect on the hedonistic lifestyle of City residents in shopping for products at the Online Shop.
2. Internet addiction has no significant and positive effect on impulsive purchases of products in online shops by Kupang City residents.
3. The hedonistic lifestyle has no significant effect and has a negative relationship to the impulsive buying of products in online shops by Kupang City residents.
4. Browsing has a significant and positive effect on the hedonistic lifestyle of Kupang City residents.
5. Browsing has a significant and positive effect on impulsive purchases of products in online shops by Kupang City residents.

Internet addiction, browsing, and hedonistic lifestyle as intervening variables have no significant effect and have a negative relationship to the impulsive buying of products in online shops by Kupang City residents.

A. Suggestion

Based on the results of this study, it can provide advice to business actors or MSMEs in Kupang City, that Kupang City residents have significant behavior towards impulsive purchases of products sold in online shops so that this can become a sizable market opportunity for UMKM who are in Kupang City to market or promote their products through online shop media which is quite effective and efficient, because browsing has a significant and positive effect on impulsive buying and also internet addiction a significant and positive influence on hedonistic lifestyles in shopping for products at online shops. Based on the results of this study, it can provide advice to business actors or UMKM in Kupang City, that Kupang City residents have significant behavior towards impulsive purchases of products sold in online shops so that this can become a sizable market opportunity for UMKM who are in Kupang City to market or promote their products through online shop media which is quite effective and efficient, because browsing has a significant and positive effect on impulsive buying and also internet addiction a significant and positive influence on hedonistic lifestyles in shopping for products at online shops.

REFERENCES


