

Influence Of Hedonic Shopping Motivation, Brand Image, And Fashion Involvement On Impulsive Buying With Inflation As A Moderator Variable For E-Commerce Shopee Consumers

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Article Info	Abstract
Received July 31, 2023 Revised September 20, 2023 Published October 25, 2023	This research was conducted to analyze and determine the influence <i>Hedonic Shopping Motivation, Brand Image, and Fashion Involvement</i> to <i>Impulse Buying</i> with Inflation as the Moderator Variable on <i>e-commerce</i> Shopee. The sampling technique of this study uses a formula <i>Lemeshow</i> with a total of 384 respondents with <i>purposive sampling</i> . Data obtained by questionnaire <i>online</i> through <i>google form</i> . Hypothesis testing is done by using SPSS. Based on the research results <i>Hedonic Shopping Motivation</i> significant effect on <i>Impulse Buying, Brand Image</i> significant effect on <i>Impulse Buying, Fashion Involvement</i> significant effect on <i>Impulse Buying, Inflation</i> can moderate the effect <i>Hedonic Shopping Motivation</i> to <i>Impulse Buying, Inflation</i> cannot moderate the effect <i>Brand Image</i> to <i>Impulse Buying, Inflation</i> cannot moderate the effect <i>Fashion Involvement</i> to <i>Impulse Buying</i> .
Keywords : <i>Hedonic Shopping Motivation, Brand Image, Fashion Involvement, Impulse Buying, Inflation</i>	

INTRODUCTION

One of the companies engaged in the online sector and implementing the largest e-commerce concept in Indonesia is Shopee, which was introduced in December 2015 under the auspices of PT Shopee International. Since the launch of Shopee Indonesia, it has developed very rapidly, even today the application has been downloaded by more than 100 million users with ratings and reviews of more than 10 million users.

The presence of e-commerce in Indonesia can be used and reached by all business people and consumers. In this study, the author will examine the existence of the online shop Shopee, how these e-commerce actors are able to

maintain their existence amidst the fierce competition and Indonesia's economic conditions which are experiencing inflation.

Along with the development of online shops, fashion in Indonesia is also growing rapidly followed by changing trends. The development of the fashion world in Indonesia has increased in the last few decades. Quoted from Kompasiana (2017), this development is supported by various sides, both from the side of local designers who are increasingly potential, the level of the economy is improving, to the retail sector. The impact of fashion developments is of course making people inevitably follow existing trends, not even just following but it has become a necessity for today's modern society to look trendy and stylish.

The hedonic value of consumption is a consumption experience related to feelings, fantasies, pleasures, and the five senses, where the experience influences one's emotions. Consumers' desire to seek hedonic value in shopping can result in impulse buying. The reaction to impulse buying is the tendency of consumers to buy spontaneously, suddenly, immediately and tends to occur suddenly. The tendency to purchase impulse buying is an individual trait that arises in response to stimulus.

Impulse buying (Impulse Buying) which continues to grow is accompanied by the development of internet users in Indonesia. There are many people's tendencies to buy goods through online media and encourage sudden purchases (Impulse Buying). According to Utami (2021) an unplanned purchase is an action that is made without prior planning or a purchase decision occurs while in a store or *online shop*. This unplanned purchase is the result of a stimulus or stimulation that occurs while in a store or while looking *online shop*.

Brand Image is one of the factors that also influence the occurrence of impulse purchases. Brands from fashion companies that are mushrooming around the world raise new questions whether market consumers have different perceptions of fashion brands and how perceptions of the brand image of a fashion business company affect consumer buying behavior in the world. Brand reflects the positive image of every company that sells products or services to market consumers. Brand association is a series of information related to a brand in individual memory and contains the meaning of a brand for individuals (Keller, 1993). Brand image has an important function in pioneering the

superiority of each company's products. With a very strong brand image on the market, a product can lead the products on the market.

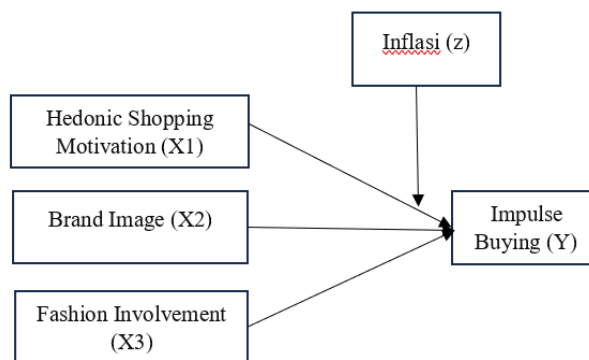
METHODS

1. Research Design

The type of research used by the author is a type of quantitative research. Where research data in the form of numbers and analyzed using statistics. The data in this study will be analyzed using a quantitative descriptive approach because it uses numbers, starting from data collection, interpretation of the data and the appearance of the results which are described by deduction which departs from general theories, then by observation.

2. Hypothesis

Figure 1. Conceptual Framework



Source: Data Prosseced by author (2023)

Based on the framework above, the research hypothesis can be obtained in the form of

H1 : It is suspected that there is an influence of Hedonic Shopping Motivation on Impulse Buying on e-commerce Shopee

H2 : It is suspected that there is an influence of Brand Image on Impulse Buying on Shopee e-commerce

H3: It is suspected that there is an Influence of Fashion Involvement on Impulse Buying on E-Commerce Shopee

H4: It is suspected that there is inflation moderating the relationship between hedonic shopping motivation and impulse buying on E-commerce Shopee

H5: It is suspected that there is inflation moderating the relationship between brand image and impulse buying on e-commerce Shopee

H6: It is suspected that there is inflation moderating the relationship between fashion involvement and impulse buying on e-commerce Shopee

3. Population and Sample

The population in this study are consumers who purchase products using the Shopee e-commerce. The population size is unknown or can be said to be in the unlimited or infinite category. The sample is taken using the formula *Lemeshow* with a total of 384 respondents with *purposive sampling*. Data obtained by questionnaire *online* through *google form*.

4. Data Collection Methods

The method used in this study is a survey method. Surveys are a research method used to obtain data from certain places and use questionnaires as a data mining tool. The purpose of this method is to obtain information about the matter to be examined from a number of respondents who are considered to represent a population.

5. Data Analysis Techniques

Data analysis uses multiple linear regression analysis and the Moderated Regression Analysis (MRA) method. MRA is used to examine the relationship between the independent and dependent variables in which there are factors in this relationship that can strengthen or weaken the moderating variable. According to (Ghozali, 2018), the mathematical equation in the model is as follows:

Model 1 : $Y = \alpha + \beta X + \beta_2 X^2 + \epsilon$ Regression Equation

Model 2 : $Y = \alpha + \beta X + \beta_2 X^2 + \beta_3 Z + \epsilon$ Regression Equation

Model 3 : $Y = \alpha + \beta X + \beta_2 X^2 + \beta_3 Z + \beta_4 X*Z + \beta_5 X^2*Z + \epsilon$

Where :

- Y = Impulse Buying
- Z = Inflation
- α = Constant
- $\beta_1, \beta_2, \dots, \beta_n$: Regression direction coefficient
- X1*Z : Interaction between Hedonic Shopping and Inflation
- X2*Z : Interaction between Brand Image and Inflation
- X3*Z : Interaction between Fashion Involvement and Inflation
- ϵ : error

RESULTS AND DISCUSSION

1. Normality Test

Testing the normality of the data used the Kolmogorov-Smirnov test (Kolmogorov-Smirnov normal probability plot test) by looking at the significance of the resulting residuals and the graphical approach. Detect normality by looking at the spread of data (points) on the diagonal axis of the graph. The results of the data normality test from the residuals are obtained as follows:

Figure 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	5.74819038
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.057
Kolmogorov-Smirnov Z		1.166
Asymp. Sig. (2-tailed)		.132
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the results in Figure 2, it shows that the significance value is above 0.05, which is 0.132. This means that the residual data is normally distributed.

2. Multicollinearity Test

This multicollinearity test is intended to see whether there are two or more independent variables that are linearly correlated. The occurrence of multicollinearity problems indicates the difficulty in differentiating the

effect of each independent variable on the dependent variable. To detect the presence of multicollinearity symptoms in the research model, it can be seen from the tolerance value or the Variance Inflation Factor (VIF) value. Tolerance limit > 0.10 and VIF limit < 10.00 , so it can be concluded that there is no multicollinearity between the independent variables. The results of the multicollinearity test in this study are shown in Figure 3 below:

Figure 3. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	HedonicShopping	.450	2.225
	BrandImage	.403	2.479
	FashionInvolvement	.335	2.983

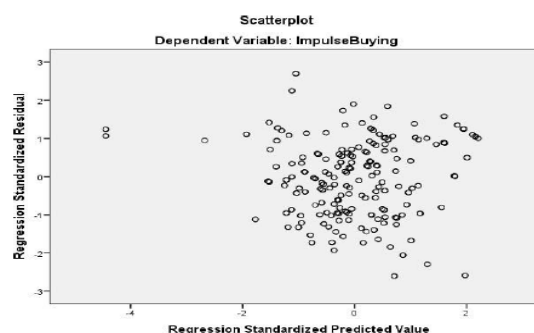
a. Dependent Variable: ImpulseBuying

Based on the output results in Figure 3, the VIF and tolerance values of all variables in this study do not experience multicollinearity. This is indicated by the VIF values of the three variables which are less than 10 and the tolerance value far exceeds 0.1. These results indicate that in this regression model all independent variables do not have multicollinearity problems.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. If there is a regular pattern, then heteroscedasticity has occurred. If there is no clear pattern and the points are spread irregularly then heteroscedasticity does not occur.

Figure 4. Scatterplot Graph



By looking at the scatterplot graph above, it can be seen that the dots spread randomly, and are spread both above and below the number 0 (zero) on the Y axis. It can be concluded that there are no symptoms of heteroscedasticity in the regression model used, from these results it can be said that the variables to be tested in this study are homoscedasticity.

4. Regression Analysis with Moderating Variables

a. Variabel Hedonic Shopping Motivation

From the test results, to test H1 (regression model 1) it was found that it was 15,659 or a significant t. of $0.000 \leq 0.05$, this means that there is a positive and significant effect between hedonic shopping motivation on impulse buying (H1 accepted). Meanwhile, to test hypothesis 2, inflation as a moderator (regression model 2) can be seen from the value of R^2 increased from 0.391 to 0.673, then inflation interacted (regression model 3) R^2 increased to 0.680. Furthermore, to see the interaction (the effect of hedonic shopping motivation) on impulse buying and inflation, it can be seen that the t test is equal to or $0.004 \leq 0.05$.

Figure 5. Regression Analysis with Moderating Variables

No	Variabel	Coefficients	Std.Error	t value	Sig-t
1	(Constant)	2.288	1.618	1.414	.158
	Hedonic Shopping	.579	.037	15.659	.000
	R2	.391			
	Sig. F Change	.000			
2	(Constant)	1.446	1.189	1.216	.225
	Hedonic Shopping	.288	.032	9.123	.000
	Inflasi	.961	.053	18.108	.000
	R2	.673			
	Sig. F Change	.000			
3	(Constant)	9.414	3.004	3.134	.002
	Hedonic Shopping	.110	.069	1.596	.111
	Inflasi	.327	.226	1.449	.148
	Interaction (X1*Z)	.014	.005	2.883	.004
	R2	.680			
	Sig. F Change	.000			

Based on this test, it can be concluded that the influence of inflation as a moderator variable is positive and significant to the effect of hedonic shopping motivation and impulse buying (H2 is accepted).

b. Brand Image Variable

From the table above, to test H3 (regression model 1) it is found that it is 14,670 or a significant t. is $0.000 \leq 0.05$, this means that there is a positive and significant effect between brand image on impulse buying (H3 is accepted). Meanwhile, to test hypothesis 4, the role of inflation as a moderator (regression model 2) can be seen from the value of R^2 increasing from 0.360 to 0.715, then inflation interacts (regression model 3) R^2 remains 0.715. Furthermore, to see the interaction (influence of brand image) on impulse buying with inflation, it can be seen that the t-test is 1.062 or $0.289 > 0.05$. Based on this test, it can be concluded that the effect of inflation as a moderator variable is not significant to the effect of brand image and impulse buying (H4 is rejected). From the explanation above, it can be seen in the following image:

Figure 6. Regression Analysis with Brand Image Variables

3	(Constant)	.516	3.526	.146	.884
	Brand Image	.370	.089	4.147	.000
	Inflasi	.739	.248	2.972	.003
	Interaction (X2*Z)	.006	.006	1.062	.289
	R2	.715			
	Sig. F Change	.000			

c. Fashion Involvement Variable

From the test results to test H5 (regression model 1) it is found that it is 15,797 or t.significant at $0.000 \leq 0.05$, this means that there is a positive and significant influence between fashion involvement on impulse buying (H3 is accepted). Meanwhile, to test hypothesis 6, the role of inflation as a moderator (regression model 2) can be seen from the value of R^2 increasing from 0.395 to 0.692, then

inflation interacts (regression model 3) R^2 increases to 0.695. Furthermore, to see the interaction (effect of fashion involvement) on impulse buying with inflation, it can be seen that the t-test is 1.739 or $0.083 > 0.05$. Based on this test, it can be concluded that the effect of inflation as a moderator variable is not significant on the effect of fashion involvement and impulse buying (H4 is rejected). From the explanation above, the following figure can be seen:

Figure 7. Regression Analysis with Fashion Involvement Variables

No	Variabel	Coefficients	Std.Error	t value	Sig-t
Model					
1	(Constant)	1.032	1.811	.570	.569
	Fashion Involvement	.637	.040	15.797	.000
	R2	.395			
	Sig. F Change	.000			
2	(Constant)	1.474	1.294	1.139	.255
	Fashion Involvement	.346	.033	.341	.000
	Inflasi	.959	.050	.616	.000
	R2	.692			
	Sig. F Change	.000			
3	(Constant)	3.998	3.401	1.176	.241
	Fashion Involvement	.229	.075	3.076	.002
	Inflasi	.550	.241	2.284	.023
	Interaction (X2*Z)	.008	.005	1.739	.083
	R2	.695			
	Sig. F Change	.000			

CONCLUSION

Consumers who always follow the latest trends in fashion will make purchases suddenly if there is the latest fashion, therefore the hedonism will be stronger in consumers. The more attractive the design or model, of course, the

more attractive the product and the easier it will be remembered by consumers” is supported by the statement in the impulse buying variable “Consumers tend to shop when there is a special offer”, in line with research (Prabowo, 2019) in his findings that the test results statistics show that brand image has a positive and significant effect on impulse buying.

Consumers will make purchases without thinking twice if there are fashion products with different or newest models (trends), therefore fashion involvement influences impulse buying.

However, inflation cannot strengthen the influence of fashion involvement on impulse buying. This research is not in line with the results of research put forward by (Tirtayasa, 2020) that as a moderator variable or moderator variable cannot strengthen so that consumers will not make purchases when the product is experiencing a price increase.

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