

## Self-Control and Website Quality on Impulsive Buying of Shopee User Students

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### Abstract

*This research aims to determine the influence of self-control and website quality on the impulsive buying of student Shopee users. Sampling used a purposive sampling technique with a total of 90 respondents and the data collection instrument used the impulse buying tendency scale (IBTS) from Verplanken and Herabadi, the self-control scale was prepared to refer to Averill's self-control aspect, and the website quality scale was prepared based on Kim's theory. and Niehm. The data analysis technique uses the Multiple Linear Regression Test. Based on the analysis data, a significance results of 0.000 was obtained, which is smaller than 0.05, meaning that self-control and website quality together influence impulsive buying. The calculated value of the coefficient of determination (R Square) is 0.806. This means that Self Control and Website Quality can influence 80.6% of Impulsive Buying while the remaining 19.4% is influenced by other variables not discussed in this research.*

**Keywords: Self Control; Website Quality; Impulsive Buying;**

## **Introduction**

In the current millennial era, technology has become increasingly sophisticated, everyone knows what the internet is and its uses. The internet makes it easier for someone to find information quickly and can access it anywhere and anytime. The Internet also makes it easier for sellers and buyers to carry out buying and selling transactions through online applications (e-commerce). As many as 88.1 percent of internet users in Indonesia use e-commerce services to buy several products, this percentage ranks first in the world based on the We Are Social survey as of April 2021, said Imansyah at the National Fintech Kick Off and Indonesia Fintech Summit 2021 (CNN, 2021).

Comparison of the prices of products sold in e-commerce with offline stores and the many discounts in e-commerce make consumers prefer online shopping. Apart from that, online shopping is much more practical and does not take time to leave the house (Kaskus, 2018). Based on world market research, IPSOS released the results of competition research in the e-commerce industry at the end of 2021, three e-commerce platforms are widely used by Indonesian people. Shopee is at the top, followed by Tokopedia in second and Lazada in third (Erlangga, 2022).

The ease of shopping will lead to consumer behavior to fulfill their needs. Buying behavior that appears not only because it has been planned but sometimes appears spontaneously or unplanned where someone buys goods just to fulfill a momentary desire or desire, this can be called impulsive buying.

Impulsive buying according to Verplanken & Herabadi (2001) is an irrational purchase and is associated with quick and unplanned purchases, and is followed by conflicting thoughts and emotional impulses. This emotional drive is related to intense feelings shown by the urge to buy an item immediately, ignoring negative consequences, and feeling satisfaction. Rook (1987) states that impulse buying is a sudden purchase with a strong urge to buy spontaneously and accompanied by feelings of joy and excitement. Impulsive buying is shopping behavior that occurs unplanned in a situation where decisions are made quickly without thinking about the consequences (Bhakat & Muruganatham, 2013). Impulsive buying often occurs when consumers see the brand of a particular product which makes consumers interested in buying it and consumers are also very interested in products that are on sale.

Two aspects influence impulsive buying, namely the cognitive aspect and the affective aspect (Verplanken & Herabadi, 2001) :

- a. Cognitive Aspect. The cognitive aspect of impulsive buying occurs because of the urge to buy a product and the low ability of consumers to consider and plan purchases, apart from that consumers only focus on the price given by the seller and the profits they will get without thinking about the usefulness of the product purchased.
- b. Affective Aspect. The affective aspect is an aspect that is inherent in a consumer when making an impulsive purchase, the consumer's desire appears suddenly when making a purchase based on desire, is not controlled, is self-satisfying, is

repeated, there is a feeling of disappointment and regret because he has shopped just for the sake of just fulfill your wishes.

Impulsive buying is influenced by several factors, namely internal and external factors. External factors that influence impulse buying are store characteristics (Engel et al., 1973), money ownership, time, and physical effort (Stern, 1962). Internal factors that influence impulsive buying are buyer characteristics (Engel et al., 1973) and self-control (Roberts & Manolis, 2012).

Siregar, F.J., & Cholili, A.H. (2023) explain that self-control has a positive influence on impulsive buying. Mudzaki (2023) explained that impulse buying is not influenced by the intensity of use of social media TikTok and self-image. Self-control or self-control is an individual's ability to control himself to prevent or reduce the impact of momentary impulses, to create a better situation (Averill, 1973). Self-control according to Wallstons (in Adeonalia, 2002) is an individual's belief that his actions will influence his behavior and that the individual himself can control this behavior. Individuals with high self-control will see themselves as able to control everything related to their behavior and vice versa, if self-control is low, then the individual is unable to control everything related to their behavior. Therefore, this impulsive purchase requires self-control to control oneself so as not to make excessive purchases.

Averill (1973) stated that there are three aspects of self-control, namely behavioral control, cognitive control, and decisional control.

- a. Behavioral Control (behavior control). Behavioral control is an individual's ability to control himself in an unpleasant situation. The ability to control behavior has two components, namely the ability to modify behavior (stimulus modifiability) and the ability to regulate implementation (regulated administration). The ability to manage implementation is an individual's ability to determine who will control a situation or situation, either himself or the rules of behavior using external sources. Meanwhile, the ability to modify behavior is the ability to know how and when an undesirable stimulus will be faced by an individual.
- b. Cognitive Control (cognitive control). Cognitive control is defined as an individual's ability to control themselves to process unwanted information by interpreting, assessing, or connecting an event into a cognitive framework as a psychological adaptation to reduce the stress they face. This aspect consists of two components, namely obtaining information (information gain) and carrying out an assessment (appraisal). With the information that individuals have regarding unpleasant situations, individuals can anticipate these situations with various considerations. Carrying out an assessment means that an individual tries to assess and interpret a situation or event by subjectively paying attention to positive aspects.

- c. Decisional Control (controlling decisions). Decisional control is an individual's ability to control themselves to choose an action based on something they believe or agree with. Self-control will be very functional in determining choices, both by having an opportunity and the individual's freedom to choose various possible actions.

Apart from that, website quality can also influence the occurrence of impulsive buying behavior. According to Kim and Niehm (2009), website quality is classified into several categories, namely information, security, ease of use, enjoyment, and service quality. The higher the website quality, the better the customer's perception of the online shop so that it can increase customer loyalty. A website that has good quality will influence the level of impulsive buying from consumers to behave impulsively. When consumers feel comfortable by opening a website, this process will indirectly increase a person's impulsive buying. Like the theory of consumer behavior by Howard and Sheth (1995) in Dharmmesta (1999) which states that consumer behavior is influenced by the psychological context, namely cognition and affection, website quality is one of the stimuli in the psychological context that influences consumers' impulsive buying.

According to Kim and Niehm (2009), the website quality instrument has five dimensions, namely:

- a. Information. Information can be in the form of website usability, accuracy, completeness, and quality of content on the website.
- b. Security. Security can be in the form of privacy, trust, and security insurance (guarantee).
- c. Convenience. Convenience can be easy to understand, easy to operate, and fast.
- d. Comfort. Comfort can take the form of creative visual design so that it can become an attraction.
- e. Service Quality. Service quality can be in the form of good customer service, and good online equipment.

This impulsive buying behavior has a negative impact, namely increased spending, a feeling of regret associated with financial problems, a desire to indulge in self-indulgent shopping, and a feeling of disappointment by buying excessive products (Tinarbuko, 2006), in line with the statement of Taufiq, Mandasari & Ramdani, 2019). That the negative impact of impulsive buying, namely increased spending, has a negative impact if the individual is not aware and cannot control it, one of the impacts is uncontrollable spending, a feeling of regret that is associated with financial problems. Rock's research results (in Larasati, 2014) found that 56% of consumers experienced financial problems as a result of their impulsive buying behavior. So, this research aims to determine the influence of self-control and website quality on impulsive buying among student Shopee users.

**Method**

The population in this study was 970 and the participants in the study were 90. The sampling technique used the Slovin formula and the data collection technique used the impulse buying tendency scale (IBTS) from Verplanken and Herabadi which consists of cognitive and affective aspects, the self-control scale used research instruments from the Averill aspect which consists of 3 aspects, namely behavioral control, cognitive control, and decisional control as well as a website quality scale modified from Kim and Niehm's theory with 5 aspects, namely information, security, convenience, comfort, and service quality. The data analysis technique uses the Multiple Linear Regression Test.

**Result and Discussions**

**Result**

Hypothesis testing in this research uses IMB SPSS 22. This analysis uses multiple linear regression tests with the variables Self Control (X1) and Website Quality (X2) on Impulsive Buying (Y). The results of multiple linear regression calculations are used to predict the magnitude of the influence between the independent variable (X), namely Self Control and Website Quality, on the dependent variable, namely Impulsive Buying, on Shopee users. The calculation results are in the following table.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1466,403	2	733,202	88,405	.000 <sup>b</sup>
	Residual	721,553	87	8,294		
	Total	2187,956	89			

Based on the analysis data, a significance results of 0.000 was obtained, which is smaller than 0.05, which means that the self-control variables and website quality together influence the impulsive buying variable.

**Table 1**

Coefficient Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 a	.806	.799	2,22104

Predictors: (Constant), Self-Control, Quality Website

The results of calculating the coefficient of determination (R Square) using SPSS are 0.806 or 80.6%. This means that 80.6% of the Impulsive Buying variables can be influenced by the self-control and Website Quality variables, while the remaining 19.4% is explained by other variables not discussed in this research.

**Discussion**

This is in line with the results of research conducted by Aprilia and Nio (2019) which shows a very significant negative relationship between self-control and impulsive

buying tendencies. The correlation coefficient ( $r$ ) obtained was (-0.521) with a value of ( $P < 0.01$ ), which means that if self-control is high then the tendency to impulsive buying is low and when self-control is low then the tendency to impulsive buying is high.

As stated by Utami & Sumaryono (2013), the ability to control impulse buying can be improved by having strong self-control. In line with this, self-control is one of the internal factors that can influence impulsive buying tendencies (Baumeister, 2002). In addition, according to Ghufroon & Risnawati (2010), individual self-control is influenced by internal factors such as age, which is related to the level of maturity in thinking, acting, and making decisions. In addition, external factors such as the environment and the role of parents also play an important role in determining the extent to which a person's self-control ability functions.

External factors such as situational factors, product characteristics, and website characteristics can also contribute to impulse buying in online markets (Ling & Yazdanifard, 2015). The results of hypothesis testing carried out in research by Soendoro, et al (2016) show that website quality, environment, and content attractiveness have a significant effect on impulsive buying. In line with this, Noviasih's (2021) research obtained a significance value of 0.002 which is smaller than 0.05, indicating that website quality has a positive and significant effect on impulsive buying.

Widagdo and Roz (2021), website quality is defined as a tool used to assess the usability, function, and benefits of interactions between users and service providers. Based on research by Mushin and Zuliestiana (2017), it is stated that websites are an important component in e-commerce businesses. A website with good quality can attract many customers to visit and shop in e-commerce (Fauziah & Wulandari, 2023).

Website quality significantly and positively influences consumers' impulsive buying on the Shopee e-commerce website. Evidence for this can be seen from the calculated  $t$  value which is greater than the  $t$  table ( $5.129 > 1.996$ ) with a significance level of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ). Apart from that, the regression coefficient value shows a positive influence of 0.135 (Dewi and Rachmawati, 2020).

Thus, when the quality of the website increases, impulsive buying by consumers will also increase. This means that with a quality website, all visitors will be interested in shopping, including visitors who tend to make impulse purchases. This impulsive buying activity can be an opportunity for companies to increase sales, as also stated by Utami and Utama (2016). Based on the explanation above, it can be concluded that there is a very significant negative influence between self-control on impulsive buying.

This means that the higher the self-control you have, the lower the impulsive buying behavior. Furthermore, there is a significant positive relationship between website quality and impulsive buying by Shopee users. This means that the better the quality of the website, the higher the impulsive buying you will have

### **Conclusion**

Based on the results of the research that has been carried out, there is an influence between self-control and website quality on impulsive buying with an R square value of 80.6%, and the rest is influenced by other variables outside this research.

Suggestions for researchers who will conduct research with a similar theme to be able to take subjects from populations that are different in terms of age, gender, and location

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