THE EFFECT OF PRICE DISCOUNT AND HEDONIC SHOPPING VALUE ON IMPULSIVE BUYING AT TIKTOK SHOP

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ABSTRACT

The development of technology and information has also led to the existence of social media platforms or electronic commerce to make it easier for people to carry out economic activities in terms of buying and selling goods. The TikTok Shop has become the most widely used social media platform since its emergence as a new feature of the TikTok Application in April 2021. The TikTok Shop attracts consumers with the various conveniences it provides. This study examines the effect of price discounts and hedonic shopping values on impulsive buying. In this study, the type of research that will be conducted by researchers is in the form of quantitative research. The location for conducting this research is in Malang City. The sample of this research is 90 samples. the data used are primary and secondary data with data collection techniques using questionnaires. The variables used are price discount (X1), hedonic shopping value (X2) impulsive buying (Y). The analysis tool used is SmartPLS 3.0. The research results explain that the price discount (X1) has a positive and significant effect on impulsive buying (Y). price discount has a positive and significant effect on impulsive buying. in this study price discounts can attract consumers to make impulsive buying on TikTok Shop Hedonic shopping value (X2) has a positive and significant effect on impulsive buying (Y). there is a sense of pleasure and pleasure when shopping will bring up impulsive buying. The higher the value of hedonism spending, the higher the impulsive buying that occurs.

Keyword : Discount; Hedonic Shopping; Impulsive Buying

ABSTRAK

Perkembangan teknologi dan informasi tersebut juga menyebabkan adanya platform media sosial atau elektronoik commerce untuk memudahkan masyarakat melakukan kegiatan ekonomi dalam hal jual beli suatu barang. TikTok Shop menjadi platform media sosial yang paling ramai digunakan sejak dimunculkannya sebagai fitur baru dari Aplikasi TikTok pada April 2021. TikTok Shop menarik konsumen dengan berbagai kemudahan yang diberikan. Penelitian ini mengkaji pengaruh price discount dan hedonic shopping value terhadap impulsive buying.Dalam penelitian ini, jenis penelitian yang akan dilakukan oleh peneliti berupa penelitian kuantitatif. Lokasi dalam melakukan penelitian ini berada di Kota Malang. Sampel penelitian ini berjumlah 90 sampel. data yang digunakan adalah data primer dan sekunder dengan teknik pengumpulan data menggunakan kuesioner. Variabel yang digunakan price discount (X1), hedonic shopping value (X2) impulsive buying (Y). Alat analisis yang digunakan adalah SmartPLS 3.0. Hasil penelitian menjelaskan bahwa price discount (X1) berpengaruh positif dan signifikan terhadap impulsive buying (Y). price discount berpengaruh positif dan signifikan terhadap impulsive buying. dalam penelitian ini potongan harga dapat menarik konsumen untuk melakukan impulsive buying pada

TikTok ShopHedonic shopping value (X2) berpengaruh positif dan signifikan terhadap impulsive buying (Y). terdapatnya rasa kenikmatan dan kesenangan saat melakukan pembelanjaan akan memunculkan impulsive buying. Semakin tingginya nilai belanja hedonism aka akan semakin tinggi juga impulsive buying yang terjadi.

Kata Kunci : Diskon; Belanja Hedonis; Pembelian Impulsif

INTRODUCTION

The industry 4.0 system was developed as a result of the technology and information era's rapid development. At this time, all tasks that were formerly performed physically or physically can now be performed digitally or utilizing the internet. According to a quote from KOMPAS.com, using information from the Association of Internet Service Providers (APJII) and We Are Social in 2021, there are more than 200 million internet users in Indonesia, with the majority of them using it for 8 hours and 36 minutes every day (Kasih, 2022). This demonstrates how actions of Indonesians cannot be separated from online activities.

Social media platforms and electronic commerce have also been made possible by the advancement of technology and information, making it simpler for people to engage in economic activities like buying and selling items. In Indonesia, a number of social media platforms including the TikTok Shop, Facebook Shop, Whatsapp, Instagram Shop, etc. have a sizable market share. Since it debuted as a new feature of the TikTok Application in April 2021, the TikTok Shop has grown to become the most popular social media platform. (Taofik, 2021).

In a data report from Populix launched by DailySocial entitled "The Social Commerce Landscape in Indonesia" stated that 86% of people have shopped through social media platforms, and the most popular place to shop is the TikTok Shop. Sometimes there are times when you make purchases without thinking rationally with your awareness of thought because you are tempted by marketing strategies such as promotional offers and discounts that can make consumers live a consumptive lifestyle, and consumers will not be satisfied so that they continue to spend money on shopping ('Ainy, 2020). Currently shopping activities are not only used to fulfill life alone, but have become a lifestyle. The character and lifestyle of consumers when shopping on the TikTok Shop platform has led to the phenomenon of unplanned shopping or purchases by the public (Edwy et al., 2023).

Basically, consumer purchases can be seen from the aspect of planning, which can be classified into (planned purchasing) or planned purchases and (unplanned purchasing) or unplanned purchases which are usually called impulsive buying (Sumarwan, 2011). Impulsive buying is a buying activity that tends to prioritize wants rather than needs in terms of priority. Referring to the opinion of Utami (2006) states that an item purchased without long planning and thought is called an impulse item.

Price discount (price discount) is one of the outside elements that can affect impulsive purchasing. Most consumers in the world think that price discounts on a product are one of the things that are always taken into consideration when making purchases, where the need for other goods influences purchasing activities, this makes price discounts still considered a process of marketing activities, this is commonly known as price discounts (Wahyudi, 2017). According to Larasati & Yasa's research (2021), price reductions have a favorable and significant impact on impulsive purchases, which is supported by research results which show that there is a positive influence between price discounts on impulsive buying (Maharani & Darma, 2018). But contrary to research conducted by Sari & Faisal (2018) it shows that impulsive buying is not positively and significantly impacted by price discounts.

The importance of hedonic shopping value in impulsive purchases. based on studies done by Ramadania et al. in 2022. Demonstrates that impulsive purchasing is significantly influenced by the outcomes of the hedonic shopping value. but these results are different from research conducted by Purnamasari et al (2021) demonstrates that hedonic shopping has no impact on impulsive purchases. of the two studies show the gap from hedonic shopping to impulsive buying.

From the background above, the researcher wants to gain further knowledge and description regarding the impact of price cuts and hedonic buying standards on Malang City's TikTok Shops. This study intends to investigate how impulsive purchasing at Malang City's TikTok Shops is affected by price reductions and hedonic shopping values. The results of this study are expected to provide a broad description and insight in the field of marketing management which examines further the impact of price cuts and hedonic shopping principles on impulsive purchasing at Malang City's TikTok Shops. Additionally, it is anticipated that this research will lead to a firm innovation in marketing strategies that support business growth.

REVIEW REFERENCES AND DEVELOPMENT HYPOTHESIS

Impulsive Buying

Impulsive buying or commonly referred to as impulsive buying is a buying activity that is carried out spontaneously, not reflectively, and without considering the long-term effects of the buying activity (Rook & Fisher, 1995). According to Mowen & Minor (2002) Impulsive buying can be said to be a purchase that is made without thinking about it first and can be more motivated by feelings that arise at that moment, this purchase can be explained as a choice made at that moment because of strong positive feelings about an object. Impulsive buying is considered as irrational buying behavior because it is done quickly and does not have an initial plan proceeded by turmoil, conflicting mental and emotional urges in the individual (Verplanken & Herabadi, 2001).

Price Discount

Price discount is an important point in influencing and attracting consumer attention in buying a product. According to Kolter & Keller (2016: 80) A manufacturer may offer a discount on the regular price listed on a product's package or label. The discount price is the reduction of a certain amount of money from the total price in a short period of time to increase sales and profits (Bhatti, 2018). The discount price is not limited to a lower price than the original price, but also aims to get the same service by differentiating prices for the same product. According to Blech and Blech (2009) in Sari (2018) explained that the advantages of a price discount strategy are: luring large-scale product purchases by consumers, minimizing competitor promotions, and encouraging mass sales.

Hedonic Shopping Value

One of the factors that influence unplanned consumer purchases is hedonic value during purchasing. Hedonic shopping is valuable because a form of purchase that occurs because of physical behavior, imagination, and emotions that are oriented towards joy and enjoyment as the main goal (Fauzi et al., 2019). Hedonic shopping value is a factor that directly effects experience in a shopping activity, for example happiness and new habits in terms of shopping, and customers who have a hedonic attitude, namely consumers with purchases to obtain desire satisfaction (Japarianto, 2020). In a hedonic shopping experience, consumers usually have emotions that end in excitement, so that

shopping is something that is of particular interest. Most people will feel excited and happy when shopping either in person or online (Purnamasari et al., 2021).

Hypothesis

H1= The price discount has a significant effect on impulsive buying at the TikTok Shop

Discounts or what is commonly referred to as discounts are extra incentives so that buyers are willing to take action, in other words, the amount of the discount can generate enthusiasm for impulsive buying (Saputro, 2019). Backed up by the findings of studies done by Larasati (2021) and (Sari & Faisal, 2018) that price discounts or discounted prices have a large and favorable influence on impulsive purchasing. so, if the greater frequent price discounts or discounts are given, the higher the number of individuals who carry out impulse buying activities. This is consistent with the findings of study done by (Aprilliani & Khuzaini, 2017); (Maharani & Darma, 2018); (Kusumandaru, 2017); (Artana et al., 2019).

H2= Hedonic Shopping Value has a significant effect on impulsive buying at the TikTok Shop

Based on according to research by Rahmawati (2018), hedonic shopping values had a favorable and significant impact on impulsive purchases. This is consistent viewpoint with Ramadania et al (2022) It asserts that impulsive purchasing and the value of hedonic shopping are significantly correlated. Previous research is the same as the results of research which explain that there is a significant influence on the hedonic shopping value variable with unplanned purchases made by (Handoko et al., 2022); (Indah, 2022); (Shaleha et al., 2020).

RESEARCH METHODS

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., et al., 2020:229). The kind of research that will be done in this project by researchers is quantitative research. Researchers use this type of quantitative research so that the analysis can be obtained accurately. According to Mujis in Suharsaputra (2012: 49) states that quantitative research is a research model that has the aim of describing and explaining the phenomena shown through numerical data that is then statistically analyzed. The

location for conducting this research is in Malang City. The reason for choosing the location for Malang City is because there are many Educational Institutions where the majority are students or students in the Gen Z age category. According to BPS in 2021, the number of ages in the Gen Z category in Malang City has reached 255,205 people. since there is no restriction to the population in this study or it is unknown, according to Asnawi & Mayhuri (2011) the number of samples can be determined by 5 times the number of items, namely 5x18 = 90 samples. Primary and secondary data are used, and questionnaires are the data gathering method. A Likert Scale 1–5 is the measurement system in use. The analytical method used was SmartPLS 3.0 PLS, a variant-based structural equation analysis (SEM) that can simultaneously analyze measurement models and structural models. The inner model and the outside model are the two model sub-chapters that make up PLS-SEM analysis.

Measurement Model / Outer Model

The measure model / outer model demonstrates how observable or manifest variables can be used to represent the latent variables to be assessed (Latan & Ghozali, 2014). The use of the outer model to measure the feasibility of the measurement to be used as a valid and reliable measurement (Hussein, 2015). Calculations made to analyze in the outer model analysis are: (1) Convergent Validity, explanatory research can still have a loading factor value between 0.6 and 0.7, while conservatory research often has to have a loading factor value of greater than 0.7, (2) Discriminant Validity whose value of the crossloading factor in each variable must be more than 0.7 , (3) The composite reliability must be more than 0.7 for confirmatory research., (4) It is necessary for the average extracted variation (AVE) to exceed 0.5., (5) Cronbach Alpha, with a minimum value of 0.6, is used to evaluate the outcomes of composite dependability.

Structural Model / Inner Model

The inner model is another name for the structural model, which is a powerful approach in statistical analysis to estimate and understand the association of latent variables. In this analysis, the structural model is often referred to as the inner model analysis. This approach allows us to predict and test causal relationships between latent variables, which are basically variables that cannot be measured directly but have a significant impact on the observed phenomena. Tests using the structural model were

carried out using various statistical methods, including the bootstrap method and SmartPLS blinding.

Overall, a structural model or inner model analysis is a very useful tool in examining and understanding cause-and-effect relationships between latent variables. Sophisticated test methods such as the bootstrap method and SmartPLS blinding increase the reliability of the analysis results. Parameters such as R Square, Estimate of Path Coefficients, Effect Size (F Square), and Prediction Relevance (Q Square) provide deep insight into the validity and predictive ability of structural models.

Hypothesis

In testing the hypothesis there are several values that indicate the outcomes of hypothesis testing, including the probability value and the t-statistic value. The 5% alpha value is used for the t-statistic value so that the hypothesis results appear. As for the t-statistic value based on its value greater than 1.96. If the value for the p value is less than 5% or 0.05 and the t-statistic value has a value of more than 1.96 then the hypothesis is accepted and H0 is rejected. It is used in order to be able to reject and accept hypotheses using probability values (Hussein, 2015).

RESEARCH RESULT AND DISCUSSION

Characteristics of Respondents

Following the distribution of the questionnaires to a total of up to 90 respondents, consumers. Respondents in this study are consumers of TikTok Shop in Malang City. The sample from this study met the sampling criteria, namely generation Z in Malang City who used the TikTok Shop, were aged 13-26 years, and had bought products at the TikTok Shop. There are five districts in Malang City such as Kec. Lowokwaru, Kec. Blimbing, Kec. Sukun, Kec. Kedungkandang, Kec. Klojen.

Characteristics of respondents based on domicile in Malang City, In this investigation, the sample was dispersed randomly among the equal number of 18 respondents and a response rate of 20%. From the results of the questionnaire distributed, there were three age categories of respondents consisting of 22.3% from 13-17 years old with 20 samples, 41% from 18-22 years old with 37 samples, 36.7% from 23-26 years old with a total of 33 samples.

Outer Model Evaluation

Convergent Validity Test

Explanatory research can still having a loading factor of 0.6 to 0.7, while confirmatory research must generally possess a loading factor that is greater than 0.7 (Latan & Ghozali, 2014). Figure 1 demonstrates that the convergent validity test has been satisfied because it has a value greater than 0.70, which indicates that the convergent validity is already valid.

The value of Averange Variance Extracts (AVE), one of the methods used to assess the convergent validity test in each indication, is also determined in the stage of the convergent validity test. For the AVE to be considered to have strong convergent validity, it must be more than 0.5 (Latan & Ghozali, 2014). Table 1 demonstrates that the AVE in this study has been satisfied because it has a value more than 0.50, which is considered to be genuine.

Discriminant Validity Test

The crossloading factor for each variable must be bigger than 0.7. Fornell and Larcker (1981) claimed in (Latan & Ghozali, 2014). Another method for Comparing the correlation coefficient between the model's elements with the square root of the AVE for each concept verifies discriminant validity. Good validity is shown by the square root AVE of each concept being greater than the correlation between them in the model. The average variance's square root exceeds the correlation between the constructs, according to the findings of the discriminant validity test, which are shown in table 2. As a result, it is clear why this study can be considered genuine because it passed the discriminant validity test.

Composite Reliability Test

A general guideline for evaluating construct reliability is the composite reliability/Dillon-Goldstein's rule of thumb, which states that for confirmatory research, the composite reliability value must be greater than 0.7 and that for explanatory research, the loading factor value is still acceptable between 0.6 and 0.7 (Latan & Ghozali, 2014). The indicators used to evaluate latent variables in this study have achieved validity and reliability or are already reliable, as can be seen in the table 1 above, which explains that all values have satisfied the criteria.

Inner Model Evaluation

Structural models, also known as inner model analysis, are methods for predicting the relationships between latent variables, or variables that cannot be directly

assessed. According to table 3, the R-square in this study has a value of 0.643 and an adjusted R-square value of 0.681. This value can explain why impulsive buying (Y) occurs as it demonstrates that price discounts and hedonic shopping value account for 64% of the Y variance, with the remaining 26% being the result of various other factors or the effects of external factors on strong internal factors.

Hyphotesis Test

By using a bootstrapping test and examining the probability and t-statistical values, hypotheses are tested. The probability value and the t-statistic are two examples of values that can be used to represent the outcomes of a hypothesis test. The t-statistic value is set at 5% alpha to make the outcomes of the hypothesis visible. Taking into account that the t-statistic is bigger than 1.96. If the t-statistic value is more than 1.96 and the p value is less than 5% or 0.05, the hypothesis is accepted and H0 is rejected. It is utilized so that probability values can be used to reject and accept hypotheses (Hussein, 2015). The first hypothesis (H1) is acceptable as shown in table 4, It suggests that the price reduction has a favorable and significant impact on impulsive purchasing. The p value is less than 0.05, and the t-statistic value is 13.510, which is higher than 1.96. The hedonic shopping value link, with a t-statistic value of 3.223 that was larger than 1.96 and a p value less than 0.05, had a positive and significant influence on impulsive buying, was also subject to hypothesis testing. The second hypothesis (H2) is also considered to be valid.

DISCUSSION

The outcomes of the data analysis performed demonstrate that the initial hypothesis (H1) is regarded as valid with a t-statistic of 13.510. In other words, The price reduction has a favorable and considerable impact on impulsive purchases. This is corroborated by Saputro's (2019) earlier study, which explains that large price discounts can generate consumer passion to carry out impulsive buying activities. the conclusions of research conducted by Larasati (2021) show how price reductions have a favorable and large impact on impulsive purchasing. This study is consistent with studies done by Sari & Faisal (2018), Apriliani & Khuzaini (2017), Maharani & Darma (2018), Kusumandaru (2017), Artana et al (2019). Price discounts, which are one of the strategies carried out by producers to increase sales volume and consumer buying interest, it turns out that in this study, price discounts can attract consumers to make

impulsive purchases at the TikTok Shop. Application of price discounts will provide several benefits such as: can stimulate customers to make purchases on a large scale, anticipate promotions made by competitors (Kusumandaru, 2017).

Impulsive purchasing is positively and significantly impacted by hedonic shopping value with a t-statistic value of 3.223, the second hypothesis (H2) is accepted. Thus, this is consistent with studies done by Ramadania et al (2022) It explains why impulsive purchasing and the hedonic shopping value connection are positively correlated, the presence of a sense of enjoyment and pleasure while shopping could result in impulsive purchases. The findings of prior research by Handoko et al (2022), Indah (2022), Shaleha et al (2020) which both clarify how hedonic shopping values have an important impact on impulsive purchasing. consumers can move directly to make impulsive purchases that can be caused by the desire to fulfill their personal interests, or just relax themselves. The aloft value of hedonism spending, the aloft the impulsive buying that occurs. Consumers are more involved in impulsive buying when they experience experiences based on hedonic desires and a sense of enjoyment and pleasure when shopping (Rahmawati, 2018).

CONCLUSION

According to the study's findings, impulsive purchasing and price discounts are positively and significantly associated, more clearly, that the greater the price discount in the TikTok Shop, the higher the impulsive buying carried out by Gen Z in Malang City. The same result occurs for the high hedonic shopping value that exists in the Z gene in Malang City, the higher the level of impulsive buying that occurs. However, if Generation Z in Malang City is increasingly dependent on Impulsive Buying which can be caused by price discounts and hedonic shopping values, it will cause financial problems in the future, because this includes consumptive behavior that is not good and does not provide much benefit to individuals or those around them.

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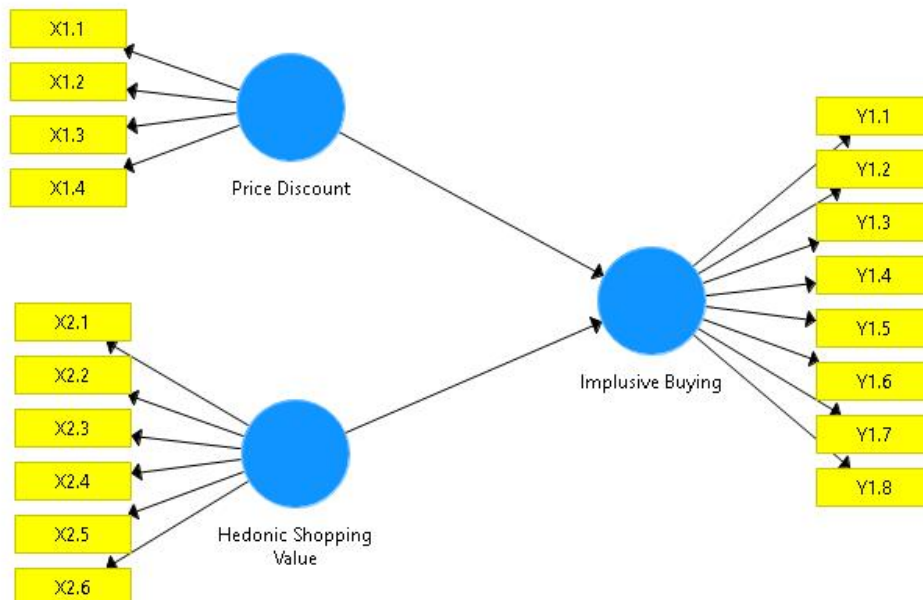
FIGURE, GRAPH AND TABLE

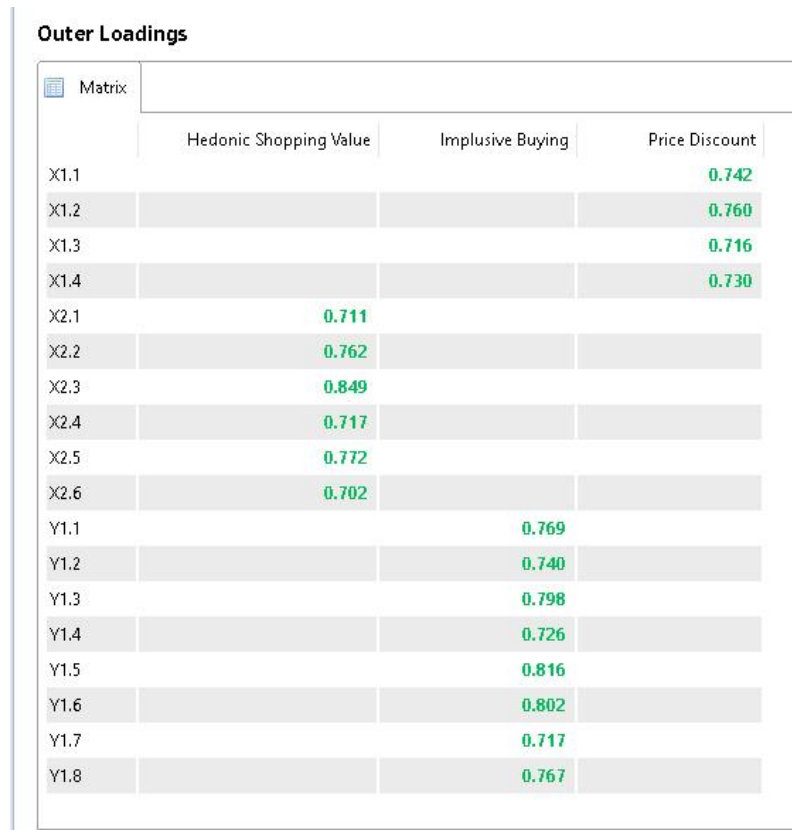Figure 1 Evaluation of the outer model of the loading factor value

Figure 2 Outer Loading

Table 1 Evaluation of the Goodness of the Measurement Model

Variabel Laten	Cronbach's Alpha (CA)	Composite Reability (CR)	Average Variance Extracted (AVE)
Price Discount (X1)	0,724	0,733	0,544
Hedonic Shopping Value (X2)	0,847	0,856	0,568
Implusive Buying (Y)	0,900	0,903	0,589

Tabel 2 Discriminant Validity Test

Variabel	Price Discount (X1)	Hedonic Shopping Value (X2)	Implusive Buying (Y)
Price Discount (X1)	0,754		
Hedonic Shopping Value (X2)	0,873	0,768	
Implusive Buying (Y)	0,643	0,681	0,737

Tabel 3 Inner Model Eval

Variabel	R Square	R Square Adjusted
Implusive Buying (Y)	0,643	0,681

Tabel 4 Hypotheses Test

Hypotesis	Connection	Sample Mean (M)	STDEV	T-Statistic	P-Value	Decision
H1	0,741	0,738	0,053	13,510	0,000	Valid
H2	0,205	0,211	0,063	3,223	0,000	Valid