The Influence of Hedonic Shopping Motivation, Ease of Use, Customer Reviews, and Electronic Word of Mouth on Impulse Buying Behavior at Shopee E-Commerce During The COVID-19 Pandemic

Theresia Angel Mirahanda, Yennida Parmariza

Universitas Mercu Buana, Indonesia
Email: TheresiaAngelMirahanda@gmail.com, parmariza104@gmail.com

Abstract
This study aims to determine, analyze, and explain the effect of hedonic shopping motivation, ease of use, customer reviews, and electronic word of mouth on impulse buying behavior at E-commerce Shopee during the COVID-19 pandemic. The approach used in this research is descriptive method and quantitative approach. The data analysis method in this study uses Partial Least Square (PLS) and data collection in this study uses a survey method, with the research instrument used is a questionnaire. The population in this study are people who shop using Shopee, the number of which is not known with certainty. The sample used in this study was 211 respondents, with the sampling technique using purposive sampling. The results of this study indicate that hedonic shopping motivation has a positive and significant effect on impulse buying behavior; customer reviews have a positive and significant effect on impulse buying behavior; electronic word of mouth has a positive and significant effect on impulse buying behavior; ease of use has no effect on impulse buying behavior.

INTRODUCTION

At the end of 2019 the whole world was shocked by the emergence of the Corona virus outbreak (COVID-19). Until now, the COVID-19 pandemic is still spreading and becoming a global problem. In Indonesia, the COVID-19 pandemic is very dangerous and disrupts all types of activities that involve interactions between individuals. With the large population in Indonesia and the emergence of the COVID-19 pandemic, various complex problems arise. So that Indonesia is experiencing an emergency condition that requires a temporary lock down, and the government implements a policy of Enforcing Restrictions on Community Activities (PPKM) and Large-Scale Social Restrictions (PSBB) to overcome the chain of transmission of the Corona virus.

The emergence of the COVID-19 pandemic and the PPKM and PSBB policies have changed the order of life in society and have had a very significant impact on all aspects of life, especially in the economic sector. Since the occurrence of the COVID-19 pandemic, the economy has weakened, people's

purchasing power has decreased, many businesses have experienced bankruptcy, and massive layoffs have occurred. In addition, all buying and selling transactions, especially shopping in physical stores, seem to be reduced, but this is where online stores (E-commerce) are starting to be in demand. With the pandemic and technological developments, some conventional buying and selling activities have shifted to online (Suratno, et al., 2021). The business world has a major contribution in breaking the chain of transmission of COVID-19 because the number of workers and the amount of mobility and interaction of the population are generally caused by work activities (Kasmo, et al., 2022).

Research conducted by Google Search in 2018 named Indonesia as the largest and fastest growing E-Commerce market in Southeast Asia with a market value of US$ 12 billion (https://m.cnnindonesia.com/). Electronic Commerce or better known as E-commerce if interpreted linguistically means electronic commerce. According to Laudon and Traver (2014) E-commerce is a transaction that occurs via the internet, web, or mobile devices. Meanwhile, Turban, et al. (2018), explains E-commerce is the process of buying, selling, and or trading data, goods, and or services via the internet. Laudon and Traver (2014) classify E-commerce into six types of models, namely Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Mobile E-commerce (M-commerce), Social E-commerce, and Local E-commerce. The presence of E-commerce can affect consumer shopping behavior. Where consumer behavior is the things that underlie and make consumers make purchasing decisions. E-Commerce is where transactions or information exchange between sellers and buyers occur in cyberspace (Rerung, 2018). Goods or services are ordered by these methods, but the main payment and delivery of goods or services do not have to be done online.

E-Commerce transactions can occur between businesses, households, individuals, governments, and other private or public organizations. Government recommendations and PPKM policies that require people to stay at home during the COVID-19 pandemic also support buying and selling transactions in E-commerce and slowly make people change their shopping patterns by doing online shopping activities in fulfilling their daily needs. Parmariza (2019), states that many customers today have shifted from their habit of making offline purchases, which involves viewing products and services and making transactions directly, to the habit of making purchases online. They decide to make purchases online because online purchases can be made anywhere and anytime. Shopping through online stores has now become more common in Indonesia. As a result, many people have started doing buying and selling activities through online platforms. According to Wulan, et al. (2019), currently shopping habits have become a lifestyle to satisfy emotional and no longer to meet needs, thus causing changes in behavior from what was originally planned shopping to unplanned and even spontaneous shopping. The growth of the digital commerce industry in Indonesia is increasingly promising in 2019. Based on McKinsey's (a multinational management consulting company) prediction, the growth of E-Commerce in Indonesia increased eightfold, from a total online spending of US$ 8 billion in 2017 to US$ 55 billion to 65 billion in 2020. McKinsey also predicts that the penetration of online shopping by Indonesians will also increase by around 9 percent compared to the penetration of online shopping in 2017 (https://m.bisnis.com/).

In 2018, the percentage of business use through E-commerce is still very small when compared to businesses conducted without E-commerce. In this context, public interest and interest in E-commerce is still relatively low.

Figure 1. Percentage of Business Actors in Indonesia from 2018-2021
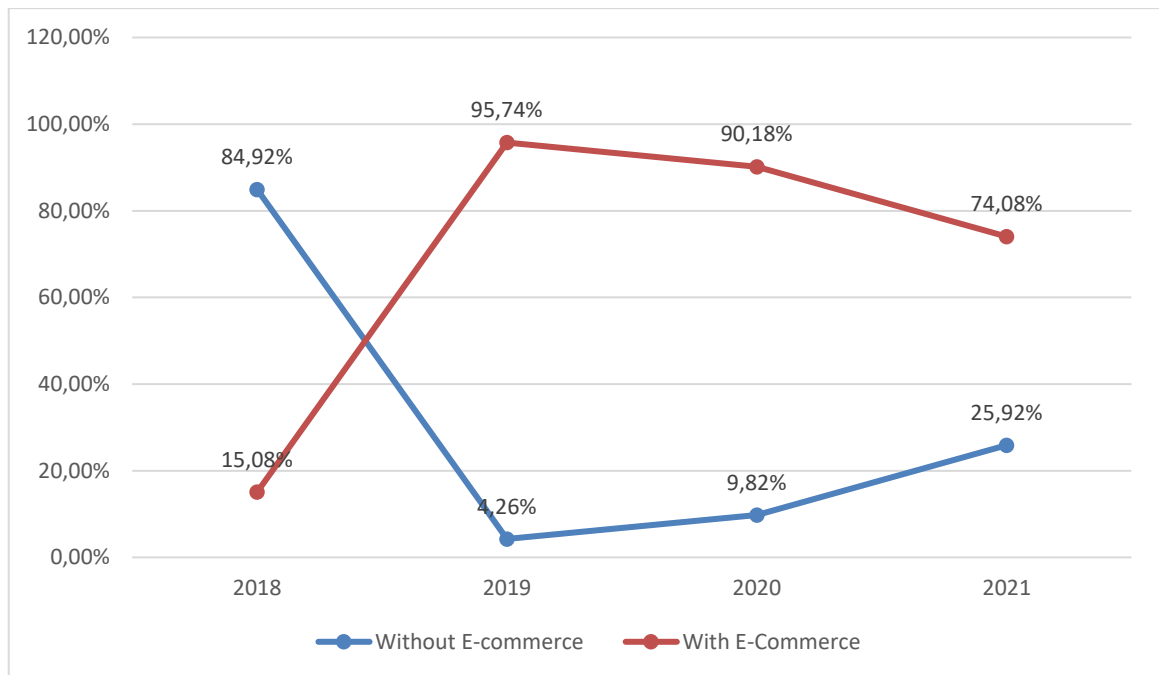
Source: Badan Pusat Statistik, 2021

Based on figure 1, it can be seen that the percentage of businesses that have not used E-commerce in Indonesia from year to year has decreased and businesses that use E-commerce has increased. This shows that in 2018, E-commerce has not been widely used by business actors and public interest in using E-commerce is still minimal. Whereas in 2019, 2020, and 2021 the percentage of E-commerce businesses in Indonesia increased very significantly. Although in 2020 and 2021 there was a decline caused by the COVID-19 pandemic, the percentage is still relatively high.

In addition, the Financial Services Authority (OJK) also noted that 88.1 percent of internet users in Indonesia have used E-commerce services in purchasing a number of products. This percentage ranks first in the world based on the We Are Social survey as of April 2021. When viewed from the number of people who make online buying and selling transactions through E-commerce, Indonesia is ranked fourth just below China, Japan, and the US. According to data on Databoks in 2022, the product categories most purchased by Indonesians during the pandemic are fashion & accessories which is ranked first, electronic devices/gadgets in second place, beauty & care in third place, and followed by other product categories such as health & hygiene, food & groceries, home & shelter, travel & recreation, equipment, and other products. baby and children.

Table 1. Product Categories Most Purchased by Indonesians When Shopping Online in 2021

No.	Kategori Produk	Persentase (%)
1.	Fashion & Accessories	50%
2.	Electronic/Gadget	46%
3.	Care & Beauty	39%
4.	Health & Hygiene	36%
5.	Food & Groceries	31%
6.	Home & Residence	22%
7.	Travel & Recreation	18%
8.	Infants & Children	15%

Source: Databoks, 2021

Table 1 shows that when shopping online at E-commerce, people prefer to buy products outside of primary needs. This is shown in the highest percentage of 50% in fashion products and accessories are the most products that people buy when shopping online. From this, it can be concluded that consumers tend to buy secondary products during the COVID-19 pandemic, while primary products such as food and health are less attractive to the public.

Based on the 2021 Indonesia Digital Literacy Status report released by the Ministry of Communication and Information Technology together with the Katadata Insight Center (KIC), Shopee is the most widely used online shopping service application by the public.

Table 2. Online Shopping Service Apps Widely Used by Indonesians in 2021

No.	Nama *Platform*	Persentase (%)
1.	Shopee	74,7%
2.	Lazada	45,6%
3.	Tokopedia	18,6%
4.	Bukalapak	6,1%
5.	Blibli	1,4%
6.	JD.ID	1,4%
7.	None of the above	26,3%

Source: Databoks, 2021

Table 2 shows that of the 10 thousand respondents surveyed, 74.7% of them installed and used the Shopee application on their cellphones. While Lazada is used by 45.6% of respondents, Tokopedia 18.6%, Bukalapak 6.1%, followed by BliBli and JD.ID each 1.4%. There were also 26.3% of respondents who did not use any online platform shopping services. Based on table 2, it can be concluded that Shopee is an E-commerce platform that is widely used by the public with the highest percentage of 74.7%.

From the data that has been presented, it shows that the increasing percentage of E-commerce businesses in Indonesia during the COVID-19 pandemic indicates that entrepreneurs and MSMEs are responding to public demand for online purchases. However, despite the increase in online purchases, it does not rule out the fact that the situation during the COVID-19 pandemic hit all aspects of life and caused various problems, especially in the economic sector which weakened the world economy. In fact, the International Monetary Fund (IMF) as a world financial institution has projected that the global economy will grow minus 3%. However, the trend of impulsive online purchases in E-commerce still occurs, which people should prefer to save money in the midst of the COVID-19 pandemic.

Seeing this phenomenon and the research gap described above, the researcher is interested in conducting further research. This research is important to determine, analyze, and explain how the influence of hedonic shopping motivation, ease of use, customer reviews, and electronic word of mouth on impulse buying behavior at E-commerce Shopee during the COVID-19 pandemic.

METHOD

This study uses a causal analysis method with a quantitative approach in testing hypotheses and producing conclusions. The approach that has been chosen is based on the research objectives, namely, to determine the effect between the variables in this study. Causal analysis is a causal relationship, research conducted to find out about the effect of one or more independent variables on the dependent variable. Independent variables are variables that affect or cause changes or the emergence of dependent variables. The dependent variable is the variable that is affected or that becomes the result of the independent variable (Sugiyono, 2016).

The purpose of causal research in this case is to determine how much influence hedonic shopping motivation, ease of use, customer reviews, and electronic word of mouth have on impulse buying behavior at E-commerce Shopee during the COVID-19 pandemic. The approach taken in this research is a quantitative approach. According to Sugiyono (2016), a quantitative approach is a research method based on the philosophy of positivism used to examine certain populations or samples, data collection using quantitative/statistical data analysis research instruments with the aim of testing predetermined hypotheses.

The population in this study are people who shop using Shopee, the number of which is not known with certainty. The research sample was taken using purposive sampling method or also called non-random sampling, with the criteria (1) having a Shopee account and (2) often buying products online through the Shopee platform. The determination of the number of research samples is 5 to 10 times the number of indicators (Hair, et al., 2016). Furthermore, Negara and Arifin (2018) state that the sample guidelines in connection with the use of structural equation models, which include:

a) 100-200 samples for the maximum likelihood estimation technique.
b) Depending on the number of parameters being estimated. The guideline is 5-10 times the number of parameters being estimated.

c) Depends on the number of indicators used in all latent variables. The number of samples is the number of indicators multiplied by 5-10.

The number of indicators for the variables of hedonic shopping motivation, ease of use, customer reviews, and electronic word of mouth is 30, so the number of samples in this study is 30 x 5, which is a minimum of 150 respondents and a maximum of 300 respondents.

In this study, there are 2 types of data used, namely primary data and secondary data. Primary data is data obtained through the questionnaire method, which is data collection using questions that are answered by respondents. The questionnaire was distributed in the form of a google form that could be filled in online to prospective respondents. The measurement of the questionnaire in this study uses a Likert measurement scale with a scale of 1 which states strongly disagree to a scale of 5 which states strongly agree. The questionnaire used is a closed questionnaire, namely the answers that will be obtained are based only on the statements given and with a predetermined number. Meanwhile, secondary data is data in the form of written or unwritten information obtained from company data, the internet, journals and books related to this research.

RESULTS AND DISCUSSION
RESULTS
Descriptive Statistical Analysis

- Respondent Description

    Respondents in this study totaled 211 people who had Shopee accounts and had made repeated purchase transactions at Shopee. Respondent characteristics based on; gender, age, occupation, and total income.

    − Description of Respondents Based on Gender
       Table 3. Gender of Respondents

		GENDER TYPE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	36.0	36.0	36.0
	Female	135	64.0	64.0	100.0
	Total	211	100.0	100.0	

Source: Primary Data Processed by SPSS 25, 2023

Based on the results of data processing in table 3 above, it shows that of the 211 respondents, 135 respondents or 64% of respondents were female. And the rest, there are 76 respondents or 36% of male respondents. Therefore, can be concluded that the majority of respondents in this study are female respondents because they have a very high interest and enthusiasm in the world of shopping.

− Description of Respondents Based on Age

Table 4. Age of Respondents

AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 25 years	176	83.4	83.4	83.4
26 - 35 years	26	12.3	12.3	95.7
36 - 45 years	3	1.4	1.4	97.2
46 - 55 years	6	2.8	2.8	100.0
Total	211	100.0	100.0	

Source: Primary Data Processed by SPSS 25, 2023

Based on the results of data processing in table 4, it shows that of the 211 respondents, the order of the highest to lowest number of respondents is as follows, respondents aged between 17-25 years were 176 respondents or 83.4%; respondents aged 26-35 years were 26 respondents or 12.3%; respondents aged 46-55 years were 6 respondents or 2.8%; and respondents aged 36-45 years were 3 respondents or 1.4%. Therefore, it can be said that the majority of respondents in this study were respondents aged 17-25 years.

− Description of Respondents Based on Employment Status

Table 5. Employment Status of Respondents

STATUS				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	84	39.8	39.8	39.8
Labor	2	.9	.9	40.8
Entrepreneur	13	6.2	6.2	46.9
Civil Servant	1	.5	.5	47.4
Private Employee	72	34.1	34.1	81.5
Part Time Worker	14	6.6	6.6	88.2
Freelance	10	4.7	4.7	92.9
Housewife	5	2.4	2.4	95.3
Others	8	3.8	3.8	99.1
Unemployed	2	.9	.9	100.0
Total	211	100.0	100.0	

Source: Primary Data Processed by SPSS 25, 2023

Based on the results of data processing in table 5, it shows that of the 211 respondents in order of the highest to lowest number of respondents, there were 84 respondents or 39.8% as students; 72 respondents or 34.1% worked as private employees; 14 respondents or 6.6%

worked as part-time workers; 13 respondents or 6. 2% work as self-employed; as many as 10 respondents or 4.7% work as freelance workers; as many as 8 respondents or 3.8% have other status; as many as 5 respondents or 2.4% work as housewives; as many as 2 respondents or 0.9% are not yet working/unemployed; and there is 1 respondent or 0.5% working as a laborer. Therefore, it can be said that the majority of respondents in this study are students.

– Description of Respondents Based on Total Income

Table 6. Total Income of Respondents

TOTAL INCOME PER MONTH				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> Rp 5,000.000	34	16.1	16.1	97.2
	Rp 4.000.000 – Rp 5.000.000	11	5.2	5.2	81.0
	Rp 3.000.000 – Rp 4.000.000	31	14.7	14.7	75.8
	Rp 2.000.000 – Rp 3.000.000	11	5.2	5.2	61.1
	Rp 1.000.000 – Rp 2.000.000	63	29.9	29.9	55.9
	< Rp 500.000	55	26.1	26.1	26.1
	No Income	6	2.8	2.8	100.0
	Total	211	100.0	100.0	

Source: Primary Data Processed by SPSS 25, 2023

Based on the results of data processing in table 6, it shows that of the 211 respondents in order of the highest to lowest number of respondents, there are 63 respondents or 29.9% with a monthly income of 1 - 2 million rupiah; there are 55 respondents or 26.1% with a monthly income of < 500 thousand rupiah; there are 34 respondents or 16. 1% with a monthly income of > 5 million rupiah; there are 31 respondents or 14.7% with a monthly income of 3 - 4 million rupiah; there are 11 respondents or 5.2% with a monthly income of 2 - 3 million rupiah; and also 11 respondents or 5.2% with a monthly income of 2 - 3 million rupiah; then there are 6 respondents or 2.8% who do not earn. Therefore, the majority of respondents in this study were respondents with a monthly income of 1 - 2 million rupiah.

- Variable Description
  – Hedonic Shopping Motivation

Table 7. Description of Respondents' Answers to Hedonic Shopping Motivation Variables

HEDONIC SHOPPING MOTIVATION

Indicator	STS	TS	N	S	SS	Average Index
MBH 1	1	4	41	99	66	4.07
MBH 2	1	5	32	93	80	4.17
MBH 3	0	4	11	105	91	4.34
MBH 4	4	14	73	73	47	3.69
MBH 5	7	20	44	79	61	3.79

Source: Primary Data Processed by SPSS 25, 2023

Based on table 7 above, it can be seen that the hedonic shopping motivation variable statement which has the highest index value is MBH 3 which has the statement "I find many new unique products when shopping online at Shopee" with an average index of 4.34. Meanwhile, the lowest index value is in the MBH 4 statement "I feel closer to the seller when shopping online at Shopee" with an average index of 3.69.

− Ease of Use

Table 8. Description of Respondents' Answers to Ease of Use Variables

EASE OF USE

Indicator	STS	TS	N	S	SS	Average Index
KP 1	0	4	36	84	87	4.20
KP 2	2	3	16	74	116	4.42
KP 3	0	1	14	84	112	4.45
KP 4	0	3	13	86	109	4.43
KP 5	1	5	19	97	89	4.27
KP 6	2	12	64	81	52	3.80

Source: Primary Data Processed by SPSS 25, 2023

Based on table 8 above, it can be seen that the ease of use variable statement which has the highest index value is KP 3 which has the statement "Shopee makes it easy for me to make online payments" with an average index of 4.45. Meanwhile, the lowest index value is in the KP 6 statement "Shopee makes it easy for me to return goods" with an average index of 3.80.

− Customer Reviews

Table 9. Description of Respondents' Answers to Customer Review Variables

CUSTOMER REVIEWS

Indicator	STS	TS	N	S	SS	Average Index
UP 1	0	2	10	73	126	4.53
UP 2	0	3	11	76	121	4.49
UP 3	1	1	23	81	105	4.36
UP 4	1	1	11	79	119	4.49
UP 5	1	1	11	68	130	4.54

Source: Primary Data Processed by SPSS 25, 2023

Based on table 9 above, it can be seen that the customer reviews variable statement has two indicators which have the highest index value in UP 5 which has the statement "Customer reviews at Shopee are very important to me when doing online shopping" with an average index of 4.54. Meanwhile, the lowest index value is in the UP 3 statement with the statement "The number of customers who make repeat purchases and leave reviews at Shopee makes me interested in doing online shopping" with an average index of 4.36.

‒ Electronic Word of Mouth
Table 10. Description of Respondents' Answers to Electronic Word of Mouth Variables

ELECTRONIC WORD OF MOUTH

Indicator	STS	TS	N	S	SS	Average Index
EWM 1	2	4	32	94	79	4.16
EWM 2	6	10	38	90	67	3.96
EWM 3	0	5	26	99	81	4.21
EWM 4	1	6	27	92	85	4.20
EWM 5	1	4	37	97	72	4.11
EWM 6	0	4	32	100	75	4.17
EWM 7	2	7	39	88	75	4.08
EWM 8	2	4	31	99	75	4.14
EWM 9	0	5	34	100	72	4.13

Source: Primary Data Processed by SPSS 25, 2023

Based on table 10 above, it can be seen that the electronic push and pull variable statement which has the highest index value is in EWM 3 which has the statement "The

large number of consumers who use Shopee makes me confident to shop online at Shopee" with an average index of 4.21 Meanwhile, the lowest index value is in the EWM 2 statement "If I experience something unpleasant and feel dissatisfied after making an online purchase at Shopee, I tend to express it through reviews" with an average index of 3.96

– Impulse Buying

Table 11. Description of Respondents' Answers to Impulse Buying Variables

IMPULSE BUYING

| Indicator	STS	TS	N	S	SS	Average Index
PI 1	0	0	11	88	112	4.48
PI 2	1	47	44	86	33	3.49
PI 3	1	3	20	119	68	4.18
PI 4	3	12	20	81	95	4.20
PI 5	4	14	38	113	42	3.83
PI 6	5	32	68	95	11	3.36
PI 7	4	39	76	82	10	3.26
PI 8	1	17	35	84	74	4.01

Source: Primary Data Processed by SPSS 25, 2023

Based on table 11 above, it can be seen that the impulse buying variable statement which has the highest index value is PI 1 which has the statement "I feel happy shopping online at Shopee so I am interested in buying several products offered" with an average index of 4.48. Meanwhile, the lowest index value is in the PI 7 statement "I often buy goods in a hurry when shopping online at Shopee" with an average index of 3.26.

Research Instrument Test Partial Least Square (PLS)
- Evaluation of Measurement Model Test (Outer Model)
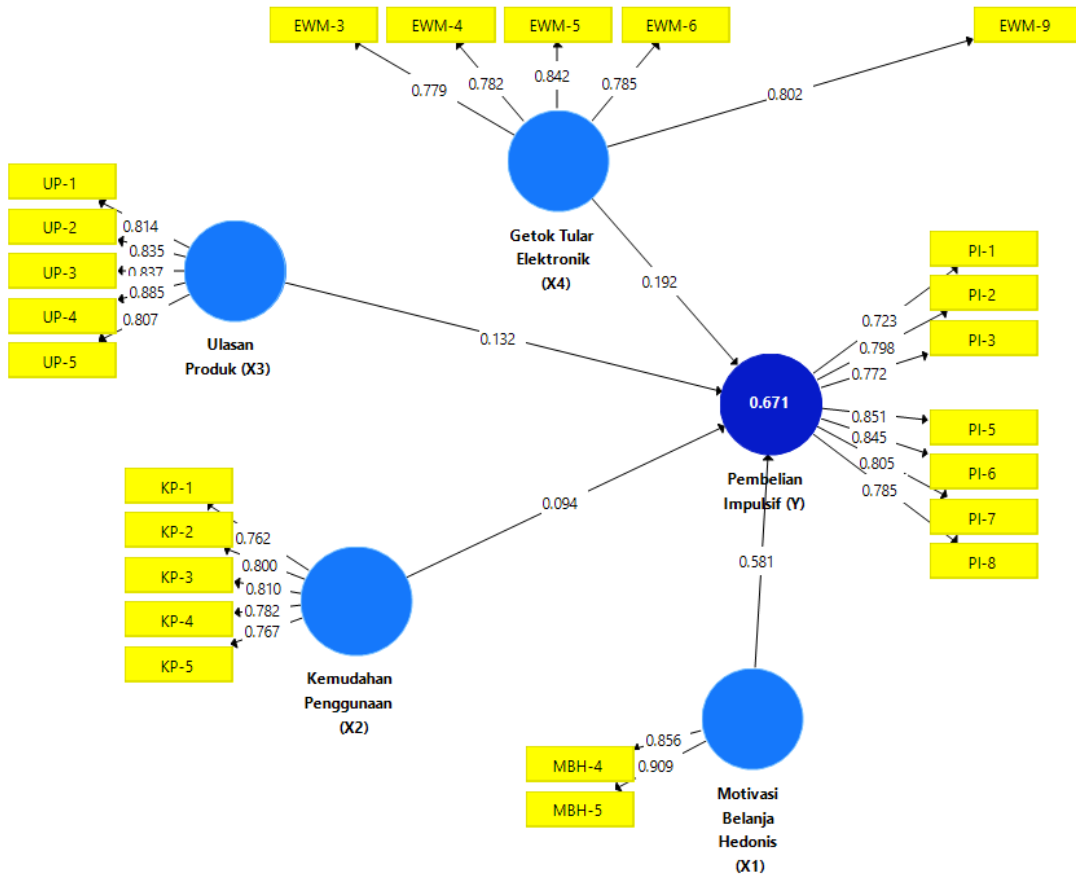 - Validity Test: Convergent Validity

    Figure 2. Smart PLS Algorithm Results
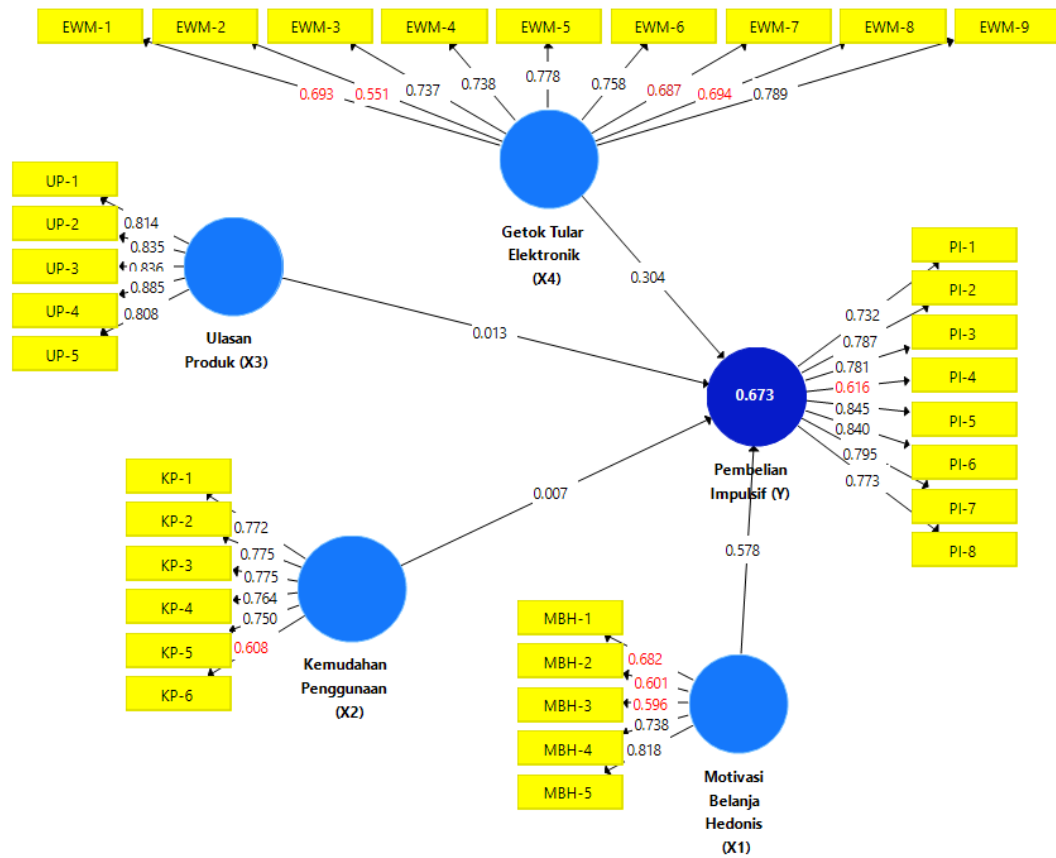
Source: Primary Data Processed by PLS, 2023

Based on figure 2 above, it can be seen that almost all indicators have met convergent validity because they have a loading factor value above 0.70. However, there are several indicators, namely MBH 1; MBH 2; MBH 3; KP 6; EWM 1; EWM 2; EWM 7; EWM 8; PI 4, which are declared invalid because they have a loading factor value below 0.70, therefore researchers will retest by dropping some of these indicators.

Figure 3. Smart PLS Algorithm Results (Modification)

Source: Primary Data Processed by PLS, 2023

Based on the results of the convergent validity test (modified) in figure 3 above, it can be seen that all indicators have met the requirements of the convergent validity test because they have a loading factor value above 0.70 so that the convergent validity test in this study is valid.

Table 12. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Hedonic Shopping Motivation	0.779
Ease of Use	0.615
Customer Reviews	0.699
Electronic Word of Mouth	0.637
Impulse Buying	0.637

Source: Primary Data Processed by PLS, 2023

The Average Variance Extracted (AVE) test is used to determine whether or not the discriminant validity requirements have been met. The minimum value to state that reliability has been achieved is 0.50, in table 12 above it can be seen that the Average

Variance Extracted (AVE) value of each indicator is above 0.50, so there is no convergent validity problem in the model that has been tested.

− Validity Test: Discriminant Validity

Table 13. Discriminant Validity (Cross-Loading) Test Results

Variable	Electronic Word of Mouth (X4)	Hedonic Shopping Motivation (X1)	Impulse Buying (Y)	Ease of Use (X2)	Customer Reviews (X3)
KP-1	0.588	0.465	0.518	0.762	0.450
KP-2	0.495	0.295	0.424	0.800	0.529
KP-3	0.507	0.302	0.428	0.810	0.603
KP-4	0.502	0.323	0.448	0.782	0.551
KP-5	0.636	0.380	0.464	0.767	0.611
EWM-3	0.779	0.331	0.447	0.595	0.510
EWM-4	0.782	0.301	0.448	0.532	0.489
EWM-5	0.842	0.415	0.494	0.505	0.415
EWM-6	0.785	0.419	0.476	0.547	0.452
EWM-9	0.802	0.408	0.558	0.612	0.508
MBH-4	0.520	0.856	0.587	0.450	0.311
MBH-5	0.336	0.909	0.728	0.368	0.192
PI-1	0.613	0.432	0.723	0.608	0.563
PI-2	0.460	0.597	0.798	0.489	0.326
PI-3	0.564	0.508	0.772	0.563	0.541
PI-5	0.470	0.658	0.851	0.434	0.331
PI-6	0455	0.682	0.845	0.423	0.298
PI-7	0.473	0.584	0.805	0.411	0.286
PI-8	0.393	0.711	0.785	0.363	0.314
UP-1	0.430	0.140	0.305	0.460	0.814
UP-2	0.457	0.229	0.354	0.584	0.835
UP-3	0.519	0.304	0.481	0.609	0.837
UP-4	0.561	0.249	0.443	0.636	0.885
UP-5	0.491	0.195	0.342	0.595	0.807

Source: Primary Data Processed by PLS, 2023

Based on table 13 above, the cross-loading value also shows that there is good discriminant validity, therefore the correlation value of the indicator with the construct is higher than the value with other constructs. In the MBH 5 indicator, the hedonic shopping motivation variable has a construct value of 0.909 which is greater than other constructs. Latent constructs predict indicators in their blocks better than indicators in other blocks. Thus, it can be concluded from the cross-loading results that there is no discriminant validity problem.

Table 14. Discriminant Validity (Fornell-Lacker Criterion) Test Results

Source: Primary Data Processed by PLS, 2023

Variable	Electronic Word of Mouth (X4)	Hedonic Shopping Motivation (X1)	Impulse Buying (Y)	Ease of Use (X2)	Customer Reviews (X3)
Electronic Word of Mouth (X4)	0.798				
Hedonic Shopping Motivation (X1)	0.473	0.883			
Impulse Buying (Y)	0.611	0.751	0.798		
Ease of Use (X2)	0.700	0.457	0.586	0.784	
Customer Reviews (X3)	0.594	0.277	0.473	0.697	0.836

In table 14, it can be seen that the value of the electronic word of mouth variable of 0.798 is greater than its AVE value of 0.637. This value is also greater than the other constructs, namely: the correlation value of the impulse purchase variable 0.611, hedonic shopping motivation 0.473, customer reviews 0.594, and ease of use 0.700. All of these variable values are still below the value of the electronic word of mouth variable. Thus $\sqrt{AVE}$ the electronic get-togethers variable is greater than the correlation of other variables. And also seen in other variables that show $\sqrt{AVE}$ greater than the correlation between variables. So that the discriminant validity requirement with $\sqrt{AVE}$ has been fulfilled.

– Reliability Test: Convergent Validity
Table 15. Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Electronic Word of Mouth (X4)	0.858	0.898	0.637
Hedonic Shopping Motivation (X1)	0.720	0.876	0.779
Impulse Buying (Y)	0.904	0.925	0.637
Ease of Use (X2)	0.844	0.889	0.615
Customer Reviews (X3)	0.893	0.920	0.699

Source: Primary Data Processed by PLS, 2023

Based on table 15 above, it can be seen that the results of testing composite reliability and Cronbach's alpha show a satisfactory value, namely all latent variables are reliable because all latent variable values have a composite reliability value and Cronbach's alpha ≥ 0.70. Thus, it can be concluded that the questionnaire used as a tool in this study has been reliable or consistent.

• Evaluation of Measurement Model Test (Inner Model)
  – R-Square (R^2)
    Table 16. Test Results R-Square Value (R^2)

Variable	R Square
Impulse Buying (Y)	0.671

Source: Primary Data Processed by PLS, 2023

In table 16 above, it can be concluded that the R^2 value is 0.671, which means that the variability of impulse purchases that can be explained by the three independent variables in the model, namely hedonic shopping motivation, ease of use, customer reviews, and electronic word of mouth is 67.1% and 32.9% is explained outside this research model. Therefore, it can also be explained that each X variable is able to influence 0.671 or 67.1%.

– R-Square (F^2)

Table 17. Test Results F-Square Value (F^2)

Relationship between Variables	F-Square ($F^{2)}$)	Effect Size
Electronic Word of Mouth (X4) → Impulse Buying (Y)	0.051	Small
Hedonic Shopping Motivation (X1) → Impulse Buying (Y)	0.754	Large
Ease of Use (X2) → Impulse Buying (Y)	0.010	Small
Customer Reviews (X3) Impulse Buying (Y)	0.026	Small

Source: Primary Data Processed by PLS, 2023

Based on the table 17 above, which has a large effect size with the F-Square (F^2) > 0.35 criterion is the effect of the Hedonic Shopping Motivation variable (X1) on the Impulse Purchase variable (Y) with an F-Square (F^2) value of 0.754; which has a small effect size with a criterion of 0.02 to 0. 15 is the effect of the ease of use variable (X2) on the Impulse Purchase variable (Y) with an F-Square (F^2) value of 0.010; the effect of the Customer Reviews variable (X3) on the Impulse Purchase variable (Y) with an F-Square (F^2) value of 0.026; and the effect of the Electronic Word of Mouth variable (X4) on the Impulse Purchase variable (Y) with an F-Square (F^2) value of 0.051 > 0.02. There are no variables that have a medium effect size with a criterion of 0.15

− R-Square (Q^2)

**Table 18. Blindfolding Test Results (Q^2)**

Variable	SSO	SSE	Q-Square $(Q^{2)}$
Electronic Word of Mouth (X4)	1055.000	1055.000	
Hedonic Shopping Motivation (X1)	422.000	422.000	
Impulse Buying (Y)	1477.000	856.993	0.420
Ease of Use (X2)	1055.000	1055.000	
Customer Reviews (X3)	1055.000	1055.000	

Source: Primary Data Processed by PLS, 2023

In table 18 above, Q^2 (predictive relevance) uses blindfolding procedure with omission distance 7. The calculation results show a predictive relevance value of $0.420 > 0.05$ This means that 42.0% of the variation in the impulse purchase variable (dependent variable) is explained by the variables used, namely Hedonic Shopping Motivation, Ease of Use, Customer Reviews, and Electronic Word of Mouth. Thus, it can be concluded that this study deserves to have relevant predictive value and good observation value because the Q-Square (Q^2) value > 0 (zero).

• Hypothesis Testing Results (Path Coefficient Estimation)

Figure 4. Hypothesis Testing Results (Bootstrapping)
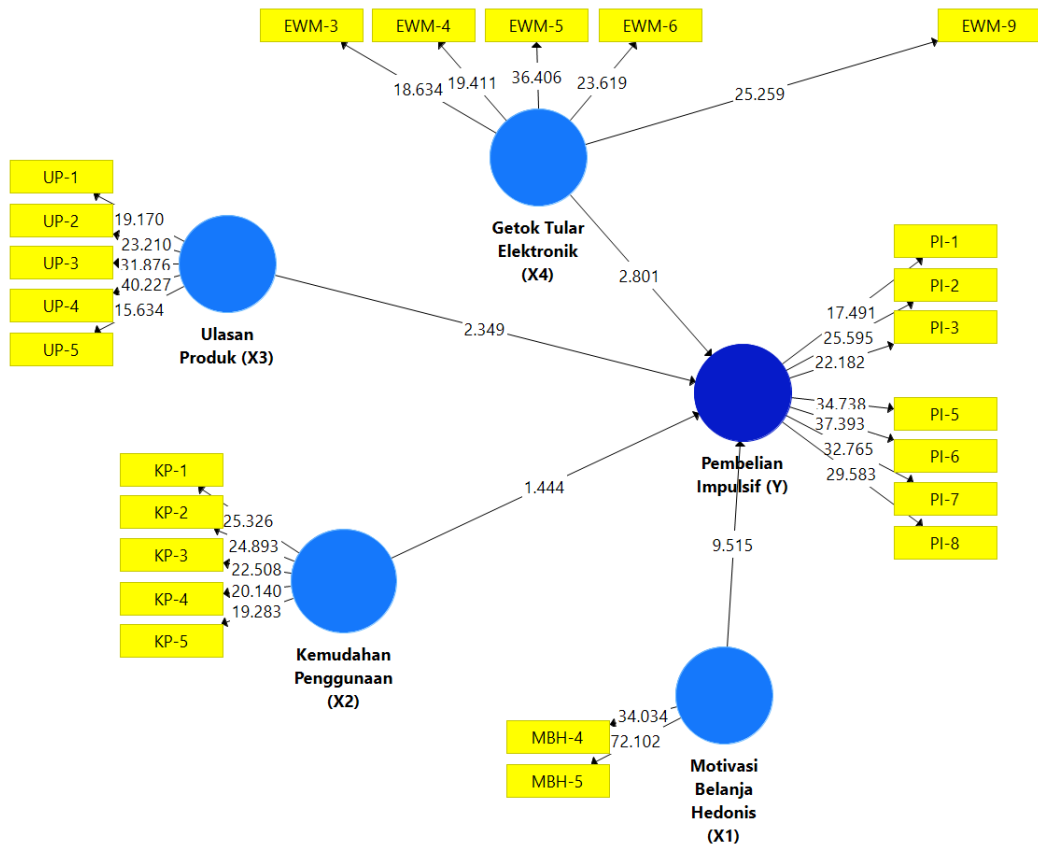
Source: Primary Data Processed by PLS, 2023

Based on the data from the results of hypothesis testing in figure 4 above, the Hedonic Shopping Motivation variable (X1) has a very large and significant influence on Impulse Buying Behavior (Y) than other variables. This is evidenced by the T-statistic value of 9.515 > 1.96 and a significance level of 0.00 > 0.05. Meanwhile, the Ease of Use (X2) variable has no influence on Impulsive Buying Behavior (Y).

- Goodness of Fit Model
  - Evaluation Results Based on R-Square and Q-Square

    The R-Square (R^2) statistical measure illustrates the amount of variation in endogenous variables (Y) that can be explained by other endogenous exogenous variables (X) in the model. According to Chin (1998) the interpretation value of R-Square (R^2) qualitatively is 0.19 (low influence), 0.33 (moderate influence), and 0.66 (high influence). Based on the results of the data processing above, it can be said that the joint influence of Hedonic Shopping Motivation, Ease of Use, Customer Reviews, and Electronic Word of Mouth on Impulse Purchases is 67.1% (high influence).

    Q-Square (Q^2) describes a measure of predictive accuracy, namely how well each change in exogenous/endogenous variables is able to predict endogenous variables. This measure is a form of validation in PLS to state the suitability of model predictions (predictive relevance). The Q-Square (Q^2) value above 0 states that the model has predictive relevance but in Hair, et al. (2019), the qualitative Q-Square (Q^2) interpretation value is; 0 (low influence), 0.25 (moderate influence), 0.50 (high influence). Based on the processing results above, the Q-Square (Q^2) value is 0.420 > 0.25, so it can be said that it has moderate prediction accuracy.

  - Evaluation Results Based on SRMR

    Standardized Root Mean Square Residual (SRMR) is a measure of model fit, namely the difference between the data correlation matrix and the estimated model correlation matrix (Yamin, 2022). In Hair, et al. (2019), an SRMR value below 0.08 indicates a fit model. However, in Karin Schmelleh, et al. (2003), the SRMR value between 0.08 - 0.10 indicates an acceptable fit model. Empirical data can explain the influence between variables in the model.

– Evaluation Results Based on PLS Predict

Table 19. PLS Predict Test Results

Measurement Items	Model PLS			Model LM		
	Q²_predict	RMSE	MAE	Q²_predict	RMSE	MAE
PI-1	0.361	0.478	0.381	0.419	0.455	0.352
PI-3	0.397	0.542	0.433	0.390	0.545	0.404
PI-2	0.397	0.795	0.625	0.345	0.828	0.655
PI-6	0.455	0.655	0.527	0.447	0.660	0.539
PI-5	0.444	0.664	0.510	0.414	0.682	0.540
PI-7	0.365	0.703	0.556	0.347	0.713	0.569
PI-8	0.460	0.694	0.519	0.462	0.692	0.505

Source: Primary Data Processed by PLS, 2023

Hair, et al. (2019), stated that PLS is an SEM with seven predictions. Therefore, it is necessary to develop a form of model validation measure to show how good the predictive power of the model it proposes. PLS Predict works as a form of validation of the strength of the PLS prediction test. To show that the PLS results have a good measure of predictive power, it needs to be compared with the basic model, namely the linear regression model (LM). The PLS model is said to have predictive power if the RMSE (Root Mean Squared Error) or MAE (Mean Absolute Error) size of the PLS model is lower than linear regression.

- If all PLS model measurement items have RMSE (Root Mean Squared Error) and MAE (Mean Absolute Error) values lower than the linear regression model, the PLS model has high predictive power.

- If most of it has medium predictive power.

Based on the results of data processing table 4.22 above, the RMSE and MAE values are 11 measurement items of the PLS model with the number with RMSE and MAE values lower than the LM (linear regression) model. This shows that the proposed PLS model has high predictive power.

DISCUSSION

Based on the first hypothesis test (H1) in this study, the results show that there is a positive and significant influence between Hedonic Shopping Motivation on Impulse Buying Behavior. This is indicated by the Path Coefficient value of 0.581 and the T Statistic value > T table (9.600 > 1.96) and p-values of 0.000. Therefore, in this case it can be said that the first hypothesis (H1) is accepted, meaning that Hedonic Shopping Motivation is proven to significantly influence Impulsive Buying Behavior. The results of this study are strengthened in previous research by Wijoyo, Fenny and Santoso, Thomas (2022) where their research revealed that hedonic shopping motivation has a positive and significant effect on impulse buying behavior. Yap, Candace (2022) in her research also revealed that hedonic

shopping motivation affects and will have a significant impact on impulse buying behavior. In addition, Rony, Moh. and Pambudi, Bambang Setiyo (2021) in their research also revealed that hedonic shopping motivation has a significant effect on impulse buying behavior. Then in Yulianto's research. Sisko, Alexander. Hendriyana, Evelyn (2021) also revealed that hedonic shopping motivation has a positive influence on impulse buying behavior. Hedonic shopping motivation is a driving force within individuals to trigger the desire to shop online which has an effect on increasing impulse purchases at Shopee E-commerce. To be able to bring up hedonic shopping motivation, companies must of course pay attention to the supporting indicators, one of which is the availability of unique and different items from other marketplaces. Respondents in the study revealed that hedonic shopping motivation is one of the references driving them to make impulse purchases. It is proven that as many as 98 people (46.7%) agree and as many as 66 (31.4%) strongly agree that respondents feel the sensation of 'adventure' when making online purchases at Shopee; As many as 92 (43.8%) people agree and 80 (38.1%) people strongly agree that respondents get a lot of promos and discounts when shopping online at Shopee; as many as 104 (49. 5%) people agree and 91 (43.3%) people strongly agree that respondents find many new unique products when shopping online at Shopee; as many as 78 (37.1%) people agree and 61 (29%) people strongly agree that for a moment it tends to make respondents feel more relieved to shop online at Shopee after having a hard and tiring day (stress).

Based on the third hypothesis test (H3) in this study, the results show that there is a positive and significant influence between Customer Reviews on Impulse Buying Behavior. This is indicated by the Path Coefficient value of 0.132 and the T Statistic value > T table (2.264 > 1.96) and the p-values of 0.024. Therefore, it can be said that the third hypothesis (H3) in this case is accepted, meaning that Customer Reviews are proven to significantly influence Impulse Buying Behavior. The results of this study are strengthened in previous research by Wati, Basamalah, and Rahmawati (2021) which suggest that customer reviews have a positive effect on impulse buying decisions. Mulyana, Sri (2020) in her research also revealed that customer reviews have a positive and significant influence on purchasing decisions for fashion products online at Shopee. Research conducted by Servanda, Ratu. Sari, Kemala. Ananda, Adhitya (2019) also that customer reviews have a significant effect on consumer buying interest in the Shopee marketplace. Customer reviews are very important for consumers who use E-commerce Shopee as one of their references for online shopping. Hence, it is important for Shopee to pay attention to their customers through the reviews given. The more and better customer reviews on a product sold in the Shopee marketplace, the more people are interested in buying the product. This is evidenced in the research respondents, where as many as 73 (34.8%) people agree and 125 (59.4%) people strongly agree that the number of customer reviews given by other consumers is one of the respondents' considerations when shopping online at Shopee; as many as 76 (36.2%) people agree and 120 (57.1%) people strongly agree that the reviews given by other consumers at Shopee are a form of testimonial that can provide an overview/information to respondents regarding the form of a product; 81 (38.6%) people agree and 104 (49.5%) people strongly agree that the number of customers who make repeat purchases

and leave reviews at Shopee makes respondents interested in doing online shopping; 79 (37.6%) people agree and 118 (56.2%) people strongly agree that customer reviews given by customers at Shopee are one of the comparisons for respondents when shopping online; 68 (32.4%) people agree and 129 (81.4%) people strongly agree that customer reviews at Shopee are very important for respondents when going to do online shopping.

Based on the fourth hypothesis test (H4) in this study, the results show that there is a positive and significant influence between Electronic Word of Mouth on Impulse Buying Behavior. This is indicated by the Path Coefficient value of 0.192 and the T Statistic value > T table (2.872 > 1.96) and p-values of 0.004. Therefore, it can be said that the fourth hypothesis (H4) in this case is accepted, meaning that Electronic Word of Mouth is proven to significantly influence Impulsive Buying Behavior. The results of this study were strengthened in previous research by Wijoyo, Fenny and Santoso, Thomas (2022) with their research which concluded that there is a positive and significant influence between electronic word of mouth on impulse buying behavior. Electronic word of mouth can take the form of oral or written statements, so it can be said that the statements given by consumers to companies are very important things for consumers to pay attention to before they decide to buy and use a product. It can be seen in research respondents who show that they tend to pay attention to the assessments of other consumers of Shopee and their experiences to be one of the supporting indicators for shopping at Shopee, so that in the future Shopee needs to improve its service quality. This is evident from the answers of respondents in this study, where as many as (44.3%) people agree and as many as 79 (37.6%) people strongly agree that respondents tend to pay attention to Shopee user reviews ratings on Google Playstore and Appstore; as many as 90 (42.9%) people agree and as many as 66 (31.4%) strongly agree that respondents tend to express through reviews when experiencing things that are not wearing and feel dissatisfied after making online purchases at Shopee; as many as 98 (46.7%) people agree and 81 (38.6%) people strongly agree that the large number of consumers who use Shopee makes respondents confident to shop online at Shopee; as many as 92 (43.8%) people agree and 84 (40%) people strongly agree that respondents tend to recommend products at Shopee to others if they have proven it themselves; (41.9%) people agree and 74 (35.2%) people strongly agree that respondents often receive incentives from Shopee in the form of Shopee coins after providing reviews of products that have been purchased; 98 (46.7%) people agree, and 75 (35.7%) people strongly agree that the many benefits and convenience that I get when shopping online at Shopee make respondents want to continue using Shopee as an online shopping platform; 100 (47.6%) people agree, and 71 (33.8%) people strongly agree that respondents will give positive things after doing online shopping at Shopee to people closest to them.

Meanwhile, based on the second hypothesis test (H2) in this study, it shows the results that there is no influence between Ease of Use on Impulse Buying Behavior. This is indicated by the Path Coefficient value of 0.094 and the T Statistic value < T table (1.448 < 1.96) and p-values of 0.148. Therefore, it can be said that the second hypothesis (H2) in this case is not accepted, meaning that Ease of Use does not affect Impulse Buying Behavior.

CONCLUSION

This study is intended to determine the Effect of Hedonic Shopping Motivation, Ease of Use, Customer Reviews, and Electronic Word of Mouth in Consumer Impulse Buying Behavior at Shopee E-commerce. Based on the data analysis and discussion contained in the previous chapter, several research conclusions can be stated as follows: a) Hedonic Shopping Motivation has a positive and significant influence on Impulsive Buying Behavior. It can be said that the higher the motivation of the community to do online shopping, the more impulsive purchases will increase. b) Ease of Use has no influence on Impulsive Buying Behavior. c) Customer Reviews have a positive and significant influence on Impulse Buying Behavior. This is evidenced by the increasing number of positive and honest reviews given by customers at Shopee, which makes people interested in shopping online at Shopee and this will certainly increase impulse purchases. d) Electronic Word of Mouth has a positive and significant influence on Impulsive Buying Behavior. It can be said that the more and better the conversation through online media discussed by fellow E-commerce consumers and statements about Shopee will help create the image value of the Shopee company in the eyes of consumers which then increases impulse purchases.

Based on the results of the research and discussion in the previous chapter, the researcher also conveyed several things as consideration for E-Commerce Shopee, including: Shopee needs to improve its customer service program in responding to customers who ask questions or statements in the chat feature, so that consumers feel more comfortable when shopping online at Shopee and can increase consumer attention to the company; then Shopee must improve and improve the quality of after sales services in terms of returning goods by simplifying the flow and working with more logistics expeditions to support systematic return of goods, this is important for Shopee to pay attention to in order to maintain customer loyalty to Shopee and they can also feel excellent service from Shopee compared to other E-commerce;

Furthermore, Shopee can evaluate and improve the quality of the appearance of the reviews feature to be more attractive and more convincing to consumers; Shopee can also encourage consumers to provide honest statements that are actually related to the products they have purchased even if the reviews are negative. This can be done by Shopee giving a special label to consumers who provide reviews to signify appreciation for honest reviews according to the actual facts of the products they have purchased. So that consumers feel more comfortable voicing their statements about the products they have purchased and this can also convince other consumers to carry out buying and selling transactions at Shopee through the statements of honest reviews of consumers who are not mistaken.

For further researchers, it is hoped that it can expand the research area with different respondent characteristics so that the research sample is more accurate and it is also hoped that further researchers can reveal other variables besides hedonic shopping motivation, ease of use, electronic word of mouth,

and customer reviews that can affect consumer loyalty. Such as panic buying variables, online store beliefs, viral marketing, and other variables.

REFFERENCES

Abadi, I., Hasyim, & Carda P., M. (2021, Desember). Pengaruh Bauran Pemasaran, Psikologi Konsumen, Dan Motivasi Hedonis Terhadap Keputusan Pembelian Impulsif Dan Kepuasan Konsumen Berbelanja Pada Toko Online Di Kota Pare-Pare. EQUITY. *EQUITY: Journal of Economics, Management and Accounting, 16*(2).

Alfiyah, M. T., & Prabowo, B. (2021). Pengaruh Promosi Penjualan dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee di Kota Tuban. *Jurnal Bisnis Indonesia, 12*(2), 1-10.

Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa.* Bandung: Alfabeta.

Angela, V., & Paramita, E. L. (2020, September). Pengaruh Lifestyle dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis: Ekonomi Bisnis dan Manajemen, 10*(2), 248-262. doi:https://doi.org/10.37932/j.e.v10i2.132

Anggitasari, S. R., Hurriyati, R., & Wibowo, L. A. (2017). Pengaruh Electronic Word of Mouth Terhadap Pengetahuan Konsumen Serta Dampaknya Terhadap Minat Beli Online. *Jurnal Ilmu Manajemen Dan Bisnis, 8*(1), 6-10.

Aprilia, E. D., & Septila, R. (2017). Impulse Buying Pada Mahasiswa di Banda Aceh. *Psikoislamedia: Jurnal Psikologi, 2*(2), 170-183. doi:http://dx.doi.org/10.22373/psikoislamedia.v2i2.2449

Ariyanti, L., & Iriani, S. S. (2022, April). Pengaruh Promosi Penjualan, dan Electronic Word of Mouth Terhadap Pembelian Impulsif Pada Saat Special Event Day (Studi Pada Konsumen Shopee Jawa Timur). *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, dan Pendidikan, 1*(5), 491-505. doi:https://doi.org/10.54443/sibatik.v1i5.58

Assauri, S. (2017). *Manajemen Pemasaran: Dasar, Konsep, Strategi* (Cetakan ke-15 ed.). Jakarta: PT. Raja Grafindo Persada.

Buchory, A. H., & Saladin, D. (2014). *Manajemen Pemasaran: Edisi Pertama.* Bandung: Linda Karya.

Bulan, T. P., & Chandra, R. (2021). The Effect of Ewom, Digital Marketing, Customer Satisfaction on Customer Loyalty (Shopee Customer Survey in Pangkalan Brandan). *Jurnal Manajemen Motivasi, 17*(1), 36-45. doi:http://dx.doi.org/10.29406/jmm.v17i1.3064

C. Mowen, J., & Minor, M. (2015). *Perilaku Konsumen.* Jakarta: Erlangga.

Darmawan, D., & Putra, A. R. (2022, Januari). Pengalaman Pengguna, Keamanan Transaksi, Kemudahan Penggunaan, Kenyamanan, dan Pengaruhnya Terhadap Perilaku Pembelian Online Secara Impulsif. *RELASI: JOURNAL EKONOMI, 18*(1), 26-45. doi:https://doi.org/10.31967/relasi.v18i1.523

Darmayanti, N. P., Purnamawati, I. A., & Prayudi, M. A. (2017). Pengaruh Pendekatan Technology Acceptance Model dan Faktor Sosial Terhadap Penerapan Sistem Informasi Keuangan Daerah pada SKPD di Kabupaten Gianyar. *JIMAT: Jurnal Ilmiah Mahasiswa Akuntansi, 8*(2). doi:https://doi.org/10.23887/jimat.v8i2.14261

Destari, F., Indraningrat, K., & Putri, M. N. (2020, Maret). Impact of shopping emotion towards impulse buying in e-commerce platform. *Jurnal Manajemen dan Pemasaran Jasa, 13*(1), 47-64. doi:http://dx.doi.org/10.25105/jmpj.v13i1.6123

Dewantoro, A., Rachma, N., & Rizal, M. (2020, Agustus). Pengaruh Shopping Lifestyle, Discount Dan Fashion Involvement Terhadap Impulse Buying Pada Online Shop Lazada.co.id (Studi Kasus Pada Mahasiswa FEB UNISMA). *e-JRM: e-Jurnal Ilmiah Riset Manajemen, 09*(08), 121-136.

Fauziah, S., & Rahmidani, R. (2021). Pengaruh Promosi Penjualan dan Shopping Lifestyle terhadap Impulse Buying Produk Fashion. *Jurnal Ecogen, 4*(1), 81-88. doi:http://dx.doi.org/10.24036/jmpe.v4i1.11046

Felita, P., & Oktivera, E. (2019, April). Pengaruh Sales Promotion Shopee Indonesia Terhadap Impulsive Buying Konsumen (Studi Kasus: Impulsive Buying Pada Mahasiswa STIKS Tarakanita). *Jurnal Ilmu Komunikasi dan Bisnis, 4*(2), 63-196.

Firdausy, C. M., & Fernanda, M. (2021, Maret). 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).

Ghozali, I. (2014). *Structural Equation Modelling Metode Alternatif dengan Partial Least Square (PLS)* (Edisi 4 ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Hasim, M., & Lestari, R. B. (2022, September). Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM DanGaya Hidup Berbelanja Terhadap Impulse Buying Di Tokopedia. *Forum Bisnis dan Kewirausahaan: Jurnal Ilmiah Ekonomi Dan Bisnis Universitas Multi Data Palembang, 12*(1), 59-69. doi:https://doi.org/10.35957/forbiswira.v12i1.3297

Haxhialushi, R., & Panajoti, V. H. (2018, Mei). How Word of Mouth in Social Media Affects Attitudes Toward Brands. *China-USA Business Review, 17*(5), 221-277. doi:10.17265/1537-1514/2018.05.001

Husna, M., & Lubis, P. H. (2019). Pengaruh motivasi utilitarian dan motivasi hedonis terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan pada pengunjung sport station Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen, 4*(1), 40-53.

Ika, N., Fitriyah, Z., & Dewi, N. C. (2020). Impulse Buying di E-Commerce Shopee. *Dinamika Administrasi: Jurnal Ilmu Administrasi dan Manajemen, 3*(1), 57-62.

Irdiana, S., Darmawan, K., & Ariyono, K. Y. (2021, Maret). Impulse Buying di Masa Pandemi COVID-19. *CEBI: Conference on Economic and Business Innovation, 1*(1), 1297-1310.

Ivadah, M. N., & Sharif, O. O. (2021, Agustus). Pengaruh Ulasan Produk Terhadap Keputusan Pembelian Konsumen Produk Fashion Pada E-Commerce Shopee. *e-Proceeding of Management, 8*(4), 3282-3290.

Kaczmarek, L. D. (2017). Hedonic Motivation. *Encyclopedia of Personality and Individual Differences*. doi:10.1007/978-3-319-28099-8_524-1

Kotler, P. (2017). *B2B Brand Management: Dengan Branding Membangun Keunggulan dan Memenangi Kompetisi*. Jakarta: PT Bhuana Ilmu Popole.

Kotler, P., & Armstrong, G. (2015). *Dasar-Dasar Pemasaran* (Edisi 12 Jilid 1 ed.). Jakarta: Prenhalindo.

Kotler, P., & Gary, A. (2016). *Prinsip-Prinsip Pemasaran* (Edisi 13 Jilid 1 ed.). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Edition* (15th Global Edition ed.). United Kingdom: Pearson Education.

Laraswati, V., & Aziz, F. (2021, Desember). Pengaruh Sales Promotion dan Online Impulse Buying Terhadap Keputusan Pembelian di Shopee Pada Mahasiswa Di Kota Bandung. *e-Proceeding of Management, 8*(6), 8745-8755.

Laudon, K., & Traver, C. G. (2014). *E-commerce: Business, Technology, Society* (Tenth Edition ed.). New Jersey: Pearson Education, Inc.

Lestari, I. T., & Widyastuti. (2019). Pengaruh Kepercayaan dan Kemudahan Terhadap Keputusan Belanja Online (Studi Pada Pengguna Tokopedia). *Jurnal Ilmu Manajemen, 7*(2), 478-484.

Lestari, S. A., Salim, M. A., & Rizal, M. (2023). Pengaruh Shopping Lifestyle, Review Beauty Influencer Dan Fashion Involvement Terhadap Impulse Buying Pada Media Tiktok Shop (Pada Pembelian Skincare Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Islam Malang). *e-JRM: Elektronik Jurnal Riset Manajemen, 12*(02), 1491-1498.

Mardhiyah, R. S., & Sulistyawati, L. (2021, Maret). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Intervening Pada E-Commerce Shopee. *JABEISTIK: Jurnal Analitika Bisnis, Ekonomi, Sosial dan Politik, 1*(1), 9-21.

Maryam, S., & Wahyuningsih, S. (2018, Juni). Pengaruh Transaksi C2C Commerce Terhadap Perilaku Impulsive Buying (Survei Pada Konsumen PT Shopee International Indonesia). *INTER KOMUNIKA: Jurnal Komunikasi, 3*(1), 1-13.

Melaardi, B. F., & Apriyanti. (2022). Pengaruh Persepsi Kemudahan Penggunaan Dan Persepsi Risiko Terhadap Keputusan Pembelian Tidak Terencana Pada Marketplace Shopee Di Masa Pandemi Covid-19. *SIMBA: Seminar Inovasi Manajemen, Bisnis, dan Akuntansi, Vol. 4*.

Miranda, Y. C. (2016, April). Kajian Terhadap Faktor Yang Mempengaruhi Impulse Buying Dalam Online Shopping. *Competence: Journal of Management Studies, 10*(1), 63-76. doi:https://doi.org/10.21107/kompetensi.v10i1.3424

Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management, 08*(03), 419-424. doi:http://dx.doi.org/10.4236/jssm.2015.83043

Mulyana, S. (2021, Juni). Pengaruh Harga dan Ulasan Produk Terhadap Keputusan Pembelian Produk Fashion Secara Online Pada Shopee di Pekanbaru. *Daya Saing: Jurnal Ilmu Manajemen, 7*(2), 185-195. doi:https://doi.org/10.35446/dayasaing.v7i2.665

Nugraha, B. S., & Masithoh, D. (2023, Juni). Partial Least Squares-Structural Equation Modeling, Kebiasaan Baru Masa Pandemi Covid 19 Dan Perubahan Perilaku Konsumen Terhadap Penguatan Karakter Sociopreneur. *Journal Economina, 2*(6), 1233-1246. doi:https://doi.org/10.55681/economina.v2i6.593

Ozen, H., & Engizek, N. (2014). Shopping Online Without Thinking: Being Emotional or Rational? *Asia Pacific Journal of Marketing and Logistics, 26*(1), 78-93. doi:https://doi.org/10.1108/APJML-06-2013-0066

Parmariza, Y. (2019). Online Consumers' Buying Behavior Perspective on Instagram Platform. *International Conference on Management, Economics, and Business (ICMEB) Advances in Economics, Business, and Management Research, 12*, 212-224. doi:https://doi.org/10.2991/aebmr.k.200205.039

Pratama, A. B., & Suputra, I. D. (2019, Mei). Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan, dan Tingkat Kepercayaan Pada Minat Menggunakan Uang Elektronik. *E-Jurnal Akuntansi Universitas Udayana, 27*(2), 927-953. doi:https://doi.org/10.24843/EJA.2019.v27.i02.p04

Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial.* Bandung: CV Pustaka Setia.

Pujiastuti, N., Reza, & Astuti, R. F. (2022, Apri;). Pengaruh Literasi Ekonomi Dan Lingkungan Sosial Terhadap Perilaku Pembelian Impulsif Pada Mahasiswa. *Jurnal Riset Pendidikan Ekonomi (JRPE), 7*(1), 107-117. doi:https://doi.org/10.21067/jrpe.v7i1.6710

Purwaningsih, A. G., & Nurhadi. (2021, Maret). Pengaruh Promosi Penjualan dan Gender Terhadap Perilaku Impulse Buying Pada E-Commerce Shopee. *Forum Bisnis dan Kewirausahaan (FORBISWIRA): Jurnal Ilmiah STIE MDP, 10*(2), 159-167. doi:https://doi.org/10.35957/forbiswira.v10i2.807

Rahmawati, F. D. (2022). Peran Digital Marketing Dalam Memediasi Pengaruh Electronic Word Of Mouth, Promosi dan Harga Terhadap Impluse Buying (Studi pada E-commerce Shopee). *Journal of Economics and Business Aseanomics, 7*(2), 71-86. doi:https://doi.org/10.33476/jeba.v7i2.3416

Ramadany, C., & Artadita, S. (2022). Pengaruh Literasi Keuangan, Persepsi Kemudahan Penggunaan, Persepsi Manfaat Penggunaan Shopee Paylater Terhadap Perilaku Pembelian Impulsif Pada Generasi Milenial Dan Generasi Z Diindonesia. *YUME: Journal of Management, 6*(1), 606-614. doi:https://doi.org/10.37531/yum.v6i1.3700

Rarasati, S. A., & Farida, S. N. (2023). Pengaruh Persepsi Kemudahan dan Kepercayaan Terhadap Minat Beli di Marketplace Tokopedia. *SEIKO: Journal of Management & Business, 6*(1), 774-785. doi:https://doi.org/10.37531/sejaman.v6i1.4471

Rerung, R. R. (2018). *E-Commerce - Menciptakan Daya Saing Melalui Teknologi Informasi.* Deepublish.

Rizki, R. (2020). Pengaruh Kepercayaan Konsumen Dan Pengalaman Pembelian Terhadap Minat Beli Konsumen Secara Online Di Kalangan Masyarakat Sangatta (Studi Kasus Pada E-Commerce Shopee). *Jurnal EKSIS: Ekonomi, Sosial, dan Bisnis, 16*(1).

Rony, M., & Pambudi, B. S. (2021, Desember). Pengaruh Hedonic Shopping Motives, Fashion Involvemen terhadap Impulse Buying E-Commerce Shopee (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). *Jurnal Kajian Ilmu Manajemen, 1*(4), 393-401.

Roostika, R., & Aryadi, A. A. (2018). Analysis of Electronic Word-of-Mouth and Brand Image on Hotel Booking Intentions. *Forum Manajemen Indonesia 10 Korwil Sumatera Selatan*, 1-11.

Rossa, A., & Ashfath, F. (2022). Pengaruh Persepsi Kemudahan Penggunaan, Kepercayaan, Risiko dan Keamanan terhadap Impulse Buying Pengguna SPaylater (Shopee Paylater) di Jadetabek. *Prosiding SNAM PNJ: Seminar Nasional Akuntansi dan Manajemen, Vol 3*.

Roy, R., & Ng, S. (2012). Regulatory Focus and Preference Reversal Between Hedonic and Utilitarian Consumption. *Journal of Consumer Behaviour, 11*(1), 81-88. doi:https://doi.org/10.1002/cb.371

Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen.* Yogyakarta: Andi.

Sari, R. (2021, May). Pengaruh Penggunaan Paylater Terhadap Perilaku Impulse Buying Pengguna E-Commerce di Indonesia. *Jurnal Riset Bisnis dan Investasi, 7*(1), 44-57. doi:https://doi.org/10.35313/jrbi.v7i1.2058

Schiffman, L., & Kanuk, L. L. (2018). *Perilaku Konsumen* (Edisi Ketujuh ed.). PT INDEKS.

Servanda, I. R., Sari, P. R., & Ananda, N. A. (2019, Desember). Peran Ulasan Produk dan Foto Produk yang Ditampilkan Penjual Pada Marketplace Shopee Terhadap Minat Beli Pria dan Wanita. *JMB: Jurnal Manajemen dan Bisnis, 2*(2), 69-79. doi:https://doi.org/10.37673/jmb.v2i2.526

Setiadi, N. (2019). *Perilaku Konsumen* (Edisi ke-3 Cetakan ke-7 ed.). Jakarta: Kencana Prenada Media Group.

Sudjatmika, F. V. (2017). Pengaruh Harga, Ulasan produk, Kemudahan, dan Keamanan Terhadap Keputusan Pembelian Secara Online di Tokopedia. com. *AGORA, 5*(1).

Sugiyono. (2016). *Metodologi Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods).* Bandung: Alfabeta.

Suhir, M., Suyadi, I., & Riyadi. (2014, Februari). Pengaruh Persepsi Risiko, Kemudahan dan Manfaat terhadap Keputusan Pembelian Secara Online. *JAB: Jurnal Administrasi Bisnis, Vol 8*(1), 1-10.

Sukarmi, Kasmo, A. B., Safitri, Y., & Nugroho, L. (2022, Desember). Analisa Perbandingan Laba Pada Masa Pandemi COVID-19 dan Sebelum Pandemi COVID-19 Pada Aspek Biaya Pengobatan, Biaya Perlengkapan, dan Biaya Kesejahteraan Karyawan. *JURNAL ECONOMINA, 1*(4), 714-724. doi:https://doi.org/10.55681/economina.v1i4.165

Sumarwan, U. (2014). *Perilaku Konsumen* (Edisi Kedua ed.). Bogor: Ghalia Indonesia.

Sunyoto, D. (2014). *Dasar-Dasar Manajemen Pemasaran (Konsep, Strategi, dan Kasus)* (Cetakan ke-1 ed.). Yogyakarta: Center for Academic Publishing Service (CAPS).

Sunyoto, D. (2014). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen* (Cetakan ke-2 ed.). Yogyakarta: Center for Academic Publishing Service (CAPS).

Sunyoto, D. (2015). *Perilaku Konsumen dan Pemasaran: Panduan Riset Sederhana Untuk Mengenal Konsumen.* Yogyakarta: Center for Academic Publishing Service (CAPS).

Sunyoto, D. (2019). *Strategi Pemasaran* (Cetakan pertama ed.). Yogyakarta: Center for Academic Publishing Service (CAPS).

Supriyanto, A., & Widiyanto, G. (2022, Juli). Pengaruh Promosi, Ulasan Produk dan Kualitas Layanan Terhadap Keputusan Pembelian Online Lucky Beauty Store. *EMABI : Ekonomi dan Manajemen Bisnis, 1*(2), 41-55.

Suratno, Rosmiati, & Siswono, E. (2021, Januari). Pengaruh Online Shop, Lingkungan Teman Sebaya, dan Literasi Keuangan Terhadap Pembelian Implusif Mahasiswa Jurusan PIPS FKIP Universitas Jambi. *JMPIS: Jurnal Manajemen Pendidikan dan Ilmu Sosial, 2*(1), 61-75. doi:https://doi.org/10.38035/jmpis.v2i1.414

Suryani, M., Nusaibatul A., N., & Nurul H., P. (2022, Januari). Determinants of Impulsive Purchases in Shopee E-Commerce During the Covid-19 Pandemic. *Jurnal Multidisiplin Madani (MUDIMA), 2*(1), 457-476.

Suryani, T. (2013). *Perilaku Konsumen di Era Internet Implikasinya Pada Strategi Pemasaran* (Cetakan Pertama ed.). Yogyakarta: Graha Ilmu.

Syastra, M. T., & Wangdra, Y. (2018, Oktober). Analisis Online Impulse Buying dengan menggunakan Framework SOR. *Jurnal Sistem Informasi Bisnis, 8*(2), 133-340. doi:10.21456/vol8iss2pp133-140

Teresya, R., Nabiilah, R. R., & Tunnajah, S. (2022, Maret). Literature Review E-Commerce: Profitabilitas, Tekanan Eksternal Dan Kemudahan Pengguna. JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi. *JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi, 3*(4), 474-484. doi:https://doi.org/10.31933/jemsi.v3i4

Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective* (Ninth Edition ed.). Cham: Springer.

Uma, S. (2017). *Metode Penelitian untuk Bisnis.* Jakarta: Salemba Empat.

Utami, C. W. (2017). *Manajemen Ritel Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia.* Jakarta: Salemba Empat.

Wahyuni, R. S., & Setyawati, H. A. (2020, April). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying pada E-Commerce Shopee. *JIMMBA: Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi, 2*(2), 144-154.

Wangi, L. P., & Andarini, S. (2021). Pengaruh Flash Sale dan Cashback Terhadap Perilaku Impulse Buying Pada Pengguna Shopee. *Jurnal Bisnis dan Kajian Strategi Manajemen (JBKSM), 5*(1), 79-91. doi:https://doi.org/10.35308/jbkan.v5i1.3424

Wati, R. A., Basalamah, M. R., & Rahmawati. (2021, Agustus). Pengaruh Lingkungan Teman Sebaya, Viral Marketing, dan Customer Online Review Terhadap Keputusan Pembelian Impulsif Secara Online di Shopee (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Angkatan 2018). *e-JRM: e-Journal Ilmiah Riset Manajemen, 10*(13), 120-133.

Widiyati, S., & Ghozi, S. (2018, Februari). Peningkatan Impulse Buying Mahasiswa di Semarang. *Jurnal Bisnis dan Manajemen, 8*(1), 49-56. doi:10.15408/ess.v8i1.6979

Wijayanti, T. (2017). *Marketing Plan Dalam Bisnis.* Cibubur: PT Elex Media Komputindo.

Wijoyo, F., & Santoso, T. (2022). Pengaruh Website Quality, Electronic Word of Mouth, dan Hedonic Shopping Motivation Terhadap Impulse Buying Pada E-Commerce Tokopedia. *Jurnal AGORA, 10*(1).

Wulan, W. N., Suharyati, & Rosali. (2019, Juni). Analisis Pembelian Tidak Terencana pada Toko Online Shopee. *Jurnal EKOBIS: Ekonomi dan Bisnis, 6*(1), 54-71. doi:https://doi.org/10.35590/jeb.v6i1.830

Wulandari, T. A., Insan, M. I., & Sudrajat, A. (2021). Pengaruh Electronic Word of Mouth dan Potongan Harga terhadap Pembelian Impulsif Produk Skincare. *Jurnal Ilmu Manajemen , 9*(3), 844-851.

Yap, C. (2022, Januari). The Influence of Social Media Marketing, Hedonic Shopping Motivation and Electronic Word of Mouth towards Impulse Purchases for Shopee's Customers in Medan. *Jurnal Ekonomi dan Bisnis (MINISTAL), 1*(1), 43-58.

Yulianto, Sisko, A., & Hendriana, E. (2021). The Stimulus of Impulse Buying Behavior on E-Commerce Shopping Festival: A Moderated-Mediated Analysis. *Journal of Business and Management Review, 2*(10), 692-714. doi:10.47153/jbmr210.2152021