

**THE EFFECT OF PRICE DISCOUNT AND ELECTRONIC WORD OF MOUTH
ON IMPULSE BUYING AT MARKETPLACE SHOPEE
(Study on Students of Universitas Indonesia Membangun Bandung)**

Widyastuti Nurmalia Utami¹, Trysna Aditiya Juanda²
^{1,2}Universitas Indonesia Membangun (INABA),
Kota Bandung, Jawa Barat, Indonesia
E-mail: ¹widyastuti.nurmalia@inaba.ac.id , ²trysnaj97@gmail.com

ABSTRACT

The purpose of this study was to determine the effect of Price Discount and Electronic Word of Mouth on Impulse Buying in the Shopee Marketplace. The research method used is a quantitative research method with a descriptive and verification approach. The type of data used is primary data and secondary data with data collection using questionnaires and search data through library research and online research. Sampling technique using Non-Probability Sampling with Purposive Sampling method with the number of respondents as many as 80 respondents. Prerequisite testing includes validity test, reliability test, descriptive analysis, verification analysis and hypothesis testing. The results showed that Price Discounts were in the sufficient category with a score of 1290 and Electronic Word of Mouth was classified in the sufficient category with a score of 1693. Price Discounts had a positive and significant effect on Impulse Purchases, this statement was evidenced by the value of $t_{count} > t_{table}$ ($2,441 > 1,991$) and value Sig. namely $0.001 < 0.05$, Electronic Word of Mouth has a positive and significant effect on Impulse Buying, this is evidenced by the value of $t_{count} > t_{table}$ ($3.017 > 1.991$) and the value of Sig. ie $0.020 < 0.05$. Price Discount and Electronic Word of Mouth have a simultaneous effect on Impulse Buying, based on the results of simultaneous hypothesis testing (F test), obtained $F_{count} > F_{table}$ ($7,994 > 3.12$) and the value of Sig. $0.003 < 0.05$.

Keywords: Price Discount, Electronic Word of Mouth, Impulse Buying

A. Introduction

Along with the era of globalization that is happening throughout the world, it is currently making various developments in all aspects, one of which is the development in terms of communication technology and of course Indonesia is experiencing the same thing. This can make it easier for people to search for information via the internet. This happens because the development of internet users is very rapid.

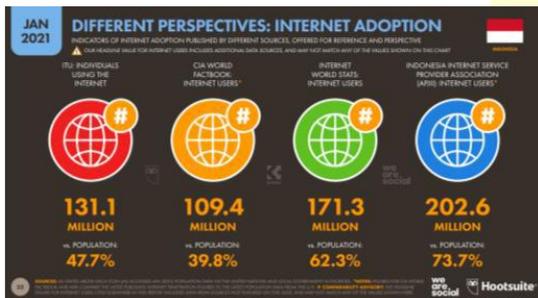


Figure 1. Perspective of internet users in Indonesia
 Source: Hootsuite.co.id (2021)

Based on Figure 1, the results of a survey conducted by Hootsuite.co.id (2021), based on a survey by the Association of Indonesian Internet Service Providers, it shows the number of internet users in Indonesia in 2021 amounted to 202.6 million people (73.7%) of the population. This means that the penetration of internet users in Indonesia is always increasing every year from a total population of 274.9 million people.

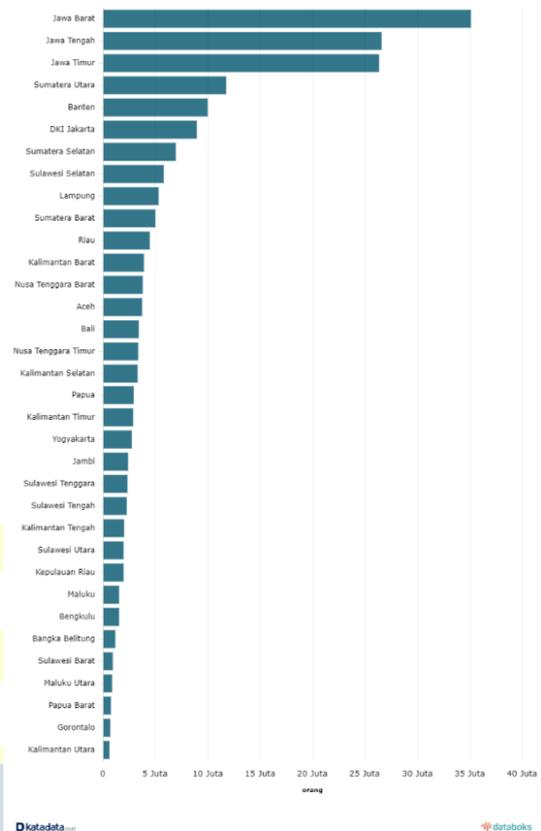


Figure 2. Internet users by Province
 Source: Indonesian Internet Service Providers Association (APJII, 2020)

Based on Figure 2 the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) for the 2020-quarter II/2020 period, the number of internet users in Indonesia reached 196, 7 million. This number increased by 23.5 million or 8.9% compared to 2018. The largest number of internet users come from the province of West Java, namely 35.1 million people. That position is followed by Central Java with 26.5 million people. Then East Java,

with 23.4 million people (www.databoks.katadata.co.id).

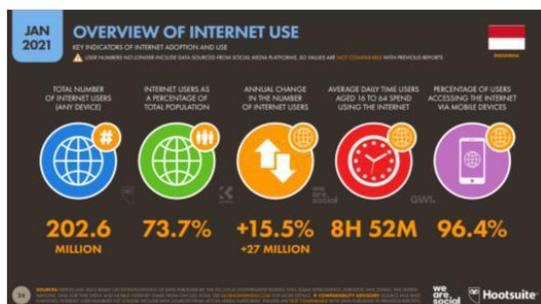


Figure 3. Overview of internet users in Indonesia

Source: Hootsuite.co.id (2021)

Based on Figure 3, the results of a survey on internet user reviews in Indonesia conducted by Hootsuite.co.id (2021), shows that the percentage of internet users accessing the internet using smartphone devices is as high as 96.4%, which means that almost all internet users access the internet using smartphone devices. Furthermore, the average time used to access the internet aged 16 to 64 years is 8 hours 52 minutes, which means that the time used by internet users to access the internet is very high.

The current development of the internet is not only as a medium of information and communication, but the internet is able to fulfill people's desires in practical shopping, namely online shopping which is rife among modern society ranging from teenagers to old

people. One of the businesses that use the internet is e-commerce.

E-commerce is all electronically mediated exchange of information between organizations and external stakeholders. One type of e-commerce that is currently growing rapidly in Indonesia is the e-commerce type of marketplace which is defined as a place where sellers can create accounts and sell various kinds of goods to be sold.



Figure 4. E-commerce activities in Indonesia

Source: Hootsuite.co.id (2021)

Based on Figure 4, the results of a survey on e-commerce activities in Indonesia conducted by Hootsuite.co.id (2021), it is known that the activity of using e-commerce in Indonesia is very high, reaching 93% of total internet users in Indonesia search for products and services via the internet and 87.3% of them visit online retail stores and 78.2% buy products online, then 87.1% buy products online using any device and the

last 79.1% buy online products using mobile devices. The data shows the high penetration of e-commerce which influences the formation of people's shopping behavior in Indonesia.

The growth of the e-commerce industry is currently increasing rapidly amid the economic slowdown in Indonesia. Most people in Indonesia are claimed to prefer shopping online compared to conventional stores. This provides an opportunity for interested retailers to market their products online through e-commerce. This is supported by a pre-survey conducted by the author, which is presented in full in Figure 5.

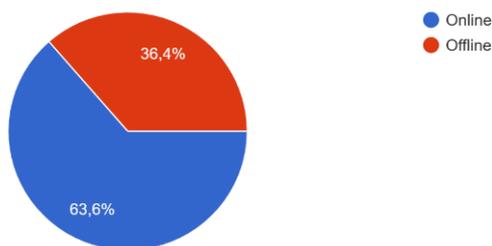


Figure 5. Comparison of online and offline shopping
 Source: Pre-survey (processed by researchers, 2021)

Based on Figure 5, pre-survey results processed by researchers (2021). It is known that the results of the survey show that most consumers prefer to shop online rather than shop offline, this is shown by the size of the presentation where consumers prefer to shop online with a

magnitude of 63.6% and consumers who still shop offline with a magnitude of 36.4%.

Significant changes in consumer behavior have made retail traders change their way of selling in order to enter markets that are increasingly modern and closer to consumers. Initially, retail traders entered the market by selling conventionally because consumers were more interested in buying products or goods directly, but over time, consumer behavior has begun to change, where consumers prefer to shop online rather than conventionally. This is used by retail traders who have changed their way of selling to online, now there are many retail traders selling using e-commerce platforms in marketing their products, this is shown by the inclusion of various types of e-commerce in Indonesia such as Tokopedia, Shopee, Blibli.Com, Bukalapak, Lazada, JD.ID, Bhinneka, Elevenia, Zalora, and so on.

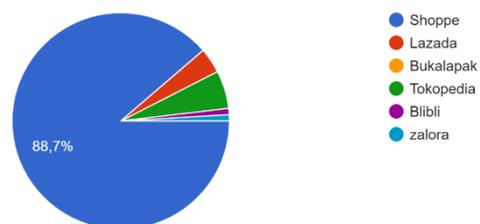


Figure 6. Marketplace used for online shopping
 Source: Pre-survey (processed by researchers, 2021)

Based on Figure 6, pre-survey results processed by researchers (2021). It is known that the survey results show 6 (six) marketplaces that are often used by consumers to shop online, the first position is occupied by the Shopee marketplace, namely 88.7%, the second position is occupied by the Tokopedia marketplace, namely 5.7%, the third position is occupied by the Lazada marketplace, namely 3.8%, the fourth position is occupied by the Blibli marketplace namely 0.9%, the fifth position is occupied by the Zalora marketplace namely 0.9% and the sixth position is occupied by the Bukalapak marketplace namely 0%.

Shopping is considered as an important part of everyday life whose purchases are sometimes planned and sometimes unplanned. Unplanned buying behavior or impulse buying is something that is of interest to producers, because it is a very large market share in the modern market. Based on observations found problems with impulse buying, namely spontaneity where there is no desire for consumers to buy suddenly when opening the Shopee marketplace. This is also supported by the results of the pre-survey distribution to 30 respondents to Shopee

marketplace users, the full details are presented in Figure 7.

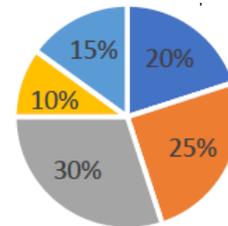


Figure 7. Unplanned purchases on the Shopee marketplace
Source: Pre-survey (processed by researchers, 2021)

Based on Figure 7, processed pre-survey results by researchers (2021). It is known that the survey results show consumer judgments about unplanned purchases at the Shopee marketplace, 20% of respondents answered strongly disagree, 25% of respondents disagreed, 30% of respondents disagreed, 10% of respondents agreed and the other 15% strongly agreed. This indicates that there are still many consumers who make purchases by planning beforehand.

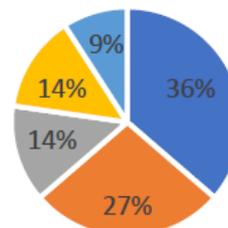


Figure 8. Reasons for buying products on the Shopee marketplace
Source: Pre-survey (processed by researchers, 2021)

Based on Figure 8, pre-survey results processed by researchers (2021). It is known that the survey results show the reason consumers buy products on the Shopee marketplace because it suits their needs, namely 36%, because the price is low, namely 27%, because there is an attractive discount, which is 14%, because they are interested in good reviews, namely 14% and finally due to curiosity about the product, namely 9%.

Unplanned buying decisions (Impulse Buying) can arise because customers are interested in the goods (Karamang, 2018, 2022), they are going to buy plus attractive offers given such as promotions that are deemed suitable, such as price discounts. Price discount is a price-based sales promotion strategy, when customers are offered the same product at a reduced price this will attract consumers to make purchases due to price discounts applied by one of them by Shopee in monthly promo programs such as Evic Sale 12.12, Flash Sale, Midnight Sale, Fashion Sale, Live Streaming Shopee and so on.

The information contained in product descriptions is very limited, therefore additional information is needed, such as electronic word of mouth through consumer reviews in the form of comments or recommendations.

Electronic word of mouth is any positive or negative statement made by a customer about a product or company that is available to many people and institutions via the internet where electronic word of mouth communication plays an important role in shaping and influencing the attitudes of internet users. Electronic word of mouth which includes product ratings and good reviews can influence the purchasing decisions of prospective consumers without thinking twice.

B. Method of Implementation

B.1 Research Methods

The research method used in this research is to use quantitative research methods, the approach used by the author is the descriptive method and the verification method, because this research seeks to describe and interpret the influence between the variables to be examined and their relationship to present structured, factual, and accurate description of the facts of the relationship between the variables studied.

B.2 Operational Variables

Operational variables are needed to determine the type, indicators, and scale of the variables involved in the study. So, in

this study includes 3 (three) variables which will be explained as follows:

1. Price Discount

Independent variable is an independent variable, a variable that influences or becomes the cause of its change or the emergence of the dependent (bound) variable, denoted X1.

2. Electronic Word of Mouth

Independent Variable is an independent variable, a variable that influences or becomes the cause of its change or the emergence of the dependent (dependent) variable, given the notation X2.

3. Impulse Buying

The dependent variable is often called the dependent variable, which is the result of the independent variable, denoted Y.

B.3 Types of Data

The type of data used in this research is quantitative data. According to Sugiyono (2017: 7) quantitative data is "Research data in the form of numbers and analysis using statistics."

B.4 Data Sources

The data used in this study consists of:

1. Primary Data

Primary data is data that is collected and obtained directly from respondents using a questionnaire. The primary data in this study were obtained by distributing questionnaires to Shopee Marketplace users at students of Universitas Indonesia Membangun Bandung.

2. Secondary Data

Secondary Data is data that is already available and related to problems that have been identified, as a support for primary data, this data can be obtained from data that is already available on the Shopee Marketplace in the form of documents or reports that are useful for supporting this research.

B.5 Data Collection Techniques

The techniques used in collecting data that are relevant to the problems of this research are field research and library research.

B.6 Sampling Technique

The sampling technique used in this study was non-probability sampling with purposive sampling method. According to Sugiyono (2018: 138), explaining purposive sampling as follows "purposive

sampling, which is a sampling technique with certain considerations". The sample criteria in this study were active Undergraduate students (S1) at Universitas Indonesia Membangun (INABA), Management and Accounting Study Program for the 2020/2021 Academic Year. To determine the sample size, the authors used the Slovin formula as follows:

$$n = \frac{380}{1 + 380 (0,1)^2}$$

$$n = 79,166 \sim 80$$

B.7 Research Instrument

Data collection tool in the form of a questionnaire, before being used as research data must first go through a testing process and meet the two requirements of the research instrument, namely validity testing and reliability testing.

B.8 Data Analysis Techniques and Hypothesis Testing

The method used in this study is a quantitative method, with a descriptive and verification approach. The verification method consists of a classic assumption test which consists of tests for normality, multicollinearity, and heteroscedasticity. Multiple regression

analysis consists of analysis of the partial correlation coefficient, simultaneous, determination. To test the hypothesis, it is carried out in two stages, namely the t test and F test.

C. Result and Discussion

C.1 Validity Test

Table 1
Results of Validity Test Analysis

Variabel	Indikator	r_{hitung}	r_{tabel}	Keterangan
<i>Impulse Buying (Y)</i>	Y_1	0,6843	0,2199	Valid
	Y_2	0,8345	0,2199	Valid
	Y_3	0,6211	0,2199	Valid
	Y_4	0,6291	0,2199	Valid
	Y_5	0,6366	0,2199	Valid
<i>Price Discount (X₁)</i>	X _{1_1}	0,6007	0,2199	Valid
	X _{1_2}	0,5685	0,2199	Valid
	X _{1_3}	0,6340	0,2199	Valid
	X _{1_4}	0,6017	0,2199	Valid
	X _{1_5}	0,6553	0,2199	Valid
	X _{1_6}	0,6296	0,2199	Valid
	X _{1_7}	0,6088	0,2199	Valid
	X _{1_8}	0,5734	0,2199	Valid
<i>Electronic Word Of Mouth (X₂)</i>	X _{2_1}	0,6862	0,2199	Valid
	X _{2_2}	0,6043	0,2199	Valid
	X _{2_3}	0,6478	0,2199	Valid
	X _{2_4}	0,6364	0,2199	Valid
	X _{2_5}	0,6564	0,2199	Valid
	X _{2_6}	0,6276	0,2199	Valid
	X _{2_7}	0,7125	0,2199	Valid
	X _{2_8}	0,6522	0,2199	Valid

Source: Primary data is processed in 2022

Based on the SPSS output results in table 1, it can be seen that all of the Price Discount and Electronic Word of Mouth variable indicators to Impulse Buying has a value of $r_{count} > r_{table}$ (0.2199), so that it can be said that all variable indicators are valid to be used as instruments in research or statements submitted can be used to measure the variables studied.

C.2 Reliability Test

Table 2
 Results of Reliability Test Analysis

Variabel	α hitung	Kesimpulan
<i>Impulse Buying</i>	0,706	<i>Reliable</i>
<i>Price Discount</i>	0,752	<i>Reliable</i>
<i>Electronic Word Of Mouth</i>	0,807	<i>Reliable</i>

Source: Primary data is processed in 2022

Based on Table 2, it can be seen that the Cronbach's Alpha results for the Impulse Buying variable are 0.778, the Price Discount variable is 0.752, the Electronic Word of Mouth variable is 0.807. Cronbach's Alpha value of all variables is more than 0.60, it can be concluded that the research instrument is reliable.

C.3 Descriptive Analysis

This research was conducted by distributing questionnaires to 80 respondents with 21 questions to be analyzed descriptively to find out the description of the three research variables, namely impulse buying, price discounts and electronic word of mouth. The following is a description of the descriptive analysis of the three variables studied.

C.4 Verification Test

Verification analysis is an analysis of models and evidence that is useful for

finding the truth of the proposed hypothesis. In this study, the verification analysis intends to determine the results of the test/analysis of the effect of Price Discounts and Electronic Word of Mouth on Impulse Buying.

C.5 Classical Assumption Test

Classical assumption test is a statistical requirement that must be met to provide certainty that the regression equation obtained has accuracy in estimation, is not biased and is consistent.

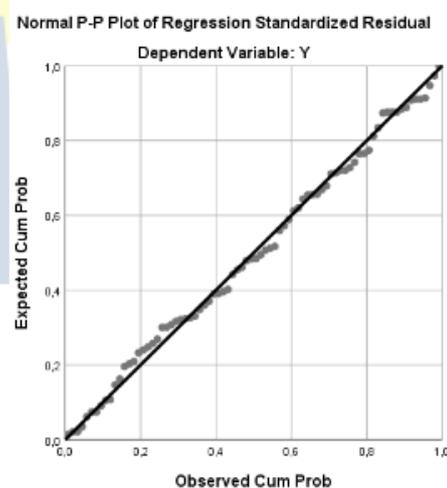


Figure 9. Normal Graph PP Plot
 Source: Primary data is processed in 2022

In figure 9, Graph Normal Probability Plot (P-Plot), the model fulfills the assumption of normality, that is, if the points on the curve coincide following the diagonal line leading to the upper right corner, then the result of the curve normally distributed.

Table 3 Output Results of Normality Test

Calculations

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,85110659
Most Extreme Differences	Absolute	,048
	Positive	,046
	Negative	-,048
Test Statistic		,048
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data is processed in 2022

Based on table 3, it is known that the Asymp.Sig (2-tailed) value of 0.200 is greater than 0.05. This value indicates that the data is normally distributed.

C.6 Heteroscedasticity Test

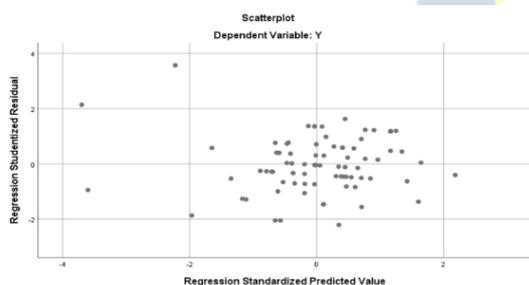


Figure 10. Scatterplot Graph
Source: Primary data is processed in 2022

In fulfilling the assumptions or requirements that heteroscedasticity does not occur, plots (points) may not form a certain pattern which is actually grooved, such as wavy or widens and then narrows. Figure 10 shows that there is no specific pattern, such as the dots that form a regular pattern (wavy, widens then narrows), so the model pattern does not indicate heteroscedasticity.

C.7 Multicollinearity Test

Table 4
Output Results of Multicollinearity Test

Calculations

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	18,308	2,306		7,940	,000		
	X1	-,091	,065	-,160	-1,410	,163	,986	1,014
	X2	-,009	,062	-,017	-,149	,882	,986	1,014

a. Dependent Variable: Y

Source: Primary data is processed in 2022

Based on the "Coefficients" output table in the "Collinearity Statistics" section, it is known that the Tolerance value for Price Discount (X1) and Electronic Word of Mouth (X2) is 0.986 > 0.10. Meanwhile, the VIF value for the Price Discount (X1) and Electronic Word of Mouth (X2) variables is 1.014 < 10. So, referring to the basis of decision making in the multicollinearity test it can be concluded that there are no symptoms of multicollinearity in the regression model.

C.8 Multiple Linear Regression Analysis

Table 5 Output Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	17,704	2,672			6,626	,000
	Price Discount	,081	,075	,163		1,439	,154
	Electronic Word Of Mouth	,022	,072	,034		,302	,764

a. Dependent Variable: Impulse Buying

Source: Primary data is processed in 2022

Based on Table 5, the multiple linear regression equation is:

$$Y = 17.704 + 0.081 (X1) + 0.022 (X2)$$

The regression equation above can be described as follows:

1. The constant value is positive at 17.704 indicating that there is no Price Discount (X1) and Electronic Word of Mouth variable (X2), then Impulse Buying (Y) is a constant value of 17.704 units.
2. Price Discount coefficient (X1) 0.081 is positive, indicating that the Price Discount variable (X1) has a positive influence on Impulse Buying (Y), which means that for every one unit increase in the Price Discount variable (X1), the Price Discount will affect Impulse Buying by 0.081, assuming that other variables are not examined in this study.
3. The coefficient value of Electronic Word of Mouth (X2) 0.022 is positive, indicating that the Electronic Word of Mouth (X2) variable has a positive influence on Impulse Buying (Y), which means that every increase of one unit of Electronic Word of Mouth (X2) variable, then Electronic Word of Mouth will affect Impulse Buying by 0.022, assuming that other variables are not examined in this study.

Table 6 Correlation Coefficient strong relationship between Price Discount and Impulse Buying

		Correlations		
		Impulse Buying	Price Discount	Electronic Word Of Mouth
Impulse Buying	Pearson Correlation	1	,737	,802
	Sig. (2-tailed)		,000	,000
	N	80	80	80
Price Discount	Pearson Correlation	,737	1	,818
	Sig. (2-tailed)	,000		,000
	N	80	80	80
Electronic Word Of Mouth	Pearson Correlation	,802	,818	1
	Sig. (2-tailed)	,000	,000	
	N	80	80	80

Source: Primary data is processed in 2022

Based on the results of this test:

1. There is a positive relationship between Price Discount and Impulse Buying, meaning that if the Price Discount increases, Impulse Buying will also increase, and vice versa.
2. The correlation between Electronic Word of Mouth and Impulse Buying has a value of 0.802, which means there is a very strong correlation between Electronic Word of Mouth and Impulse Buying. Based on the results of this test, there is a positive relationship between Electronic Word of Mouth and Impulse Buying, meaning that if Electronic Word of Mouth increases, Impulse Buying will also increase, and vice versa.

C.9 Correlation Coefficient Analysis

C.10 Multiple Correlation Analysis (R)

Table 7 Results of Multiple Correlation Analysis

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
1	,586 ^a	,025	,000	2,88790	,025	,994	2	77	,375	

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source: Primary data is processed in 2022

Based on table 7 above, the result of calculating the multiple correlation coefficient (R) is 0.586. This shows the closeness of the relationship between the variables Price Discount (X1), Electronic Word of Mouth (X2), and Impulse Buying (Y) including moderate criteria which are in the interval 0.40 - 0.599.

C.11 Analysis of the Coefficient of Determination

Table 8 Results of the Analysis of the Coefficient of Determination X1 to Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,737 ^a	,625	,612	2,86974

a. Predictors: (Constant), Price Discount

Source: Primary data is processed in 2022

Based on Table 8, the coefficient of determination (R Square) is 0.625, which means that Price Discounts have an influence on Impulse Buying of 62.5%. While the remaining 37.5% is influenced by other factors outside this research model.

Table 9 Analysis Results of the Determination Coefficient X2 to Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802 ^a	,780	,713	2,90611

a. Predictors: (Constant), Electronic Word Of Mouth

Source: Primary data is processed in 2022

Based on Table 9, the coefficient of determination (R Square) is 0.780, which means that Electronic Word Of Mouth has an influence on Impulse Buying of 78.0%. While the remaining 22.0% is influenced by other factors outside this research model.

Table 10 Results of Analysis of the Coefficients of Determination X1 and X2 for Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,759 ^a	,653	,630	2,88790

a. Predictors: (Constant), Electronic Word Of Mouth, Price Discount

Source: Primary data is processed in 2022

Based on Table 10, the coefficient of determination (R Square) is 0.653, which means that changes in Impulse Buying are influenced by Price Discounts and Electronic Word of Mouth by 65.3%. This shows that there are still other factors that can increase Impulse Buying at Shopee besides the Price Discount and Electronic Word of Mouth variables, namely 34.7%.

C.12 Partial Test (t test)

Table 11 Partial Hypothesis (t test)

Variabel	T _{tabel}	T _{hitung}	Sig.
Price Discount	1,991	2,411	0,001
Electronic Word Of Mouth	1,991	3,017	0,020

Source: Primary data is processed in 2022

The values in table 11 can be interpreted that:

1. The calculated t value of the Discount Price variable is 2.411. Because the t count value is $2.411 > t$ table is 1.991 and the Sig. $0.001 <$ probability of 0.05, it can be concluded that H1 is accepted and Ho is rejected. This means that there is a significant effect of Price Discount on Impulse Buying.
2. The t value of the Electronic Word of Mouth variable is 3.017. Because the t count value is $3.017 > t$ table is 1.991 and the value of Sig. $0.020 <$ probability of 0.05, it can be concluded that H2 is accepted, and Ho is rejected. This means that there is a significant influence of Electronic Word of Mouth on Impulse Buying.

The formula for finding the value of t table:

$$t \text{ table} = (\alpha/2 ; nk-1)$$

$$t \text{ table} = (0.05/2 ; 80-2-1)$$

$$t \text{ table} = (0.025 ; 77)$$

t table = 1.991

C.13 Simultaneous Testing (Test F)

Table 12 Simultaneous Testing (Test F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116,574	2	58,287	7,994	,003 ^b
	Residual	202,176	77	8,340		
	Total	318,750	79			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Electronic Word Of Mouth, Price Discount

Source: Primary data is processed in 2022

Based on table 12 above shows information that the value of *Fhitung* obtained is 7.994. This value will be compared with the value of *Ftabel* in the F distribution table with $\alpha = 0.05$, $df1 = 2$ and $df2 = (N2-1) = 77$, it is known that the value of *Ftabel* is 3.12. From the values above, it is known that the value of *Fhitung* ($7.994 > Ftabel$ (3.12)). In accordance with the criteria for testing the hypothesis that Ho is rejected and H3 is accepted, it means that Price Discount and Electronic Word of Mouth together (simultaneously) have a significant effect on Impulse Buying.

D. Conclusion

Based on the results of the research and discussion regarding the effect of Price Discounts and Electronic Word of Mouth on Impulse Buying at Shopee, it can be concluded as follows:

1. The Impulse Buying variable is considered sufficient by Shopee

respondents, as measured through two dimensions, namely cognitive and emotional. This indicates that the respondent has not done a very large Impulse Buying of the products offered by Shopee. This shows that Impulse Buying from the products offered by Shopee is quite in accordance with the wishes of the respondents.

2. The Price Discount variable was considered sufficient by Shopee respondents, as measured by five dimensions, namely cash discounts, quantity discounts, functional discounts, seasonal discounts and discounts. This indicates that respondents have not experienced a very large Price Discount from the products offered by Shopee. This shows that the Price Discount of the products offered by Shopee is quite in accordance with the wishes of the respondents.
3. The Electronic Word of Mouth variable was considered adequate by Shopee respondents, which was measured through three dimensions, namely intensity, valance of opinion and content. This indicates that respondents have not fully felt the enormous influence of Electronic

Word of Mouth which consists of reviews, comments, content, reviews on the products offered by Shopee. This shows that the Electronic Word of Mouth of the products offered by Shopee is quite in accordance with the wishes of the respondents.

4. The relationship between Price Discount (X1) and Impulse Buying (Y) has a very strong and one-way relationship. This can be seen from the partial hypothesis testing which states that Price Discount (X1) has a partial effect of 62.5% on Impulse Buying (Y) at Shopee which is statistically accepted.
5. The relationship between Electronic Word of Mouth (X2) and Impulse Buying (Y) has a very strong and one-way relationship. This can be seen from the partial hypothesis testing which states that Electronic Word Of Mouth (X2) has a partial effect of 78.0% on Impulse Buying (Y) at Shopee which is statistically accepted.
6. The relationship between Price Discount (X1), Electronic Word of Mouth (X2) and Impulse Buying (Y) where the two variables have a very strong and one-way relationship simultaneously. The results of

simultaneous hypothesis testing stated that Price Discount (X1) and Electronic Word of Mouth (X2) simultaneously had a 65.3% effect on Impulse Buying (Y) on Shopee products, statistically accepted.

bahasakan oleh Dwi Kartika Yahya. Jakarta : Erlangga.

REFERENCES

Book :

Armstrong. (2018). *Principles Of Marketing Edisi 15 Global Edition*. Pearson.

Armstrong. (2016). *Marketing Management, 15th Edition*. New Jersey:Pearson Education,Inc.

Berman, Barry dan Joel R Evans, (2014). "Retail Management" Dialih bahasakan oleh Lina .Dasar Edisi 16 Pendekatan Manajerial. Jakarta: Global Buku.

Ghozali. (2018). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss*. Semarang: Badan Penerbit Universitas Diponegoro.

Kotler, Philip & Kevin Lane Keller (2016). *Marketing Managemet. Edisi 15 Global Edition*. Pearson.

Kotler, Philip & Gary Amstrong. (2018). *Principles of Marketing, Edisi 15 Global Edition*. Pearson.

Kotler, Philip & Gary Amstrong. (2016). *Principles of Marketing*. Edisi 15 Global Edition. Pearson.

Mowen, John C dan Minor, Micheal. (2012). *Perilaku Konsumen Dialih*

Riduwan. (2015). *Belajar Mudah Penelitian: Untuk Guru-Karyawan dan Peneliti Pemula*. Bandung: Alfabeta.

Sudaryono. (2016). *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta: Andi Offset.

Sugiyono. (2019). *Metode Penelitian Kuantitatif dan Kualitatif*. Bandung: Alfabeta.

Sugiyono. (2017). *Metode Penelitian Manajemen*. Bandung: Alfabeta.

Tjiptono, Fandy. (2016). *Pemasaran Jasa*. Yogyakarta: ANDI

Journal:

Agatha, C. (2019). Pengaruh Brand Image Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Oriflame Di Manado. *Jurnal Emba* Vol.7 No.1.

Ahmad Azwari dan Lia Febria Lina. (2020). Pengaruh Price Discount dan Kualitas Produk pada Impulse Buying di Situs Belanja Online Shopee Indonesia. *Jurnal TECHNOBIZ* Vol. 3, No. 2 2020 ISSN: 2655-3457.

Behavior on Video on Demand Services Current the Covid-19 Pandemic Crisis. *Journal of Business and Behavioural Entrepreneurship* Vol. 5, No. 1 2021 ISSN: 2580-0272.

Ghristian, I. D. (2015-2016). Pengaruh Harga Diskon, Kualitas Produk, Citra Merek, Dan Iklan Terhadap Minat Beli. *Journal Of Business and Banking* Issn 2088- 7841 volume 5

- Number 2. Impulse Buying Pada Pelanggan Minimarket (Studi Pada Pelanggan Minimarket Indomaret Jl. Demangan Baru, Depok, Sleman, Yogyakarta).
- Karamang, E. (2018). Pengaruh Brand Image dan Pricing Policy Terhadap Keputusan Pembelian Melalui Brand Trust. *Image : Jurnal Riset Manajemen*, 7(1), 23–28. <https://doi.org/10.17509/image.v7i1.23138>
- Karamang, E. (2022). Pengaruh Social Media Marketing Dan Brand Image Terhadap Keputusan Memilih Pada Sekolah Bisnis di Bandung. *Manners (Management and Entrepreneurship)*, 5(1), 20–31. <https://doi.org/10.56244/manners.v5i1.457>
- Kazmi, A. &. (2016). The Effect of Electronic Word Of Mouth Communication And Brand Image On Purchase Intention: A Case Of Consumer Electronics In Haripur, Pakistan. *Management Science Letters*, 6, 499-508.
- Mohamad Gilang Ramadhan RR. Rieka Febriyanti Hutami, SMB, MM. (2021). Pengaruh Price Discount Terhadap Impulse Buying pada Platform Aplikasi Tokopedia (Studi Kasus Mahasiswa di Kota Bandung). *Journal e-Proceeding of Management* Vol.8, No.2 2021 ISSN: 2355-9357.
- Muhammad Saif Furqan Abdullah dan Yessy Artanti. (2021). The Effect of Situational Factor, Visual Merchandising, and Electronic Word of Mouth on Impulsive Buying
- Nasib. (2017). Pengaruh Price Discount Dan Bonus Pack Terhadap Keputusan Impulse Buying Pada Pt. Toyota Auto 2000 Cabang Sisingamangraja Medan. *Journal Of Business Studies* Vol.2 No.2.
- Prihastama, B. V. (2016). Pengaruh Price Discount Dan Bonus Pack Terhadap
- Saputro, I. B. (2019). Pengaruh Price Discount Dan Store Atmosphere Terhadap Impulse Buying. *Jurnal Ilmu Manajemen*, Volume 16, Nomor 1.
- Septian Wahyudi. (2017). Pengaruh Price Discount Terhadap Impulse Buying. *Jurnal Valuta* Vol. 3 No 2, Oktober 2017 ISSN : 2502-1419.
- Shintia Fitri Febriani, N. P. (2019). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying. *Jmd: Jurnal Riset Manajemen Dan Bisnis Dewantara* Vol 2 No 2.
- Sri Isfantin Puji Lestari. (2018). Pengaruh Price Discount dan Bonus Pack terhadap Impulse Buying melalui Nilai Hedonik di Carrefour Surakarta. *Jurnal Maksipreneur* Vol. 7 No. 2 Juni 2018 Hal. 129–140.
- Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis: Ekonomi, Bisnis & Manajemen* Vol 10 Nomor 2.
- Triana Ariska Wulandari, Muhamad Ikhsanul Insan dan Ajat Sudrajat. (2021). Pengaruh Electronic Word of Mouth dan Potongan Harga terhadap Pembelian Impulsif Suatu Produk Skincare. *Jurnal Ilmu Manajemen* Vol. 9, No. 3 2021 ISSN: 2549-192X.

Veliana Angela, E. L. (2020). Pengaruh Lifestyle Dan Kualitas Produk

Wahyudi, S. (2017). Pengaruh Price Discount Terhadap Impulse Buying. *Jurnal Valuta* Vol. 3 No 2.

