The Influence Of Consumer Traits And Situational Factors On Consumer Online Impulse Buying Behavior Of Shopee Users In West Java Indonesia

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Abstrak
Internet dengan cepat menjadi saluran pembelian utama, melampaui semua jenis belanja lainnya dalam hal pertumbuhan. Hal ini terlihat dari maraknya retailer dan marketplace online di Indonesia yang persaingannya semakin ketat. Menurut Kementerian Komunikasi dan Informatika di Indonesia, nilai e-commerce meningkat sebesar 78% pada tahun 2018 dan diprediksi akan terus berkembang. Shopee saat ini merupakan platform e-commerce terbesar di Indonesia. Sementara itu, Covid-19 memaksa konsumen untuk memanfaatkan internet sebagai hobi atau kebiasaan baru sehari-hari. Di masa pandemi, layanan e-commerce Shopee menjadi pusat perhatian konsumen, dengan transaksi penjualan tumbuh 130% di Q2 2020. Penelitian ini bertujuan untuk melihat seberapa besar pengaruh sifat konsumen dan faktor situasional terhadap pembelian impulsif online pengguna Shopee di Jawa Barat. Penelitian ini menggunakan metode pendekatan kuantitatif. Sampel yang digunakan adalah pengguna Shopee di Jawa Barat yang melakukan transaksi di Shopee. Data dikumpulkan dari 386 responden pengguna Shopee di Jawa Barat yang pernah melakukan transaksi di Shopee dan menyebarkan kuesioner dengan skala Likert menggunakan Google Forms. Hasil penelitian ini menunjukkan bahwa sifat konsumen dan faktor situasional memiliki pengaruh yang signifikan baik secara parsial maupun simultan terhadap pembelian impulsif online pengguna Shopee di Jawa Barat.

Kata Kunci-perilaku konsumen, pembelian online impulsif, *e-commerce,* Shopee

Abstract
The Internet is quickly becoming a major purchasing channel, outpacing all other kinds of shopping in terms of growth. This is evident in the rise of online retailers and marketplaces in Indonesia, where competition is becoming increasingly fierce. According to the Ministry of Communications and Information Technology in Indonesia, e-commerce value increased by 78% in 2018 and is predicted to expand further. Shopee is currently Indonesia's largest e-commerce platform. Meanwhile, Covid-19 is compelling consumers to utilize the internet as a new hobby or daily habit. During the pandemic, Shopee's eCommerce services have become the center of consumer attention, with sales transactions growing by 130% in Q2 2020.
This study aims to see how much influence consumer traits and situational factors on online impulse buying of Shopee users in West Java. This study uses a quantitative approach method. The sample used is Shopee users in West Java who make transactions at Shopee. Data was collected from 386 respondents to Shopee users in West Java who had made transactions at Shopee and distributed questionnaires with a Likert scale using Google Forms.
The results of this study showed that consumer traits and situational factors have a significant influence both partially and simultaneously on the online impulse buying of Shopee users in West Java.

Keywords-consumer behavior, online impulse buying, e-commerce, Shopee

I. INTRODUCTION

The rapid development of information technology, such as the Internet, has significantly impacted many sectors of consumer life. In recent decades, the Internet has grown into a massive worldwide market for exchanging commodities and services. In many industrialized nations, the Internet is used to transmit information and purchase, sell, or deal through the online marketplace. The number of internet users in Indonesia will rise by 11% over the previous year, from 175.4 million to 202.6 million, in 2021 [1].

E-commerce will grow in importance in the next few years. This technology is a necessary component of modern living. People buy for a variety of reasons. The service's continued development has also contributed to this. According to the Indonesian Ministry of Communications and Information Technology, the country saw the fastest rise in e-commerce value in 2018, reaching 78%, and this trend is projected to continue. This expansion is also influenced by different government penetration initiatives, such as technological infrastructure, to establish a digital economy [2].

According to Ahdiat in Katadata, Shopee e-commerce Indonesia ranked first among the most clicked e-commerce websites in Indonesia in Q1 2023 with more than 158 million visitors per month [3]. Shopee's e-commerce services have become the focus of customer attention during the pandemic because the company recorded a 130% rise in sales transactions in Q2-2020 compared to the same period last year, with a 59% increase in fashion, a 54% increase in beauty care, and a 48% increase in accessories. Approximately 260 million transactions occurred on the Shopee platform during Q2-2020, according to Shopee Indonesia Director Handhika Jahja. On average, Shopee users make 2.8 million purchases per day [4].

Because e-commerce platforms such as Shopee are not required individuals to leave their houses in the midst of a pandemic, Indonesians prefer to shop digitally because it is considered as safer and more efficient in terms of physical distance and #dirumahaja regulations. Shopee also offers various price reductions, offers Cash On Delivery (COD) as an option for consumers who are unfamiliar with Bankable transactions, and presents intriguing events such as Harbolnas every month [4].

The Trade Desk conducted a survey to capture consumer behavior during online shopping festivals like 10.10, 11.11, and 12.12, also known as National Online Shopping Day aka Harbolnas. According to the survey, 8 out of 10 (82%) of Indonesian consumers began shopping online at least once per month. In fact, one in every four consumers shops online at least once a week. The Trade Desk also discovered two types of online shoppers reflected in this research, namely planned and impulsive shoppers [5]. According to the survey, nearly 64% of active online shoppers describe themselves as planned shoppers, meaning they have planned and researched how much they want to spend before going shopping. During the online shopping festival, however, some of these planned shoppers became impulsive, resulting in a nearly 2-fold increase in the number of impulsive shoppers. In fact, 42% of those who plan to shop online admit to spending more during online shopping festivals [5].

The value of online shopping transactions during the 12.12 National Online Shopping Day (Harbolnas) festival 2021 has increased significantly. According to NielsenIQ, the transaction value exceeded IDR 18.1 trillion, a 56% increase from the 2020 Harbolnas realization of IDR 11.6 trillion. NielsenIQ's research found a total sales transaction value of IDR 22.7 trillion during the 2022 National Online Shopping Day (Harbolnas). Harbolnas 2022 will take place over two days, December 11-12, 2022, with the highlight Hari Bangga Buatan Indonesia (HBBI) on December 13th, 2022 [6]. According to NielsenIQ Director Rusdy Sumantri, transaction achievement in the 2022 Harbolnas increased by IDR 4.7 trillion or 26% over the previous year's achievement of IDR 18.1 trillion [7].

Only 35.4% of customers, notably women aged 49-55, plan and browse the products and brands they wish to buy, according to Fauzia research. [8] As a result, it can be stated that more than 60% of female customers use the internet and specialized e-commerce platforms primarily for entertainment reasons, and then make an unplanned purchase, often known as impulsive buying [9].

In other words, this argument aims to emphasize that the tendency for impulsive purchases is minimal, and that not all Indonesian buyers are prone to acting impulsively. According to Nielsen Indonesia statistics, only about 13% of total consumers who regularly interact at online shops are impulsive and make purchases without due thinking. [10] [11]. As a result, it is critical to investigate whether Indonesian consumers behave spontaneously when shopping online and what factors influence their impulsive behavior [12] [13].

II. LITERATURE REVIEW

A. Impulse Buying

Impulse buying behavior is defined as a phenomenon and a growing trend of consumer behavior that takes place in the market and serves as an important foundation of marketing activity. Additionally, the buyer did not anticipate making this kind of transaction, and the retailer purposely created this situation in order to remain in business [14]. Impulse buying can be stimulated by an unanticipated need, a visual stimulus, a promotional campaign, or a decreased cognitive capacity to evaluate the advantages and disadvantages of the purchase. Then various products can detect and fulfill the desires of consumers to make a purchase, followed by an increase in s store’s sales and profit. The better companies know about the behavior of their customers, the easier they can engage with them [15].

B. Consumer Traits

Saran et al. (2016) discovered that the big five traits encouraged people to make impulsive and unplanned purchases [16]. Extraversion, agreeableness, conscientiousness, emotional stability/neuroticism, and openness were all used to predict impulse purchases. Other studies examined internal factors such as impulse buying, shopping enjoyment, and emotion/affect/mood [17] [18].

H1. The consumer traits have a positive influence towards online impulse buying behavior of Shopee users in West Java.

C. Situational Factors

Situational factors are the external factors coming from the shopping environment when a buyer enters into contact with particular visual stimuli (product or promotion) that create the unplanned purchase [19].

H2. The situational factors have positive a influence towards online impulse buying of Shopee users in West Java.

D. Online Impulse Buying

The act of purchasing products or services over the Internet is known as online shopping [20]. Lo, Lin, & Hsu believed that online purchasing is a combination of rational and irrational behavior, i.e. online impulse buying, with irrational online shopping behavior taking account for a sizable portion of e-retailer earnings [21].

H3. The consumer traits and situational factors have a positive influence towards online impulse buying of Shopee users in West Java.

E. Research Framework

Based on the data findings of this study, the research framework as follows:

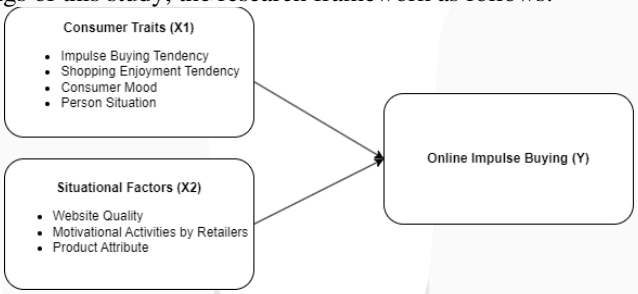

Figure 1. Research framework

III. RESEARCH METHOD

The author used a quantitative approach to conduct descriptive research. Quantitative research is characterised by deductive approaches to the research process that try to verify, invalidate, or provide legitimacy to existing theories. This research method involves measuring variables and testing interactions between variables to discover patterns, correlations, or causal linkages [22]. In this study, data was gathered by a questionnaire survey. The study was conducted on a specific population, with data collected from 386 Shopee users in West Java using a cross-sectional or point survey. This study method collects data by having respondents fill out questionnaires. Purposive and non-probability sampling were also used. The effect of consumer traits (X1) and situational factors (X2) on online impulsive buying behavior (Y) was examined using multiple linear regression analysis. Furthermore, this study used the ordinal scale approach using the Likert scale type.

A questionnaire was used to collect data, which was then analyzed using SPSS software, which included validity and reliability checks. The goal of validity testing is to establish if an item is valid or not. questions, and the reliability test identifies unreliable fluctuations in scores or measures to assess the alpha-Cronbach method's reliability.

Table 1. Validity test

Variables	Dimension	Item	Correlated Item - Total Correlation	R-table	Validity
Consumer Traits (X1)	Impulse Buying Tendency	X1.1	0.612	0.355	Valid
		X1.2	0.670	0.355	Valid
		X1.3	0.893	0.355	Valid
		X1.4	0.792	0.355	Valid
		X1.5	0.869	0.355	Valid
	Shopping Enjoyment Tendency	X1.6	0.914	0.355	Valid
		X1.7	0.813	0.355	Valid
		X1.8	0.730	0.355	Valid
	Consumer Mood	X1.9	0.901	0.355	Valid
		X1.10	0.946	0.355	Valid
		X1.11	0.953	0.355	Valid
		X1.12	0.780	0.355	Valid
	Person Situation	X1.13	0.851	0.355	Valid
		X1.14	0.893	0.355	Valid
		X1.15	0.802	0.355	Valid
Situational Factors (X2)	Website Quality	X2.16	0.896	0.355	Valid
		X2.17	0.894	0.355	Valid
		X2.18	0.905	0.355	Valid
		X2.19	0.870	0.355	Valid
	Motivational Activities by Retailers	X2.20	0.872	0.355	Valid
		X2.21	0.712	0.355	Valid
		X2.22	0.886	0.355	Valid
		X2.23	0.700	0.355	Valid
	Product Attribute	X2.24	0.923	0.355	Valid
		X2.25	0.902	0.355	Valid
		X2.26	0.907	0.355	Valid
Online Impulse Buying (Y)	Online Marketing Stimuli	Y1.1	0.770	0.355	Valid
	Consumer Emotion	Y1.2	0.942	0.355	Valid
	Spontaneous Behavior	Y1.3	0.865	0.355	Valid

Source: *Data is processed by author (2023)*

Table 2. Reliability test

Variables	Cronbach's Alpha	Critical Point	Result
Consumer Traits (X1)	0.906	0.6	Reliable
Situational Factors (X2)	0.897	0.6	Reliable
Online Impulse Buying (Y)	0.824	0.6	Reliable

Source: *Data is processed by author (2023)*

According to the ariabl of the validity and reliability tests in this study, the data in this study are valid and reliable. The validity of each ariable t count > t table and the reliability of each ariable are both more than 0.60.

IV. RESULTS AND DISCUSSION

A. Descriptive Analysis

Table 3. Descriptive analysis result

Variable	Total Score	Category
Consumer Traits (X1)	78.88%	High
Situational Factors (X2)	87.19%	Very high
Online Impulse Buying (Y)	83.09%	High

Source: *Data is processed by author (2023)*

Based on the table above, it can be concluded that the consumer traits variable (X1) gets a total score of 78.88%, where the score fulfills the high category, the situational factors variable (X2) gets a total score of 87.19%, where the score fulfills the very high category, and the online impulse buying variable (Y) gets a total score of 83.09%, where the score fulfills the high category.

B. Classic Assumption Test

1. Normality Test

The normality test, is used to assess if an independent variable and a dependent variable, or both, have a normal or abnormal distribution in a regression model. If a variable is not evenly distributed, the results of the statistical test will be negatively impacted. If the significance value is greater than 5% or 0.05, the data have a normal distribution, and the one-sample Kolmogorov-Smirnov test is often carried out to assess data normality [23].

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		386
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.64875965
Most Extreme Differences	Absolute	.119
	Positive	.087
	Negative	-.119
Test Statistic		.119
Asymp. Sig. (2-tailed)		.000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2. One Sample K-S test

Source: *Data is processed by author (2023)*

Based on the Kolmogorov-Smirnov (K-S) normality test above the significance value of 0.00 which means < 0.05.

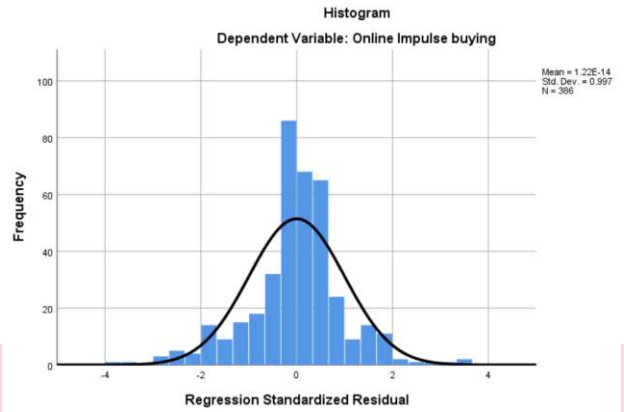

Figure 3. Frequency distribution histogram result
Source: *Data is processed by author (2023)*

As a result, it should seem the same on both sides if we drew a vertical line across the distribution center. As seen in figure 3. the bell-shaped curve, which defines a normal distribution, characterizes this situation. The greatest bars on the histogram are located around the central value because this form indicates the bulk of scores are located toward the center of the distribution [24].

According to the Central Limit Theorem, as the sample size (the number of values in each sample) increases, the sampling distribution of the mean becomes nearly regularly distributed. This is true regardless of the form of the population's distribution of individual values. As a general rule, statisticians have discovered that when the sample size is at least 30, the sampling distribution of the mean can be considered normal for many population distributions [25].

2. Linearity Test

The linearity test can be used to determine whether or not the dependent variable and the independent variable have a linear relationship. Linearity is often determined using a linearity test. If the significance value is ≤0.05, it means that there is a linear relationship between the independent and dependent variables [26].

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Online Impulse buying * Consumer Traits	Between Groups	(Combined)	258.886	44	5.884	14.093	.000
		Linearity	226.533	1	226.533	542.604	.000
		Deviation from Linearity	32.353	43	.752	1.802	.002
	Within Groups		142.365	341	.417		
	Total		401.250	385			

Figure 4. Linearity test consumer traits
Source: *Data is processed by author (2023)*

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Online Impulse buying * Situational Factors	Between Groups	(Combined)	152.687	26	5.873	8.482	.000
		Linearity	107.862	1	107.862	155.784	.000
		Deviation from Linearity	44.825	25	1.793	2.590	.000
	Within Groups		248.564	359	.692		
	Total		401.250	385			

Figure 5. Linearity test situational factors
Source: *Data is processed by author (2023)*

Based on the linearity test, the independent variable consumer traits (X1) has a significance value of 0.000, and the situational factors variable (X2) has a significance value of 0.000, which is ≤ 0.05 implying that the independent variables consumer traits and situational factors have a linear relationship to the dependent variable online impulse buying (Y).

3. Heteroscedasticity Test

The heteroscedasticity test measures the variance in inequality and residuals in a regression model. A good model has homoscedasticity, while one with no heteroscedasticity is considered. The Spearman Rank correlation coefficient is used to determine if heteroscedasticity exists [27].

Correlations

			Consumer Traits	Situational Factors	Unstandardized Residual
Spearman's rho	Consumer Traits	Correlation Coefficient	1.000	.362**	-.064
		Sig. (2-tailed)	.	.000	.212
		N	386	386	386
	Situational Factors	Correlation Coefficient	.362**	1.000	-.027
		Sig. (2-tailed)	.000	.	.602
		N	386	386	386
	Unstandardized Residual	Correlation Coefficient	-.064	-.027	1.000
		Sig. (2-tailed)	.212	.602	.
		N	386	386	386

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 6. Heteroscedasticity test result
Source: *Data is processed by author (2023)*

According to the Spearman Rank test findings above, the Consumer Traits (X1) variable is 0.212 and the Situational Factors (X2) variable is 0.602, with both variables having a significance value of > 0.05. This demonstrates that there are no signs of heteroscedasticity.

4. Multicollinearity Test

The multicollinearity test evaluates if a regression model shows a relationship between independent variables, indicating high standard error and lower t-count than t-table, indicating no linear relationship between independent variables [23].

The tolerance value and the variance inflation factor (VIF) value can be used to determine whether or not multicollinearity occurs in the regression model. So, a low tolerance equals a high VIF value. The assumptions of the Tolerance and Variance Inflation Factor (VIF) can be stated as follows:

a. If VIF > 10 and Tolerance value < 0.10 then multicollinearity occur.
b. If VIF < 10 and Tolerance value > 0.10 then multicollinearity does not occur.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.800	.302		-5.968	.000	-2.393	-1.207					
	Consumer Traits	.972	.055	.653	17.620	.000	.863	1.080	.751	.669	.572	.767	1.304
	Situational Factors	.422	.077	.203	5.473	.000	.271	.574	.518	.269	.178	.767	1.304

a. Dependent Variable: Online Impulse buying

Figure 7. Multicollinearity test result
Source: *Data is processed by author (2023)*

Based on the data in this study, the VIF value of the consumer traits variable (X1) is 1.304, and the situational factor variable (X2) is 1.304, where the value is < 10, and the tolerance value of the consumer traits variable (X1) is 0.767 and it goes both ways to the situational factors (X2) with the tolerance value is 0.767, where the value of both variables are > 0.10, it indicates that multicollinearity does not occur.

C. Multiple Linear Regression Analysis

Table 4. MLR results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.800	.302		-5.968	.000	-2.393	-1.207					
	Consumer Traits	.972	.055	.653	17.620	.000	.863	1.080	.751	.669	.572	.767	1.304
	Situational Factors	.422	.077	.203	5.473	.000	.271	.574	.518	.269	.178	.767	1.304

a. Dependent Variable: Online Impulse buying

Source: *Data is processed by author (2023)*

Based on table above the equation of the multiple regression linear analysis in this study as follows:

$$\mathbf{Y = -1.800 + 0.972X_1 + 0.422X_2 + e}$$

Based on the results of the regression equation above, it can be interpreted as follows:

a. The constant -1,800 indicates no significant change in consumer traits or situational factors, suggesting a neighborhood connection between online impulsive buying and other factors.

b. The regression coefficient shows a positive unidirectional relationship between consumer traits and online impulse buying factors, with a 1% increase in both variables.
c. Situational factors have a positive unidirectional influence on online impulse buying, with a 0.422 coefficient indicating a 1% increase.

D. T-Test

Statistical testing is a test that is used to determine how influential one independent variable is in explaining the variance of the dependent variable. If the t count is higher than the t table or the T-test significance value is less than 0.05, the independent variable has a significant influence on the dependent variable individually [27].

Table 5. T-Test result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-1.800	.302		-5.968	.000	-2.393	-1.207					
	Consumer Traits	.972	.055	.653	17.620	.000	.863	1.080	.751	.669	.572	.767	1.304
	Situational Factors	.422	.077	.203	5.473	.000	.271	.574	.518	.269	.178	.767	1.304

a. Dependent Variable: Online Impulse buying

Source: *Data is processed by author (2023)*

According to the T-test in the table above, the tcount value for the Consumer Traits variable (X1) is 17.620 with a t count > t table of 1.96 and a significance value of 0.000, which is <0.05 and the value of Situational Factors (X2) is 5.473 with a t count > t table of 1.96 and a significance value of 0.000, which is <0.05. Thus, it can be inferred that the Consumer Traits variable (X1) and Situational Factors (X2) partially have a positive influences on Online Impulse Buying (Y) of Shopee users in West Java.

E. F-Test

The F test shows whether all the independent variables included in the model combined to affect the dependent variable. The F test compares the calculated F value with the F table [27]. In this study, the F test was used to test whether the variables consumer traits (X1) and situational factors (X2) influences online impulse buying (Y). The following are the criteria used:

a. If $F_{count} > F_{table}$ and the significance value is less than <0.05, then H_0 is rejected and H_1 is accepted.
b. If $F_{count} < F_{table}$ and the significance value is greater than >0.05, then H_0 is accepted and H_1 is rejected.

Table 6. F-Test result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.208	2	119.604	282.694	.000[b]
	Residual	162.042	383	.423		
	Total	401.250	385			

a. Dependent Variable: Online Impulse buying

b. Predictors: (Constant), Situational Factors, Consumer Traits

Source: *Data is processed by author (2023)*

According to the F test findings on the data mentioned above, the derived F_{count} is 282.69 for the variable consumer attributes (X1) and situational circumstances (X2), where the predicted $F_{count} > F_{table}$ 2.04 and with the significant value of the two independent variables is 0.000 which is less than <0.05. Based on these findings, it is feasible to determine that H_0 is rejected and H_1 is accepted, namely that consumer traits (X1) and situational factors (X2) simultaneously have positive influences on the online impulse buying variable (Y).

F. Coefficient Determination

The coefficient of determination (R^2) is used to measure how far the model can explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one [27].

Table 7. Coefficient determination result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.772[a]	.596	.594	.65045	.596	282.694	2	383	.000	1.536

a. Predictors: (Constant), Situational Factors, Consumer Traits

b. Dependent Variable: Online Impulse buying

Source: *Data is processed by author (2023)*

According to the test results for the coefficient of determination (R^2) above the value of the adjusted r square variable consumer traits (X1) and situational factors (X2) is 0.594, which means that 59.4% of consumer traits and situational factors have a positive influence towards online impulse buying and the remaining 40.6% are influenced by other factors not examined in this study.

V. CONCLUSION AND SUGGESTION

The study reveals that consumer traits (X1) and situational factors (X2) have a partially positive significant influence on online impulse buying among Shopee users in West Java. Consumer traits include impulse buying tendency, shopping enjoyment tendency, consumer mood, and person situation, while situational factors include website quality, motivational activities by retailers, and product attributes. Both factors have a positive and simultaneous effect on impulse buying.

Based on the research of the study, the researcher gave some suggestions namely practical suggestion and theoretical suggestions. Referring to the results of the descriptive analysis obtained for the company, the author advises marketers to offer a variety of fashion-related products along with sale promotions that feature high-quality, low-priced fashion items. When offered discounts and incentives for promoted goods or services, consumers are more impulsive [28] [29]. Retailers view price promotion as a crucial marketing strategy to trigger impulsive purchases of the goods they supply and display in particular displays [30]. Advertising and in-store promotions can have a positive impact on impulse buying [31]. Future researchers could undertake a mediating variable study because this study does not imply a mediating variable. Furthermore, when the trend toward online purchases evolves, research studies could be conducted to analyze the impact of related situational factors and consumer traits in the online context also can use other store type with large representative sample to compare the difference.

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