
The Effect of Sales Promotion, Product Quality, and E-Word of Mouth on Shopee Live on Impulsive Buying Behavior Among University Students

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Abstract:

This research aims to determine the influence of sales promotion, product quality, and e-word of mouth on Shopee Live on impulsive buying behavior among Muhammadiyah University Sidoarjo students. The population in this study is all students at the Muhammadiyah University of Sidoarjo who regularly make purchases on Shopee Live. The sample determination method used a purposive sampling method, with a total of 100 respondents. The data analysis technique uses multiple linear regression analysis techniques. The research results show that sales promotion has a positive and significant effect on impulsive buying behavior, product quality has a positive but not significant effect on impulsive buying behavior, while e-word of mouth has a negative and not significant effect on impulsive buying behavior. The research results show that sales promotion, Product quality, and e-word of the mouth simultaneously have a positive and significant influence on impulsive buying behavior.

Keywords: *Sales Promotion; Quality Product; E-Word Of Mouth; Impulsive Buying*

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1. Introduction

The development of technology and information today is increasingly rapid and has a significant impact not only on one aspect of life but also on various fields. With technology, human life becomes easier and more practical (Angela & Paramita, 2020). One form of technological development is the emergence of e-commerce. E-commerce commonly known as an online shopping store is a platform that provides a variety of human needs, both primary needs and secondary needs.

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In this era, selling and buying activities to meet daily needs can be done online through various e-commerce platforms available, without having to meet face to face as buying and selling transactions in general. So, consumers can make buying and selling transactions anytime and anywhere. Therefore, e-commerce has changed the principle of using a payment system that was originally made in a traditional (face-to-face) payment, now it has changed so both buyers and sellers do not have to meet in person (Sihombing & Sukati, 2022).

Shopee is one of the e-commerce platforms that until this year had many users and was included in the top 5 positions in Indonesia. Along with its popularity, shopee creates innovations and changes to make it easier for users to make purchases online, namely by creating Shopee live features (Sari & Habib, 2023). Shopee Live is a feature created by Shopee in the form of live streaming video, in which there are selling activities and interacting directly with buyers (Joshua & Sembiring 2023).

Based on the data, Shopee was ranked as the most used e-commerce through its live streaming feature, which was 83.4% in 2022. The large number of live-streaming viewers on the Shopee marketplace makes sellers use this feature as a marketing tool to increase sales and build store branding. So it can be concluded that more and more people watching live streaming on Shopee Live results in the phenomenon of impulsive buying behavior, where the intended phenomenon is the behavior of not being able to restrain itself from making product purchases (Kinasih et al, 2023).

Impulsive buying behavior is an act of buying that is done suddenly and without a plan (Dewi, 2021). Impulsive buying behavior arises due to various things, one of which is the experience that exists in someone who is hedonic, where hedonic nature is only oriented to aspects of pleasure and enjoyment when shopping, thus making consumers unable to control their desires when faced with consumptive choices for the products offered (Aswin et al, 2022). In impulsive buying behavior, consumers tend not to pay attention to aspects of needs, do not go through the process of searching for product information, and the product has a strong emotional factor. Consumers also do not pay much attention to certain brands on a product, because for consumers today, the thing that makes them interested in a product and immediately make a purchase is a discount. Shifting Consumer considerations in making purchases have now become a culture, causing changes in purchasing behavior, which were originally planned purchases, shifting to unplanned and spontaneous purchases (Sihombing & Panjaitan, 2022). Many factors influence impulsive buying behavior, one of which is the sales promotion displayed during the live.

Sales promotion is a promotional activity that provides benefits to sales and can increase sales volume immediately (Saodin, 2021). Sales promotion is made with the aim that product purchases can be made immediately by consumers, and another purpose is to conduct a test drive related to a product during a predetermined period

so that it becomes a reason for impulsive buying behavior (Tanriady & Septina, 2022). So it can be concluded that sales promotion is a promotional activity that can increase sales and stimulate consumers to make purchases immediately, resulting in impulsive buying behavior. Another factor that can influence impulsive buying behavior is product quality.

Product quality is an important factor in meeting consumer needs. If the product obtained by consumers is of high quality, then the product will continue to be sought after by consumers because it has satisfied the emotions they have, and not infrequently consumers are willing to spend a large budget so that their desires are achieved. As a result, consumers make purchases unplanned (Fatmawati et al, 2022). Marketers making superior quality products, creating features that of course must be based on consumer needs, having good sales service, prices that are not much different from competitors, having good product durability, and creating product names that make it easier for consumers to remember, will make consumers like the product compared to other competing products so that sales volume increases (Yuliarahma & Nurtantiono, 2022). The conclusion that can be drawn regarding product quality is that a superior quality product will make consumers like the product, cause unplanned purchases, and benefit marketers in terms of increased sales volume. In addition to sales promotion and product quality, another factor that can cause impulsive buying behavior is E-word of mouth.

E-word of mouth is a review in the form of comments or recommendations about the description of a product given by consumers after making a purchase or using the product, through internet media and e-commerce websites. And now, E-word of mouth has become a marketing activity and is a communication bridge between consumers in terms of sharing product reviews through online media (Tanriady & Septina, 2022). For consumers, E-word of mouth is something that is considered very useful in terms of expanding knowledge about a product or service. E-word of mouth has a very important role to persuade other consumers to make purchases that refer to impulse purchases (Ariyanti & Iriani, 2022).

There is a research gap or what is usually known as a research gap, which occurs in research conducted by (Derek et al, 2022), the results of the study explain that sales promotion has a partial and positive effect on impulse buying behavior. While another study conducted by (Maulina et al, 2022; Wangsa et al., 2022) the results of the study explained that sales promotion did not significantly affect impulse buying.

Research gaps also occur in research conducted by (Sihombing & Panjaitan, 2022). The results explained that product quality did not have a significant influence on impulsive buying behavior. Research conducted by (Sihombing & Sukati, 2022), the

results of the study explained that product quality has a positive influence on impulsive buying behavior.

Another research gap, occurring in research conducted by (Tanriady & Septina, 2022), the results of the study explain that the e-word of moth has a significant effect on impulse buying. While other research was conducted by (Hasim & Lestari, 2022), the results of the study explained that E-Word of Mouth did not have a significant effect on impulsive buying behavior.

The novelty or novelty of this study lies in the subject and location of the study, where the subject of this study is a student of Muhammadiyah Sidoarjo University who has made purchases through Shopee Live. This study was conducted to test how influential sales promotion, product quality, and e-word of mouth on shopee live partially and simultaneously on impulsive buying behavior.

Based on the background above, researchers determine the formulation of the problem, namely 1). How does sales promotion on shopee live affect impulsive buying behavior? 2). How does product quality affect shopee live on impulsive buying behavior?, 3). How does E-Word Of Mouth affect shopee live on impulsive buying behavior? 4). How do sales promotion, product quality, and E-Word Of Mouth affect shopee live on impulsive buying behavior? This study was conducted to test how influential sales promotion, product quality, and e-word of mouth on shopee live partially and simultaneously on impulsive buying behavior.

This research is included in the category of SDGs no.12 on responsible consumption and production. Where this category has the goal to create responsible consumption and production by ensuring sustainable consumption and production patterns. Impulsive buying behavior is the current trend, where people's behavior when buying the products they consume is not based on needs and consuming products is only a pleasure factor, causing waste of consumption. Therefore, with the existence of SDGs no. 12, it is hoped that business people can promote their products that result in consumption waste by national policies and priorities, to build more sustainable consumption patterns, reduce waste, and make consumers prioritize needs over wants.

2. Theoretical Background

Sales Promotion

Kotler and Keller (2016: 622) in (Sari, 2020) stated that sales promotion is a major factor in the world of marketing management, in which there are a series of short-term or long-term incentives made with the aim of encouraging consumers to make purchases. Kotler and Keller (2016: 520) in (Sari, 2020) stated that sales promotion has four indicators, namely:

1. Coupon, which is a number of papers in which there is a discount given to certain purchases. The purpose of giving a coupon to consumers is to make consumers re-purchase.
2. Discount, which is a discount given to consumers when the company conducts sales promotion activities. Usually in the form of price reductions that are pasted near the product, on the packaging, to the front of the store, can also be obtained through advertising. The purpose of giving a discount is so that the company achieves success in terms of improving the company's image.
3. Packaging Price Agreement, which is a bonus obtained by consumers in the form of an additional product that is given free of charge when making a purchase but at a fixed price. Usually in the form of offering price packages in one package.
4. Cashback, which is a form of offer given to consumers in the form of cash or virtual money refunds. These refunds must be made by meeting certain terms or purchase criteria.

Product Quality

Kotler and Keller (2016: 156) in (Candra, 2020) stated that the quality of a product can be reviewed from the totality of features and totality of characteristics possessed by a product in meeting the ability and satisfying consumer needs. So if the quality of a product can meet consumer satisfaction, it will make consumers make a purchase. And Kotler and Keller (2016: 283) in (Candra, 2020) stated that product quality has five indicators, namely:

1. Product Form, which is the aspect obtained in a product including the size of the product to the physical structure of a product.
2. Performance Quality, which is a value seen from the main characteristics of a product when the product is used.
3. Quality Conformity, which is a value seen from a product, in terms of whether the product conforms to the promised specifications.
4. Reliability, which is a value seen from the size of a product, whether the product will not be damaged during a certain period.
5. Style, which is a value seen from a product, in terms of whether the product is in accordance with the description of consumer appearance.

E-Word Of Mouth

Goyette et al in (Rahma et al, 2023) stated that E-word of mouth is a review or comment made by consumers who have purchased a product, where the review is made through the internet and intended for potential customers. Goyette et al (2010: 11) in (Rahma et al, 2023) stated that the e-word of mouth has four indicators, namely:

1. Intensity, which is the number of reviews or comments written by consumers through social media. Usually in the form of frequency in accessing information through social media, frequency of interaction between users through social media, and the number of comments written by consumers on their social media.

2. Content, which is a review or comment that can provide information about a product. Usually in the form of information about product choices, information about product quality, information about product prices, to information about transaction security.
3. Valence of opinion or positive comments, namely positive comments given by consumers through social media related to a product. Usually in the form of positive comments or recommendations.
4. Negative comments, namely negative comments given by consumers through social media related to a product.

Impulsive Buying

Engel et al (2011: 377) in (Oliver, 2021) stated that impulsive buying is the activity of purchasing a product carried out by consumers in spontaneous circumstances and without planning. This impulse purchase is measured based on unplanned purchases, resulting in a state of thoughtless purchases. Consumers often cannot refuse their own desires in shopping due to offers, comfort and convenience provided by stores, examples of attractive offers are discounts. So this is what causes a strong desire to shop. Engel et al (2011: 377) in (Oliver, 2021) stated that impulsive buying has four indicators, namely:

1. Spontaneous purchases, namely purchases made by consumers right away and made without any prior planning.
2. Strength, Compulsion, and Intensity, i.e. purchases made by consumers that occur to the exclusion of other things.
3. Excitement and Stimulation, i.e. purchases made by consumers due to uncontrolled emotional feelings.
4. Without thinking about consequences, that is, purchases made by consumers without thinking about the negative consequences caused.

Research Hypothesis

The research hypothesis is a temporary answer to the formulation of the problem in the research. So, the hypothesis in this study is:

H1: Sales Promotion has a significant effect on Impulsive Buying.

H2: Product Quality has a significant effect on Impulsive Buying.

H3: E-Word Of Mouth has a significant effect on Impulsive Buying.

H4: Sales Promotion, Product Quality, and E-Word Of mouth simultaneously affect Impulsive Buying.

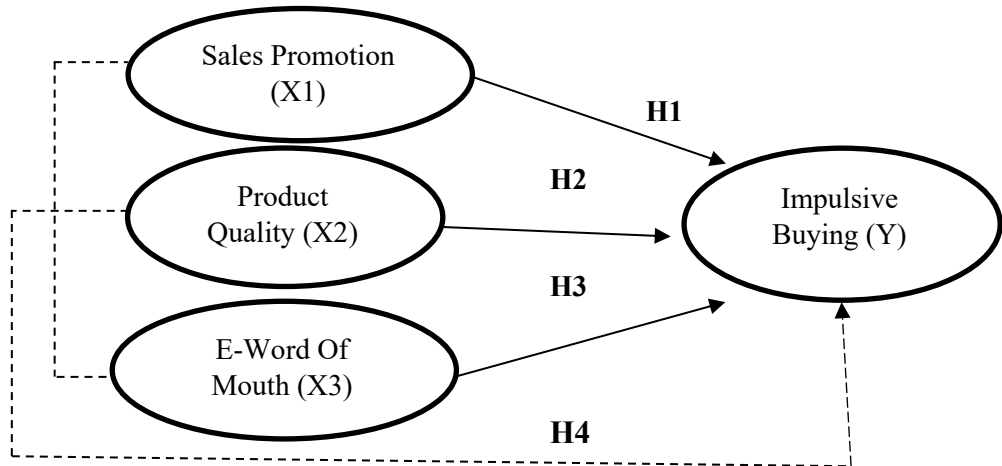


Figure 1.
Conceptual Framework

3. Methodology

This research is a research that uses survey methods with a quantitative approach. The survey method is a quantitative research that aims to obtain data about the relationship or influence between variables, where the data is collected through observation, namely by distributing questionnaires from samples in a certain population (Roflin et al, 2018).

The population used in this study is all students of Muhammadiyah Sidoarjo University, with a total population of 12,730 students, this figure is obtained from the official UMSIDA website published in September 2023. In determining the number of samples, researchers use the slovin formula, so that the sample used is 100 respondents (Cipta et al, 2021)

Slovin formula in [23]:

$$\begin{aligned}
 n &= \frac{N}{1+N(e)^2} \\
 &= \frac{12.730}{1+12.730 (0,1)^2} \\
 &= \frac{12.730}{1+12.730 (0,01)} \\
 &= \frac{12.730}{1+127,3} \\
 &= \frac{12.730}{128,3} \\
 &= 99,2205 \\
 &= 100 \text{ responds}
 \end{aligned}$$

Information:

n = number of samples

N = total population (12,730)

e = margin error (10% = 0,1)

The sampling technique in this study is by using non-probability sampling techniques, with the purposive sampling method (Rahma et al, 2022). Therefore, the characteristics of the right respondents to be used as research samples are as follows:

Table 1
Characteristics of Research Samples

CHARACTERISTICS OF RESPONDENTS	
1.	He is a student of Muhammadiyah Sidoarjo University
2.	Have a Shopee Account
3.	Have ever shopped at shopee live

The source of data used by researchers is primary data, where the data is obtained through survey results through the distribution of questionnaires using the Likert scale. In addition, researchers also use secondary data, where the data used is sourced from websites, journals, articles related to the research topic (Suarna, 2022).

The data analysis technique is to use multiple linear regression analysis techniques, where this analysis is carried out with the aim of determining how much influence the independent variable has on the dependent variable (Atmaja et al, 2023). The analysis used includes: validity test, reliability test, classical assumption test in which there is a normality test, multicollinearity test, and heteroscedasticity test. As well as t-test, f-test, and determinant coefficient test, analysis was carried out. Data analysis in this study was carried out using the IBM SPSS 25 application.

4. Empirical Findings/Results

After researchers distributed questionnaires to 100 respondents, researchers analyzed the data obtained with IBM's SPSS 25 application. The results of the data analysis test in this study include:

Validity Test

The purpose of conducting a validity test is to determine the validity or validity of a statement item contained in the research questionnaire (Setiasih et al, 2023). So that a data is said to be valid, if $r_{\text{calculate}} > r_{\text{table}}$. The r value of the table has a value of 0.195 with $n = 100$, and significance level = 5%.

Table 2. Validity Test

Variable	Statement Item	R count	R table	Conclusion
	X1.1	0.652	0.195	Valid
	X1.2	0.584	0.195	Valid
	X1.3	0.701	0.195	Valid
	X1.4	0.704	0.195	Valid

Sales Promotion (X1)	X1.5	0.610	0.195	Valid
Product Quality (X2)	X2.1	0.743	0.195	Valid
	X2.2	0.712	0.195	Valid
	X2.3	0.794	0.195	Valid
	X2.4	0.744	0.195	Valid
	X2.5	0.687	0.195	Valid
	X2.6	0.676	0.195	Valid
E-Word Of Mouth (X3)	X3.1	0.677	0.195	Valid
	X3.2	0.723	0.195	Valid
	X3.3	0.548	0.195	Valid
	X3.4	0.657	0.195	Valid
	X3.5	0.701	0.195	Valid
	X3.6	0.602	0.195	Valid
Impulsive Buying (Y)	Y.1	0.736	0.195	Valid
	Y.2	0.814	0.195	Valid
	Y.3	0.751	0.195	Valid
	Y.4	0.700	0.195	Valid
	Y.5	0.651	0.195	Valid
	Y.6	0.740	0.195	Valid
	Y.7	0.701	0.195	Valid

Source: Data processed by researchers (2023)

Based on table 2 above, states that the results of the validity test of each statement item on the variables sales promotion (X1), product quality (X2), e-word of mouth (X3) and impulsive buying (Y) have an r value calculated $> r$ table, with a table r value of 0.195. So it can be concluded that each statement item on the variables sales promotion (X1), product quality (X2), e-word of mouth (X3) and impulsive buying (Y) is declared valid.

Reliability Test

The purpose of conducting a reliability test is to find out whether the questionnaire under study has a reliable statement (Setiasih et al, 2023). So that a data is declared reliable, if the value of Cronbach's alpha > 0.6 .

Table 3. Reliability Test

Variable	Statement Item	Cronbach's Alpha	Conclusion
Sales Promotion (X1)	X1.1	0.834	Reliable
	X1.2	0.836	Reliable
	X1.3	0.831	Reliable
	X1.4	0.830	Reliable

	X1.5	0.832	Reliable
	X2.1	0.833	Reliable
	X2.2	0.832	Reliable
Product Quality (X2)	X2.3	0.829	Reliable
	X2.4	0.831	Reliable
	X2.5	0.834	Reliable
	X2.6	0.829	Reliable
	X3.1	0.831	Reliable
	X3.2	0.835	Reliable
E-Word Of Mouth (X3)	X3.3	0.841	Reliable
	X3.4	0.839	Reliable
	X3.5	0.832	Reliable
	X3.6	0.837	Reliable
	Y.1	0.824	Reliable
Impulsive Buying (Y)	Y.2	0.825	Reliable
	Y.3	0.830	Reliable
	Y.4	0.828	Reliable
	Y.5	0.830	Reliable
	Y.6	0.829	Reliable
	Y.7	0.829	Reliable

Source: Data processed by researchers (2023)

Based on table 3 above, states that the results of the reliability test of each statement item on the variables sales promotion (X1), product quality (X2), e-word of mouth (X3) and impulsive buying (Y) have a value of Cronbach's alpha > 0.6 . So it can be concluded that each statement item in the variables sales promotion (X1), product quality (X2), e-word of mouth (X3) and impulsive buying (Y) is declared reliable.

Normality Test

The purpose of the normality test is to determine whether a regression model is normally distributed or not (Atmaja et al, 2023). So a regression model is said to be normally distributed, if the significance value > 0.05 .

Table 4. one-sample kolmogorov-smirnov test

N	Test Statistic	Asymp. Sig. (2-tailed)	Std. Deviation
100	0.092	0.037	5.40788536

Source: Data processed by researchers (2023)

Based on table 4 above, states that the results of the normality test using kolmogorov-smirnov have a significance value of $0.37 > 0.05$. So it can be concluded that the data is normally distributed.

Multicollinearity Test

The purpose of conducting a multicollinearity test is to determine whether a regression model occurs correlation or not between independent variables. A regression is said to be good, if regression does not occur multicollinearity. So that regression does not

occur multicollinearity, if the tolerance value ≥ 0.10 and the VIF value < 10 (Atmaja et al, 2023).

Table 5. Multicollinearity Test

Model	Tolerance	Results
Sales Promotion (X1)	0.767	1.305
Product Quality (X2)	0.803	1.245
E-Word Of Mouth (X3)	0.834	1.199

Source: Data processed by researchers (2023)

Based on table 5 above, states that the results of the multicollinearity test on each variable of sales promotion (X1), product quality (X2), e-word of mouth (X3) have a tolerance of ≥ 0.10 and a VIF value of < 10 . So it can be concluded that there is no multicollinearity between variables.

Heteroscedasticity Test

The purpose of conducting the heteroscedasticity test is to determine whether the regression model has a variance inequality from the residual observations of one with another observation (Atmaja et al, 2023). Good regression, heteroscedasticity does not occur. So that a regression can be said not to occur heteroscedasticity, if the significance value > 0.05 .

Table 6. Heteroscedacity Test

Model	Results
Sales Promotion (X1)	0.901
Product Quality (X2)	0.462
E-Word Of Mouth (X3)	0.168

Source: Data processed by researchers (2023)

Based on table 6 above, the results of the heteroscedasticity test using glejser stated that each variable of sales promotion (X1), product quality (X2), e-word of mouth (X3) has a significance value of > 0.05 . So it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Test

The purpose of conducting multiple linear regression tests is to determine how influential the independent variable is on the dependent variable (Atmaja et al, 2023)

Table 7. Multiple Linear Regression Test

Model	B	Std. Error	t	Conclusion
(Constant)	0.7650	7.017	1.090	0.278
Sales Promotion (X1)	0.615	0.253	2.428	0.017
Product Quality (X2)	0.229	0.202	1.137	0.258
E-Word Of Mouth (X3)	-0.148	0.255	-0.580	0.563

Source: Data processed by researchers (2023)

To analyze the results of a multiple linear regression, it can be done using the regression equation formula (Suarna, 2022):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

And = Variabel Impulsive Buying

a = Konstanta

b1 = Sales Promotion Regression Coefficient

X1 = Variabel Sales Promotion

b2 = Product Quality Regression Coefficient

X2 = Product Quality Variable

b3 = Koefisin regresi e-word or mouth

X3 = Variabel E-Word Of Mouth

E = Error

Based on the formula and table 7, the multiple linear regression equation is $(Y = 0.7650 + 0.615X_1 + 0.229X_2 - 0.148X_3)$. This equation can be interpreted as follows: The constant value of 0.7650 indicates that when the independent variables (sales promotion, product quality, and e-word of mouth) are zero, the dependent variable (impulsive buying) is 0.7650. The coefficient for sales promotion is 0.615, meaning that a one-unit increase in the sales promotion variable results in a 0.615 increase in impulsive buying. Similarly, the product quality coefficient is 0.229, indicating that a one-unit increase in product quality leads to a 0.229 increase in impulsive buying. Conversely, the e-word of mouth coefficient is -0.148, which means that a one-unit increase in the e-word of mouth variable leads to a 0.148 decrease in impulsive buying.

Test T (Partial)

The purpose of the t-test is to determine whether an independent variable has a partial influence on the dependent variable. If the calculated t-value exceeds the t-table value, it indicates that the independent variable has a significant partial effect on the dependent variable (Atmaja et al., 2023). In this study, the t-table value is 1.985, determined using the formula $((\alpha / 2; n-k-1) = (0.025; 96))$. According to table 7, the t-test results show that the sales promotion variable (X1) has a t-value of 2.428, which is greater than the t-table value, leading to the rejection of H01 and acceptance of H1. This indicates that sales promotion has a positive and significant partial influence on impulsive buying behavior. For the product quality variable (X2), the t-value is 1.137, which is less than the t-table value, resulting in the acceptance of H02 and rejection of H2. Thus, product quality has a positive but not significant partial influence on impulsive buying behavior. Lastly, the e-word of mouth variable (X3) has a t-value of -0.580, which is also less than the t-table value, leading to the acceptance of H03 and rejection of H3. This indicates that e-word of mouth has a negative and insignificant partial influence on impulsive buying behavior.

Test F (Simultaneous)

The purpose of the f or simultaneous test is to find out whether an independent variable has a simultaneous influence or not on the dependent variable. If f counts > f table, it

can be concluded that the independent variable has a simultaneous effect on the dependent variable (Atmaja et al, 2023). F table in this study is 2,268, which is obtained from the formula $(k ; n-k) = (3 ; 100-3) = (3 ; 97)$.

Table 8. Test F (Simultaneous)

Type	F	Sig
	3.597	0.016b

Source: Data processed by researchers (2023)

Based on table 8 above, states that the results of the t test are partially are: The variables sales promotion (X1), Product Quality (X2), and E-Word Of Mouth (X3) have a calculated f value of 3,597 and a table f of 2,268. Because f counts > f tables, as a result H04 is rejected and H4 is accepted. So it can be concluded that the variables of sales promotion (X1), Product Quality (X2), and E-Word Of Mouth (X3) have an influence simultaneously or together on impulsive buying behavior variables.

Test Coefficient of Determination (R2)

The purpose of the coefficient of determination test is to determine how much influence the independent variable has on the dependent variable. The smallest coefficient of determination lies in the numbers 0 and 1, if the r square value is close to 0 and 1, the smaller the influence of all independent variables on the dependent variable (Atmaja et al, 2023).

**Table 9.
Coefficient of Determination Test**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.318	0.101	0.073	5.492

Source: Data processed by researchers (2023)

Based on table 9 above, state that the results of the coefficient of determination test have an R square coefficient value of 0.101 or 10.1%. So it can be concluded that all independent variables (sales promotion, product quality and e-word of mouth) have an influence on the dependent variable (impulsive buying) by 10.1% and the remaining 89.9% is influenced by other variables that are not studied by researchers.

4. Discussion

The Effect of Sales Promotion on Impulsive Buying

Sales promotion encompasses various short-term and long-term promotional activities aimed at encouraging consumers to make purchases. The results of a partial hypothesis test show that sales promotion has a calculated t-value greater than the t-table value ($2.428 > 1.985$), indicating that sales promotion has a positive and significant influence on impulsive buying behavior among students of Muhammadiyah Sidoarjo University. This implies that effective sales promotions during Shopee live sessions

significantly increase impulsive buying behavior. The primary factor driving this behavior is the discounts offered during live sessions, which incentivize consumers to make purchases immediately to benefit from the reduced prices. Additionally, coupons, such as discount coupons and free shipping coupons, also play a significant role in encouraging spontaneous purchases. Consumers perceive these promotions as beneficial, prompting them to make unplanned purchases, often buying multiple product variants. This finding aligns with previous research by Derek et al. (2022) and Styowati et al. (2023), which also concluded that sales promotions positively and significantly impact impulsive buying.

The Effect of Product Quality on Impulsive Buying

Product quality refers to the ability of a product to meet consumer needs and provide satisfaction. The partial hypothesis test results show that product quality has a calculated t-value less than the t-table value ($1.137 < 1.985$), indicating that product quality has a positive but not significant influence on impulsive buying behavior among students of Muhammadiyah Sidoarjo University. This result suggests that consumers are not significantly driven to make spontaneous purchases based on product quality, possibly due to concerns about the raw materials' quality used in products sold during Shopee live sessions. Consumers perceive the products as low-quality, which negatively impacts their impulsive buying decisions. This is consistent with performance quality and reliability indicators, as consumers are likely to avoid products perceived as easily damaged or non-durable. This finding is in line with research by Sihombing and Panjaitan (2022) and Cipta et al. (2021), which also concluded that product quality does not have a significant partial influence on impulsive buying.

The Effect of E-Word of Mouth on Impulsive Buying

E-word of mouth (e-WOM) refers to comments and reviews shared online to influence other consumers' purchasing decisions. The t-test results indicate that e-WOM has a calculated t-value less than the t-table value ($-0.580 < 1.985$), showing that e-WOM has a negative and insignificant influence on impulsive buying behavior among students of Muhammadiyah Sidoarjo University. This outcome is attributed to the prevalence of negative comments on the Shopee platform, which deter other consumers from making spontaneous purchases. Consumers also consider e-WOM when evaluating product quality, price, and materials, viewing these aspects as critical before making a purchase. Therefore, purchases influenced by e-WOM tend to be planned and thoughtful rather than impulsive. This finding is supported by research from Hasim and Lestari (2022) and Case et al. (2020), which found that e-WOM does not significantly affect impulsive buying.

The Effect of Sales Promotion, Product Quality, and E-Word of Mouth on Impulsive Buying

The results of the f-test show that sales promotion, product quality, and e-WOM collectively have a calculated f-value greater than the f-table value ($3.597 > 1.985$), indicating that these factors positively and significantly influence impulsive buying behavior among students of Muhammadiyah Sidoarjo University when considered together. This finding is consistent with previous research by Tanriady and Septina (2022) and Tumanggor et al. (2022), which also concluded that sales promotion, product quality, and e-WOM collectively have a significant and positive effect on impulsive buying.

5. Conclusion

The study's results indicate that impulsive buying behavior on Shopee Live is primarily driven by sales promotions, particularly attractive discounts, which make consumers feel satisfied and encourage purchases. To further enhance impulsive buying, it is suggested that sellers on Shopee Live not only focus on discounts but also incorporate other promotional strategies such as cashback programs and bundled pricing. Additionally, the study found that product quality does not significantly boost impulsive buying behavior because many products sold on Shopee Live are made from low-quality raw materials. Sellers should monitor and improve the quality of their raw materials to ensure that products sold on Shopee Live are durable and reliable, which would increase consumer confidence in their purchases. Furthermore, the study revealed that the e-word of mouth (e-WOM) variable does not significantly influence impulsive buying behavior, as consumers heavily consider product quality, price, and raw materials in e-WOM reviews before making a purchase. Enhancing product quality and ensuring the raw materials used are worth the price could improve e-WOM, thereby encouraging other consumers to make unplanned purchases. For future research, it is recommended to explore other independent variables and to consider the characteristics and identities of respondents, such as their employment status and income levels, to better understand and strengthen the occurrence of impulsive behavior on Shopee Live or other e-commerce platforms.

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