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The Effect of Shopping Lifestyle, Website Quality, and Sales Promotion on Online Impulsive Buying Skintific Skincare

Rosi Meirida^{1*}, Audita Nuvriasari²

^{1,2} Department of Management, Universitas Mercu Buana, Yogyakarta, Indonesia

* Corresponding author: Rosi Meirida (ochisiahaan9955@gmail.com)

Abstract

This research aims to determine and analyze the influence of shopping lifestyle, website quality, and sales promotions on online impulsive buying of Skintific skincare. The sample in this study is 100 people who are users and buyers of Skintific skincare products through the Shopee marketplace who live in Yogyakarta. Data collection was carried out by distributing questionnaires. The test results of this research instrument stated that the data in this study was proven to be valid and reliable in the validity and reliability tests. The classical assumption test produces a regression model that does not occur multicollinearity, does not occur heteroscedasticity, and the data is normally distributed. The results of the research show that the shopping lifestyle has a positive and significant effect on impulse purchases of Skintific skincare online. Website quality does not have a significant effect on impulse purchases of Skintific skincare online. Sales promotions have a positive and significant effect on impulse purchases of Skintific skincare online.

Keywords

Shopping Lifestyle, Website Quality, Sales Promotion, Online Impulsive Buying

1. Introduction

The beauty industry is currently experiencing rapid growth, as evidenced by the plethora of beauty products available in the market competing for consumer attention. This has led to increased competition levels. One type of beauty product is skincare, which is now widely marketed through e-commerce platforms. Prasetyo & Muchnita (2022), explain that online shopping is a combination of searching for product information and making purchases. Indonesia has become the country with the highest number of e-commerce users globally, with 88.1% of the population engaging in e-commerce (Lidwina, 2021). One form of online purchasing behavior is online impulsive buying (Edy & Haryanti, 2018; Ittaqullah et al., 2020).

A significant factor influencing individuals to engage in online impulsive buying on e-commerce platforms is shopping lifestyle (Wardah & Harti, 2021). Shopping lifestyle refers to behaviors exhibited by buyers related to a series of personal responses and opinions about purchasing products (Suhartini & Listyorini, 2016). Research conducted by Kosyu et al. (2014) indicates that shopping lifestyle significantly influences impulsive buying. However, contrasting research findings show that shopping lifestyle does not significantly impact online impulsive buying (Haiditiya & Susanti, 2023). These differing results highlight the importance of further research into the influence of shopping lifestyle on online impulsive buying.

Website quality is one of the factors influencing impulsive buying (Putri & Artanti, 2021). Websites serve as the primary repository of information that can assist consumers when they are searching for information, and the design characteristics of web pages can also affect consumers' online purchasing decisions (Akram et al., 2018). Website quality consists of various characteristics arranged in such a way that it facilitates consumers in operating and utilizing the website (Sari & Hermawati, 2020). Website quality has a significant influence on online impulsive buying (Turkyilmaz et al., 2015). However, other research findings show no significant effect on online impulsive buying (Handayani & Rahyuda, 2020). These differing research results underscore the importance of studying the influence of website quality on online impulsive buying. E-commerce business owners need to enhance the intensity of consumer visits to their websites through various sales promotions (Wardah & Harti, 2021; Yaqub et al., 2021).

Sales promotion is another factor that influences impulsive. Sales promotion is a marketing effort to encourage potential buyers to purchase more frequently and in larger quantities (Widagdo & Roz, 2021). Research has shown that sales promotion significantly affects online impulsive buying. Conversely, other studies indicate that it does not have a significant effect on online impulsive buying (Kurniawati & Restuti, 2014; Wahyuni et al., 2022). The varied results of these studies indicate a research gap, suggesting the need for further examination of the factors influencing online impulsive buying. This study aims to analyze the influence of shopping lifestyle, website quality, and sales promotion on online impulsive buying of Skintific skincare products.

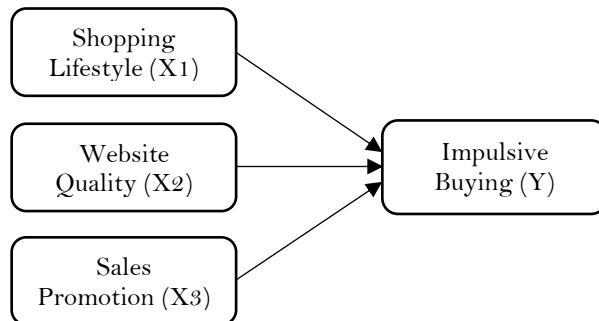


Figure 1. Research Framework

H1. Shopping lifestyle has a positive and significant effect on online impulsive buying.
 H2. Website quality has a positive and significant effect on online impulsive buying.
 H3. Sales promotions has a positive and significant effect on online impulsive buying.

2. Method

This research examines online impulsive buying behavior, focusing on Skintific skincare products on Shopee among respondents in Yogyakarta, from April to May 2024. The study employs a quantitative approach using surveys distributed via questionnaires. The target population includes users and buyers of Skintific skincare on Shopee residing in Yogyakarta. Due to the indefinite size of the population, a non-probability sampling method is utilized, specifically purposive sampling, which selects participants based on predetermined criteria. This method ensures that the sample aligns with the research objectives and provides relevant data for analysis. The study aims to investigate the influence of shopping lifestyle, website quality, and sales promotions on online impulsive buying behavior. Previous research has shown mixed results regarding these factors, highlighting the need for further exploration. By focusing on a specific geographic location and product category, this research seeks to provide insights into consumer behavior and contribute to the existing body of knowledge on e-commerce and impulsive buying. The findings could help e-commerce businesses develop strategies to enhance customer engagement and increase sales through targeted promotions and improved website quality.

3. Result

Based on the results of multiple linear regression analysis, the constant (a) is 10.578, and the standardized regression coefficients are as follows: for the shopping lifestyle variable (β_1) it is 0.333, for the website quality variable (β_2) it is 0.095, and for the sales promotion variable (β_3) it is 0.579.

Table 1. Linear Regression Test

Model	Unst. Coeff. Beta	Std. Error	Std. Coeff. Beta	t	Sig.
(Constant)	10.578	.896		11.809	.000
Shopping Lifestyle	.252	.045	.333	5.633	.000
Website Quality	.058	.044	.095	1.303	.196
Sales Promotion	.529	.070	.579	7.594	.000
a. Dependent Variable: Online Impulsive Buying					

The constant value (a) is 10.578, which means that if the variables of shopping lifestyle, website quality, and sales promotion are zero, the average value of online impulsive buying (Y) would be 10.578. The shopping lifestyle variable has a

regression coefficient (β_1) of 0.333, meaning that if the shopping lifestyle score increases by one unit, the online impulsive buying score will increase by 0.333 units. The direction of the influence of shopping lifestyle on online impulsive buying is positive. The website quality variable has a regression coefficient (β_2) of 0.095, meaning that if the website quality score increases by one unit, the online impulsive buying score will increase by 0.095 units. The direction of the influence of website quality on online impulsive buying is positive. The sales promotion variable has a regression coefficient (β_3) of 0.579, meaning that if the sales promotion score increases by one unit, the online impulsive buying score will increase by 0.579 units. The direction of the influence of sales promotion on online impulsive buying is positive.

Table 2. Regression Coefficient Value

Statement	r count	r table	Information
Shopping Lifestyle (X1)			
X1.1	0,847	0.196	Valid
X1.2	0.874	0.196	Valid
X1.3	0.847	0.196	Valid
X1.4	0,779	0.196	Valid
Website Quality (X2)			
X2.1	0,701	0.196	Valid
X2.2	0,813	0.196	Valid
X2.3	0,755	0.196	Valid
X2.4	0,668	0.196	Valid
X2.5	0,849	0.196	Valid
X2.6	0,719	0.196	Valid
Sales Promotion (X3)			
X3.1	0,759	0.196	Valid
X3.2	0,722	0.196	Valid
X3.3	0,814	0.196	Valid
X3.4	0,795	0.196	Valid
Online Impulsive Buying (Y)			
Y1.1	0,584	0.196	Valid
Y1.2	0,502	0.196	Valid
Y1.3	0,730	0.196	Valid
Y1.4	0,691	0.196	Valid
Y1.5	0,723	0.196	Valid
Y1.6	0,723	0.196	Valid

The criteria used to determine the validity of statements in the research instrument are as follows: if the calculated r-value (r calculated) is greater than the table r-value (r table) and the r-value is positive, then the statement item can be considered valid. Additionally, the significance value is also considered, where if the significance value is less than 0.05, the tested instrument item is deemed valid.

Table 3. Reliability Test

Variable	Alpha	Critical Value	Information
Shopping Lifestyle (X1)	0.858	0.6	Reliable
Website Quality (X2)	0.844	0.6	Reliable
Sales Promotion (X3)	0.772	0.6	Reliable
Online Impulsive Buying (Y)	0.740	0.6	Reliable

The criteria used for the reliability test are that if the Cronbach's Alpha value is greater than 0.6, the tested variable is considered reliable. Based on the reliability test results in Table 4 it can be concluded that all research variables show a Cronbach's Alpha value greater than 0.6, indicating they are reliable.

Table 4. Multicollinearity Test

Model	Unstd. Coeff. Beta	Std. Error	Std. Coeff. Beta	t	Sig.
(Constant)	10.578	.896		11.809	.000
Shopping Lifestyle	.252	.045	.333	5.633	.000
Website Quality	.058	.044	.095	1.303	.196
Sales Promotion	.529	.070	.579	7.594	.000

a. Dependent Variable: Online Impulsive Buying

Based on the data in the Table 4, it can be seen that the tolerance values are greater than 0.10 and the VIF values are less than 10. Therefore, it can be suggested that there is no multicollinearity among the independent variables in the regression model. The hypotheses H1 which investigates the influence of shopping lifestyle on online impulsive buying, the obtained t-value is 5.633 with a significance level of 0.000 ($p < 0.05$). This result leads to the rejection of H01 and acceptance of Ha1, indicating that shopping lifestyle significantly and positively influences online impulsive buying behavior. Secondly, hypothesis H2 examines the influence of website quality on online impulsive buying. The t-test resulted in a t-value of 1.303 and a significance level of 0.196 ($p > 0.05$). Therefore, H02 is accepted while Ha2 is rejected, suggesting that website quality does not have a significant impact on online impulsive buying behavior based on this study's findings. For hypothesis H3, which assesses the influence of sales promotion on online impulsive buying, the t-value obtained is 7.594 with a significance level of 0.000 ($p < 0.05$). Consequently, H03 is rejected in favor of Ha3, indicating that sales promotion significantly and positively affects online impulsive buying behavior. These results provide insights into the specific influences of shopping lifestyle, website quality, and sales promotion on consumers' impulsive buying behaviors in the context of online skincare product purchases.

4. Discussion

Based on the results of hypothesis testing 1, it can be explained that shopping lifestyle has a positive and significant influence on online impulsive buying of Skintific skincare products. The findings indicate that a closer alignment between shopping lifestyle and consumer characteristics increases the likelihood of impulsive online purchases, particularly for skincare products like those offered by Skintific. This influence suggests that individuals with a more consumerist lifestyle are more inclined to make unplanned purchases when shopping online, especially for skincare products that capture their interest.

According to the descriptive statistical analysis, respondents on average exhibit a shopping lifestyle that aligns well with their characteristics or habits, such as having good product knowledge, a tendency to choose products wisely, and awareness of the importance of proper skincare. This suggests that respondents generally have sufficient purchasing power and awareness of trends and product quality offered by Skintific skincare. The research findings highlight that respondent prioritize product quality, which stimulates their interest in making online purchases. These results reinforce previous research conducted by Prasetio & Muchnita (2022) and Wijayanto et al. (2023), which similarly concluded that shopping lifestyle significantly and positively influences online impulsive buying behaviors.

Based on the results of hypothesis testing 2, it can be explained that website quality does not have a significant influence on online impulsive buying of Skintific skincare products. This study finds that website quality is not a factor affecting online impulsive buying. This statement clarifies that whether a website's quality is

good or bad does not impact online impulsive buying behaviors. According to the descriptive statistical analysis, respondents on average rated the website quality aspects such as ease of use, reliability, accessibility, visual appeal, appearance, and service interaction as good. However, this does not influence consumers in engaging in online impulsive buying of Skintific skincare products. The research indicates that consumers' purchasing decisions are influenced more by other factors such as brand preferences or personal recommendations. These findings reinforce previous research by Handayani & Rahyuda (2020) and Wahyuni et al. (2022), which similarly concluded that website quality does not significantly impact online impulsive buying.

Regarding hypothesis testing 3, it can be explained that sales promotion has a positive and significant influence on online impulsive buying of Skintific skincare products. This statement suggests that more effective sales promotion programs increase online impulsive buying of Skintific skincare products. According to the descriptive statistical analysis, respondents on average rated the Skintific skincare sales promotion programs as effective. This indicates that respondents have a positive perception of Skintific skincare sales promotions, such as discounts, free gifts, loyalty programs, and promotional attractiveness. Thus, effective sales promotion programs can stimulate consumers to make impulsive purchases of Skintific skincare products, attracting consumer attention and trust in the product. These results reinforce previous research by Sari & Hermawati (2020), Ittaqullah et al. (2020), and Yaqub et al. (2021), which similarly concluded that sales promotion significantly and positively influences online impulsive buying.

5. Conclusion

Based on the analysis and discussion, several key conclusions can be drawn regarding the factors influencing online impulsive buying of Skintific skincare products. Firstly, it is evident that shopping lifestyle significantly and positively affects online impulsive buying. When consumers' shopping habits and characteristics align with their lifestyles, it enhances their propensity for impulsive purchases, particularly evident in the skincare sector where consumer interest and spontaneous buying decisions are heightened. The study finds that website quality, encompassing factors like ease of use and reliability, does not exert a significant influence on online impulsive buying behaviors for Skintific skincare products. Despite favorable ratings on website aspects, these elements do not sway consumers towards impulsive purchases, indicating that other factors may play a more decisive role in consumer decision-making processes. Effective sales promotions play a crucial role in stimulating online impulsive buying of Skintific skincare products. Programs such as discounts, free gifts, and loyalty rewards are perceived positively by consumers, driving their impulsive buying behaviors. This underscores the importance of strategic promotional efforts in influencing consumer behavior and fostering engagement in online skincare purchases. In summary, these conclusions highlight the nuanced dynamics between shopping lifestyle, website quality, and sales promotions in shaping consumer behaviors within the skincare e-commerce domain. Understanding these factors enables businesses to refine their marketing strategies effectively, enhancing consumer engagement and driving sales in competitive online markets.

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