

THE ROLE OF RELIGIOSITY ON HEDONIC TO JUVENILE IMPULSE BUYING IN TIKTOK ONLINE SHOPPING

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ABSTRACT

Religiosity is considered capable of inhibiting someone from making unplanned purchases. Hedonic behavior is considered to influence someone to make unplanned purchases. This research will examine consumer motivation in making unplanned purchases based on hedonic behavior which is influenced by religiosity. The method used is quantitative. SmartPLS is used as an analysis tool. The sample in this study was 100 young people who made unplanned purchases on e-marketplaces or other online shopping. The results of this study show that hedonic influences impulse buying, religiosity has no influence on impulse buying and religiosity cannot weaken the influence of hedonic on impulse buying.

Keywords: hedonic, impulse buying, moderation, online, religiosity

1. Introduction

Impulse buying is a behavior seeking sensation and pleasure and thus often makes purchases that are not emotionally controlled (Maryati et al., 2021). Sharma et al., (2014) argue that impulsive sensation seeking is a search for a variety of new, intense and complex sensations or experiences combined with a willingness to take possible physical, social, legal and financial risks for the sake of such experiences. This impulsive behavior requires self-regulation to control spontaneity. Self-regulation efforts require psychological aspects that can shape and strengthen a person's self-control. Self-regulation within a person cannot be eliminated without intrinsic motivation from oneself to behave positively. Wood & Albert (1989) stated that there are internal needs in the self-regulation process. Positive intrinsic encouragement will emerge if a person is embedded in the values he believes in and implements them in his actions. The values that are believed and implemented in action are a form of a person's commitment to the religious teachings they adhere to and are used as guidelines for daily life to be implemented in actions and behavior called religiosity and spirituality (Hill et al., 2000).

Religiosity refers to an individual's devotion, piety or commitment to their beliefs (Abror et al., 2019; Tuhin et al., 2022). Religion plays a major role in shaping purchasing choices in many societies. Religion has become a global phenomenon that plays a role in understanding social behavior (Habib et al., 2020). Religiosity can be useful as a means of preventing impulse buying. According to Maryati (2021) religiosity refers to elements of cultural factors which are seen as the most influential and universal part of human life which influences attitudes, values and behavior, both individually and collectively. This religious commitment makes religion function as a belief that binds human spirituality and determines norms and routines.

According to Handayani & Arda (2019), hedonic motivation is consumers' motivation to shop because shopping is a pleasure in itself so they do not pay attention to the benefits of the products

purchased. Hedonic motive variables can be measured with the following indicators: shopping is a special experience, shopping is an alternative for dealing with stress, consumers prefer to shop for other people rather than for themselves, consumers prefer to look for shopping places that offer discounts and low prices, shopping shopping will occur when they spend time with family or friends, consumers shop following new fashion trends. Most consumers who have emotional arousal often experience hedonic shopping experiences. Hedonic shopping value is a subjective and personal value. Hedonic value is believed to have the potential to provide entertainment in shopping.

Markets are networks of interactions and relationships that exchange information, goods, services and payments (Dhandra, 2020). Online channels are one of the factors in increasing sales channels and product sales through websites (Hiranrithikorn & Banjongprasert, 2022). The value of e-commerce transactions has increased significantly since 2014 and is estimated at US\$ 5,695 billion in 2022 and US\$ 6,542 billion in 2023 in global transactions (Statista, 2022). The reason these websites are popular is because it is possible to order products at any time (24 hours) and can request further information with suppliers in a short time (Cyr, 2008). Additionally, e-commerce consumers can easily compare prices and information about a product or service (Gurrea et al., 2021; Zheng et al., 2019). According to Indrawati et al. (2022), the phenomenon of impulse shopping, both online and offline, has a positive impact on marketers, retailers and stakeholders in terms of profits generated and therefore needs to be explored further to gain a deeper understanding of the context (Dhandra, 2020; Indrawati et al., 2022). Hedonic shopping motivation is based on psychological needs (Indrawati et al., 2022).

Impulse buying behavior on the web is relatively high compared to in-store purchases, it is estimated that around 40% of all internet spending comes from online impulse buying (Liu et al., 2013). An urge to buy occurs when a buyer encounters an unexpected, intense, and powerful desire to buy something. The urge to buy is truly confusing and can trigger an enthusiastic struggle (Hiranrithikorn & Banjongprasert, 2022).

Impulse buying generally refers to a customer's sudden desire to make an unplanned purchase (Lee & Chen, 2021). In the context of online shopping, impulse buying is defined as a sudden purchase without a priori shopping intention (Moser, 2020) which reflects the integrated manifestation of rational and irrational behavior (Nair & Das, 2015). With the massive use of the internet, people make online purchases to save time and energy. However, the classic work of Rook and Fisher (1995) states that impulse buying has been associated with 'going bad' leading to negative consequences in the areas of personal finances, post-purchase satisfaction, social reactions, and other personal traits. In addition, purchasing causes myopic and inconsistent behavior because customers purchase products with unintended, immediate, and unreflective purchases (Jelenc & Dlacic, 2019). Viewed from a psychological aspect, Verplanken and Sato (2011) show that impulse buying can lead customers to paradoxical behavior; on the one hand impulse buying is associated with pleasure but on the other hand it is associated with negative emotions. Therefore, self-regulation is necessary to control customers whether they buy impulsively or they must be prevented from impulsiveness.

There has been a lot of research on the influence of hedonics on impulse buying (Handayani & Arda, 2019; Hiranrithikorn & Banjongprasert, 2022; Wahyuni & Rachmawati, 2018; Yulianto et al., 2021), the influence of religiosity on impulse buying (Habib et al., 2020). However, not many have studied the role of religiosity as a moderator (Maryati et al., 2021). Therefore, this research will examine the role of religiosity in the hedonic relationship with impulse buying.

2. Research Method

The population used in this research were UMPP students. Meanwhile, the sample used was 100 respondents. This respondent was chosen because the research respondent met the requirements and was representative. The meaning of representative is that the sample represents the characteristics of the population. The method used is quantitative. Data was collected using three techniques, namely first, literature study which is a data collection method directed at searching for data and information through documents, both written documents, photos, images and electronic documents that can support the writing process; second, interviews: This technique is used as a technique for collecting data, if the researcher wants to conduct a study both as a preliminary to finding problems that must be researched and also if the researcher wants to know things from respondents in more depth and with a small number of respondents; and finally a questionnaire which is a list containing a series of questions regarding a problem or area to be researched. In this research, researchers collected data through questionnaires distributed to respondents who were the objects of research.

In carrying out research activities, tools in the form of questionnaires are needed. Before use, its validity and reliability must first be tested. To show the extent to which the research instrument can be trusted. Therefore, two tests were carried out, namely:

Validity Test

a. Content Validity

Content validity shows the ability of the research instrument to represent all the content to be measured. Content validity testing uses expert judgment. Researchers used all the questions in previous research. After carrying out expert judgment, the instrument is tested and analyzed using item analysis or different tests (Sugiyono, 2010).

b. Construct Validity

Validity shows the extent to which the measuring instrument measures something. In this research, the validity test will be measured using factor analysis, which is a statistical technique to determine the internal validity of all question instruments. Valid means that the instrument can be used to measure what it should measure (accurately). An instrument is said to be valid if the correlation coefficient is ≥ 0.3 with $\alpha = 0.05$ (Sugiyono, 2010).

Reliability Test

Reliability shows how much an instrument can be trusted and used as a data collection tool. Higher reliability indicates that the measurement results obtained are more reliable. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same (consistent) data (Sugiyono, 2010).

3. Result

Outer Model

The outer model test was carried out with the aim of finding out the correlation between the construct and its indicators. This correlation shows the validity and reliability of a construct with its indicators.

Validity test

Validity testing was carried out using convergent validity and discriminant validity. Based on the results of the validity test, reflective indicators can be seen from the correlation loading value between the indicator and the variable of no less than 0.7. If there is an indicator with a value of less than 0.7, it can be said that the indicator is invalid and must be removed from the model. The results of loading the validity of the model are shown in Figure 1 below:

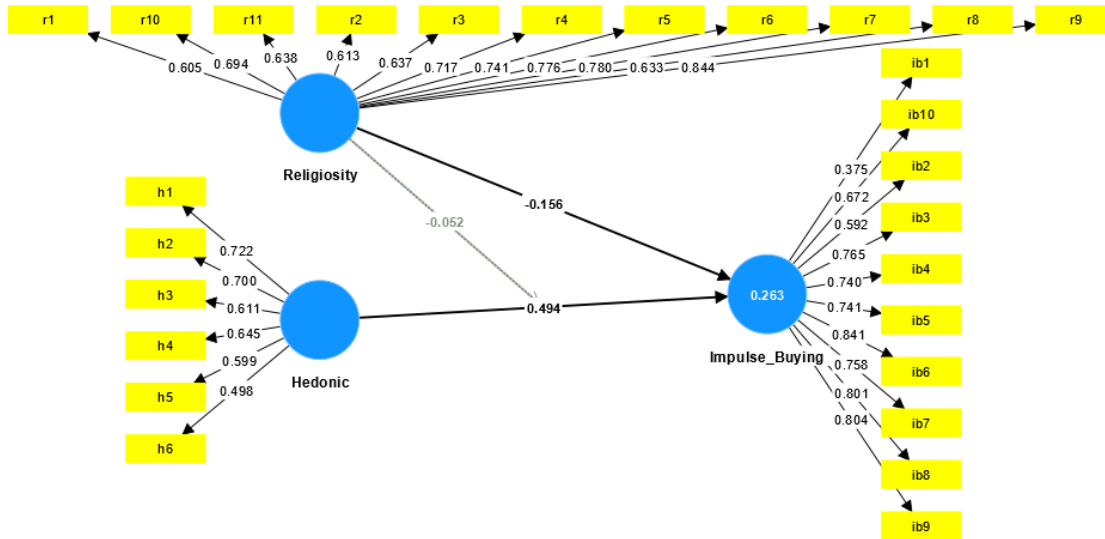


Figure 1 Outer Model

In Figure 1 there are several items from the statement that must be removed because they do not meet the validity requirements. It can be seen that the indicators R1, R2, R3, R8, R10, R11, H3, H4, H5, H6, IB1, IB2 and IB10 do not meet the requirements where the resulting values are 0.605, 0.613, 0.637, 0.633, 0.694, 0.638, 0.611, 0.645, 0.599, 0.498, 0.375, 0.592 and 0.672 respectively. So, the indicator must be deleted before continuing with the next analysis.

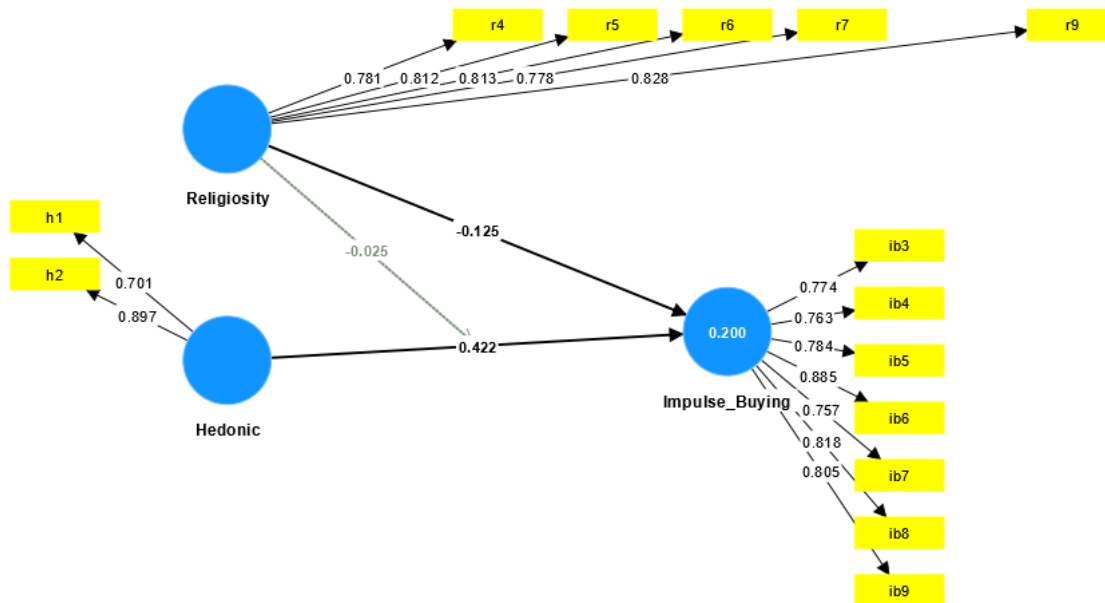


Figure 2 Outer Model after removing indicators that do not meet the requirements. Once it is known that the loading factors and indicators show strong values above 0.7, then the next analysis is to look at the validity value of each variable (AVE) from the following reliability and validity constructs:

Table 1 Reliability and Validity Construct

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance

				extracted (AVE)
Hedonic	0.477	0.547	0.784	0.648
Impulse_Buying	0.906	0.913	0.925	0.638
Religiosity	0.868	0.880	0.901	0.644

Table 1 shows the AVE value > 0.5 for all constructs in the research. These results indicate that these three variables meet the requirements for discriminant validity.

Reliability Test

From Table 1, it is known that the composite reliability value is > 0.7, which means the construct is able to explain more than 50% of the indicator variance. A questionnaire is said to be reliable if the Cronbach's Alpha value is greater than 0.60, then it can be stated that the entire variable statement is reliable (Ghozali, 2008).

Inner Model

Evaluation of Structural Models

The first step in evaluating a structural model is to analyze and check for collinearity between constructs and also the predictive ability of the model. Next, measure the predictive ability of the model using the coefficient of determination (R²) to see the test value that only exogenous variables have as shown in Table 2 below:

Table 2 Coefficient of Determination

	R-Square	R-Square Adjusted
Impulse_buying	0.200	0.715

The test results in Table 2 show a value of 0.200 for the hedonic and religiosity constructs on impulse buying. This means that the ability of the impulse buying variable of 0.200 or 20% in explaining the dependent variant is at a low level. The coefficient of determination value is expected to be in the range of 0 and 1.

Hypothesis Test

Test the research hypothesis using a bootstrapping procedure. A confidence level of 95% was used in this research so that the level of precision or inaccuracy limit was 5% or 0.05. The condition for the hypothesis to be accepted is if the t table is > 1.658. The results of the bootstrapping analysis are shown in table 3 below:

Table 3 Bootstrapping

	Original sample (O)	Simple mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Hedonic → impulse buying	0.422	0.422	0.078	5.539	0.000
Religiusitas → impulse buying	-0.125	-0.135	0.103	1.217	0.224
Religiusitas x hedonic → impulse buying	-0.025	-0.021	0.099	0.256	0.798

Hypothesis Testing 1: Table 3 shows that the hedonic t-statistic is 5.539. This result is greater than 1.658 with an original sample value of 0.422. This means that hedonic has a positive and significant effect on impulse buying.

Hypothesis Testing 2: Table 3 shows that the religiosity t-statistic is 1.217. This result is smaller than 1.658 with an original sample value of -0.125. This means that religiosity has no effect and is not significant on impulse buying.

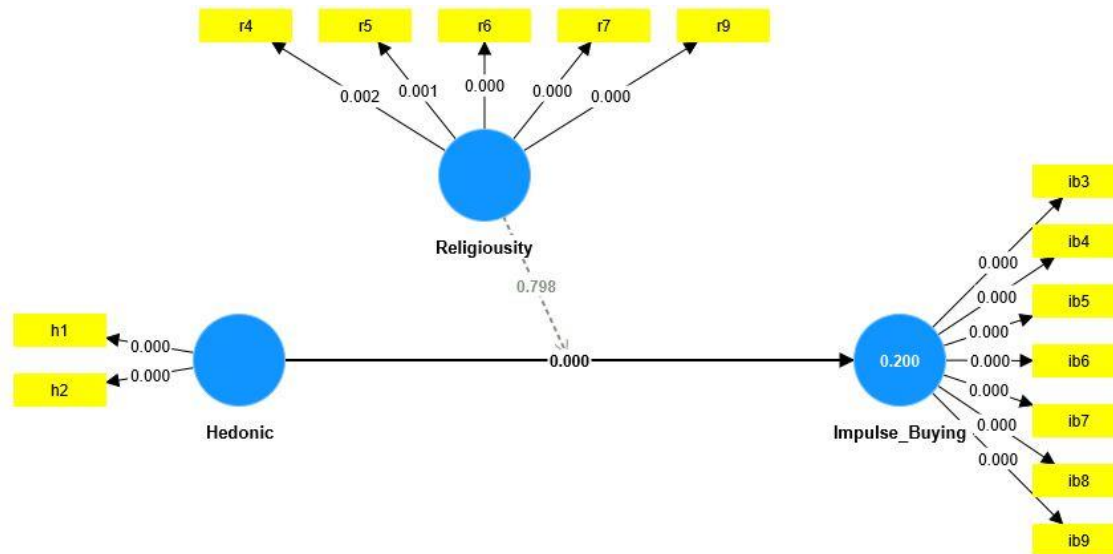


Figure 3 Moderation Model

Hypothesis Testing 3: Figure 4 shows that the P value is $0.798 > 0.05$. From table 10 it is known that the t-statistic value is 0.256. This result is less than the t-table of 1.658 with an original sample value of -0.025. This means that religiosity cannot strengthen the hedonic influence on impulse buying.

4. Discussion

a. Hedonic Influence on Impulse Buying

Based on the test results on the first hypothesis, namely the t-statistic of 5.539. This result is greater than 1.658 with an original sample value of 0.422. Shows that there is a significant influence between hedonic variables and impulse buying variables. This means that if hedonics increases, then a person's impulsive behavior also increases. Based on the answers from respondents in the data collection process, it is known that someone making unplanned purchases is proven to be due to hedonic behavior. Some of the reasons why they make this purchase are the many discounts. The next reason was an attractive offer from the seller in the form of an advertisement that appeared on the respondent's homepage. Cheap prices also triggered respondents to make purchases. In accordance with the nature of a hedonist, namely making purchases based on pleasure, respondents in this study made unplanned purchases also because of current trends, because the shape of the item was cute, bought for fun. Some responses admitted that they bought to relieve stress. They think that shopping is a way to relieve stress. What's unique is that the items they buy are things they don't actually need. The respondent was of the opinion that this purchase was to maintain stock of goods for the future. The reason stated by the respondent who continued this purchase was because the respondent felt proud if he did not buy it. The presenter on Tiktok live is considered to be one of the reasons for this purchase on the grounds that the presenter is good at influencing viewers to make purchases, even for trivial items.

The results of this research are in line with research conducted by Ramadania and Ratnawati (2022), Wahyuni and Rachmawati (2018), Yuliato, Sisko and Hendriana (2021) who in each study stated the same thing, namely that impulsive buying is positively related to hedonism.

b. Religiosity towards Impulse Buying

Based on the test results on the second hypothesis, namely the religiosity t-statistic of 1.217. This result is smaller than 1.658 with an original sample value of -0.125. Shows that religiosity has a negative and insignificant effect on impulse buying. This means that if a person's level of religiosity increases, then a person's impulsive behavior decreases. Based on the answers from respondents during the data collection process, it was discovered that respondents thought twice about making purchases because they adhered to the verse 'Indeed, people who are wasteful are the brothers of Satan and Satan is very disobedient to his God. (QS. Al Isra: 27)’, trying to control oneself, be wise in shopping by prioritizing only what is needed, prioritizing needs, making istighfar, and restraining oneself. (Veybitha et al., 2023). This research is in line with research conducted by Veybitha et al., (2023) which states that religiosity has no effect on impulse buying as evidenced by t count $0.51 < t$ table 1.96.

c. Religiosity Moderates the Hedonic Relationship to Impulse Buying

Based on the test results for the second hypothesis, namely P value $0.798 > 0.05$. From table 10 it is known that the t-statistic value is 0.256. This result is less than the t-table of 1.658 with an original sample value of -0.025. Shows that religiosity cannot strengthen the hedonic influence on impulse buying. From the questionnaire filled out by respondents, it is known that someone makes unplanned purchases with self-reward, lust and prestige.

5. Conclusion

- a. Hedonic influences impulse buying.
- b. Religiosity has no effect on impulse buying.
- c. Religiosity cannot strengthen the hedonic influence on impulse buying

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