

Research Article

Shopee E-Commerce Purchase Decisions Viewed from Hedonist Motivation, Utilitarian, Sales Promotion, and Consumer Interest: A Conceptual Model

Muhammad Faisal Riza*, Nanda Farhanah, and Budhi Haryanto

Master of Management, Faculty of Economic and Business, Universitas Sebelas Maret Surakarta

ORCIDMuhammad Faisal Riza: <https://orcid.org/0009-0001-9515-0313>**Abstract.**

One of the most promising forms of online sales today is e-commerce. The convenience of online shopping makes it easier for the buyers to spend more and at the same time compare the prices and quality of goods, without having to step out. The existence of motivation has a great influence in determining the decisions that need to be made. To increase the revenue of an e-commerce business, promotions are the most important thing to attract consumers. The next step involves the consumer's decision whether to buy the product or not. This researcher constructed the conceptual Hedonic Information System Acceptance Model (HISAM) to identify the utilitarian and hedonic motives that influence consumer purchasing decisions. To find out how hedonism and utilitarian behavior influence online sales partners in the home care industry to conduct targeted promotions to attract customers. Consumer concerns when shopping on the Shopee marketplace. The researchers studied a sample size of 100 people from Master of Management students at Sebelas Maret University in Surakarta using multiple linear regression analysis.

Keywords: Hedonist motivation, utilitarian, sales promotion, consumer interest, Shopee e-Commerce, purchase decisions

Corresponding Author:

Muhammad Faisal Riza; email:
salriz76@student.uns.ac.id

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1. Introduction

Online trading is one of the technological advancements widely used by the wider community today. Initially, online transactions did not attract the public's attention, because in transactions, consumers completely depend on trust in the information transmitted by the website owner and website visitors. The product offered cannot be seen with the naked eye. The existence of technological development, the Internet has an impact on economic growth in Indonesia, this happens in the world of business and marketing. Most people use an increasing number of Internet users. Online Business. This situation affects the emergence of potential markets in the process of increasing economic development. E-commerce is one of them, the result of technological developments

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that create convenience in the business world for buying and selling goods without the need for consumers to go directly to the store. goods to purchase. E-commerce not only makes buying and selling goods online possible but also creates many benefits for both businesses and consumers. The Internet contributes to marketing by disseminating information, adding value to consumers, increasing customer satisfaction, reliability and retention as well as consumer awareness, leading to good profits and market share. than. With the rapid development of technology, accompanied by the advancement of technology-based information systems, it can provide many convenient facilities for the community (Roy *et al.* 2018) show that one of them is the possibility of shifting community commerce from its original conventional retail form to digital transactions. With this digital transaction, sellers and buyers in different locations can transact online easily.

The convenience that online transactions bring to buyers is that it makes it easier for buyers to find the items they need without having to go out and spend more on shipping to the store and they can easily Easily compare prices and product quality offered by sellers around the world (Roy *et al.* 2018). Other amenities that can be found on the seller's side include convenience as they can further expand the market reach of their customers, they also do not need a large store space to display their products. are selling with just a warehouse and a smartphone. for transactions. In addition, sellers can also easily conduct surveys and know the trends and tastes that consumers want.

According to Wong (2010), e-commerce is the process of buying, selling and marketing goods and services through electronic systems such as radio, television, computer networks or the Internet. In this case, e-commerce is actually a third party that connects two buyers and sellers of products online, who are offered various purchasing improvements by providing convenience in each process. transaction process (Kuswandani 2015). Because it is this technological development that can encourage e-commerce companies to start appearing and compete for the benefit of consumers. Methods used by e-commerce companies to attract consumer interest include providing attractive deals by way of discounts, cashback, vouchers, free shipping and raffle prizes. number (Nugroho, 2018).

When consumers purchase goods, these goods are not only consumed to meet daily needs but also to satisfy the consumer's desire to be able to choose those goods. Of course, this is closely linked to the consumer's own personal motivations. Motivation itself is the encouragement of consumers to achieve desired goals based on their level of need. The existence of motivation has a great influence in determining the decisions that need to be made.

Consumer purchasing motivations are divided into two types, which are hedonic purchasing motivations and utilitarian purchasing motivations (Setiadi, 2003). Hedonic shopping motivation is the motivation that arises as a consequence of psychological needs such as feelings of satisfaction, happiness, prestige, emotions and other subjective feelings. All these needs often arise to encourage consumers to satisfy social and aesthetic needs, also known as emotional motives (Sumarwan, 2014). Hedonistic shopping motivation includes five dimensions, including adventure shopping, social shopping, idea shopping, leisure shopping, and value shopping (Ozen & Engizek 2014). One of the factors that motivate consumers to make hedonistic purchases is promotions, discounts, refunds or the uniqueness of hard-to-find products (Nugroho, 2018)

The utilitarian purchase motivation is the motivation that encourages consumers to buy a product as it is evaluated by the functional benefits and objective characteristics of the product, often referred to as rational motivation (Setiadi, 2003). To attract consumers with utilitarian purchasing motives, companies can take strategic steps, including meeting consumers' everyday needs based on the product's various price benefits. and options for product perfection.

To increase the revenue of an e-commerce business, promotion is the most important thing to attract consumers. Promotion (sales promotion) is a marketing activity that encourages the added value of a product, useful to achieve more than just the existence of a product's value for a certain period of time so that it can encourage purchase consumption, sales efficiency or to encourage efforts made by the sales force (Hermawan, 2012).

Once promotional means have been deployed to stimulate consumer interest in purchasing certain products, the next step involves the consumer's decision on whether to purchase the item or not. Are not. A purchase decision is an integrated consumption decision that combines knowledge so that the existence of two or more alternative behaviors can be evaluated and can be used to choose one behavior (Sangadji & Sopiah, 2013). Therefore, to attract buyers to purchase, it is necessary to have attractive promotions so that consumers are really interested in purchasing. For example, product promotion is done online through marketplaces or social networks.

In 2015, Shopee, which is an e-commerce from Singapore, started to enter Indonesia. Even though it came as a new player, Shopee could be aligned with the e-commerce giants in Indonesia in a short time. The idea is to provide free shipping services to be excellent for its consumers. The high market potential on the Shopee marketplace , as reported by an official report from Bisnis.com on 24/8/2020 which managed to get the most number of visitors in the second quarter of 2020 of 93 million users, made sellers see the great potential of this marketplace to become their main destination. in product

marketing. However, as more sellers join Shopee, the amount of competition to gain customers and more profits also increases, so a good business strategy is needed to maintain or improve sales performance. Competition is the essence of success, so to win every competition, the company must have an advantage to compete (Porter, 1994).

Hedonism and utilitarian behavior are positively related to consumer values. This study states that proper promotion for consumers with hedonistic behavior generates profits in food products whereas utilitarian behavior is found to be more useful in the case of personal care products. (Sinha, 2020). In addition, in selling online, sales partners need to have a good reputation which results in positive consumer perceptions of the products or services offered and considers the right promotion tactics for each consumer as stated in Lee L's research. & Charles V. (2021).

Based on the research of Yu Wei Chang and Jiahe Chen (2021), the existence of complex technological developments can provide new retail models and academic improvements in the 5G era. In conducting this study, we applied the Hedonic Information System Acceptance Model (HISAM) to identify the utilitarian and hedonic motives that influence consumers' purchase intentions.

Based on several previous studies relating hedonism and utilitarian behavior to consumers' intentions regarding purchasing a product or service, the researcher intends to identify the factors that influence hedonism and utilitarian behavior among online home care industry partner sellers in carrying out offer promotions. Perfectly targeted to attract consumer interest when purchasing on the Shopee marketplace. In this study, the researcher took a case study of Shopee, because Shopee is a popular form of e-commerce today in Indonesia.

2. Literature Review

2.1. Buying Decision

According to Buchari Alma (2013), purchasing decisions are consumer decisions influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, and evidence. materials, people and processes. To encourage consumers to process the information as a whole and come to a conclusion in the form of an answer indicating which product should be purchased. According to Kotler & Armstrong (2016), purchasing decisions are how individuals, groups and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants, That is, a consumer's purchasing decision is part of consumer behavior. about

how individuals, groups and organizations select, purchase, use and how goods, services, ideas or experiences meet their needs and wants.

Machfoedz (2013) states that purchasing decision is a process of evaluating and choosing between different options based on certain benefits by establishing an option that is considered most beneficial. Kotler (2002) believes that the purchase decision is one of the stages of the purchase decision-making process before post-purchase behavior. Entering the previous purchase decision stage, consumers have been given several alternatives, so at this stage they will take action to decide whether to buy the product or not based on the options. has given.

2.2. Hedonism Motivation

Hedonic motivation is the motivation arising from psychological needs such as satisfaction, prestige, emotions and other subjective feelings. This need arises to satisfy social and aesthetic needs and is also known as emotional motivation (Sumarwan, 2014). According to Armstrong (in Humris, 2014), there are two factors that influence lifestyle, which are the internal individual (internal) and the external individual (external). Internal factors include:

1) Attitude is the mind's perception and mental state of readiness to react to something. Through attitudes, individuals react positively or negatively to style. Mental state is influenced by traditions, habits, culture and social environment.

2) Experience and observation Experience influences social observations of environmental behavior. Experience gained from 16 past actions. The result of social experience forms the vision of an object. A person is attracted to a certain lifestyle based on experience and observation.

3) Personality is the configuration of individual characteristics and behaviors that determine differences in individual behavior. Personality affects the tastes we choose. So this also affects his lifestyle.

4) Self-perception Describes the relationship between consumers' self-perception and their image. How individuals perceive themselves will influence their interest in an object. Self-concept, as the core of personality patterns, determines individual behavior when facing problems in life.

5) Personal behavioral motivation comes from the need to feel safe and the need for prestige. If a person's need for prestige is high, this will shape a lifestyle that tends to lead to a hedonistic lifestyle.

6) Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world.

According to Utami (2017), hedonistic shopping motivation has six aspects, including: Adventure Shopping, where consumers buy because something stimulates their shopping enthusiasm, and while shopping, they feel like they are in another world similar to their own. Value shopping, where consumers shop because they think of shopping as playing a game. The game in question involves shopping for discounts, specials, and bargains. Idea Shopping, where consumers shop to follow new trends and fashions and discover new products and innovations. Social shopping, where consumers feel the joy of shopping with their friends and family and can blend in with the environment, and while shopping, can connect and communicate with others others when shopping. Satisfying shopping, where consumers feel that by shopping they can relieve stress, reduce negative moods and become a special treat for themselves. Role-based shopping, where shopping consumers are introduced to others rather than shopping themselves. In this case, this means that when shopping, consumers can feel the same joy of shopping as when they shop for others, which will add to their excitement and intrinsic joy. consumers when they find the perfect gift for someone else.

2.3. Utilitarian Motivation

Utilitarian motivation is the nature of consumers making purchases based on their needs and for very rational reasons (Holbrook and Hirschman in Anderson et al., 2012). At the same time, another opinion concerns utilitarian motives, which is the desire that exists in every individual to be able to make judgments in order to obtain high-quality goods or services and be able to save time and energy (Subagiyo, 2011). . According to Kim (2006), there are two aspects of utility value: efficiency and achievement:

1) Efficiency, which is related to the saving of time by someone (time) and the availability of sources of funds (resources). According to Kim (2006) indicators that can be used to measure the dimensions of efficiency include the following: It is important to be able to achieve what has been planned when going shopping. When doing shopping activities, it is very important to be able to find what consumers are looking for. Can make consumers to be able to feel a sense of comfort when consumers know that their shopping activities are carried out successfully. The average consumer prefers to feel precision or thoroughness when shopping.

2) Achievement, in this case when finding an item, the item is an item that has been thought of before or wished for when going shopping. According to Kim (2006)

indicators that can be used to measure dimensions related to achievement, include the following: Consumers will feel disappointed when they have to move to several stores to be able to find the items they are looking for to be able to complete their shopping activities. Consumers who have considered that there is a visit to the right target store will be able to quickly complete the routine in their shopping activities. So it can be concluded that if the motivation of utilitarianism is the motivation of consumers related to buying goods based on their efficiency values and achievement values.

2.4. Sales Promotion

One way businesses communicate with consumers is through promotions that can convey information in the form of knowledge about the products offered. Below is the definition of promotion according to experts: Kotler and Armstrong (2014) define the meaning of sales promotion as follows: Promotions are activities that communicate the value of a product and persuade target customers to buy that product. The definition states promotion; refers to activities that communicate a product's value and persuade target customers to make a purchase.

According to Kotler and Keller (2016), sales promotion is a means of communication carried out by businesses to consumers or target markets, to convey information about the product/company to the point where they want to buy. Promotion includes advertising, direct marketing, personal selling, sales promotion and public relations. Promotion is part of a series of marketing activities for an item. To carry out promotions, each business must determine exactly which promotional tools are used for successful distribution. Rambat Lupiyoadi (2013) defines the concept of promotion as follows: Promotion is an activity carried out by companies to communicate the benefits of products and is a tool to influence consumers in purchasing or using products. Use services based on need.

Sales promotion according to Stanton cited by Buchari Alma (2013) thereby defines the meaning of promotion, Promotion is an activity of information and persuasion and vice versa, the persuader is also the person who is in the process of being Provide information. This definition holds that promotion is the activity of information, persuasion and vice versa, persuading people to become information providers. With promotions from the manufacturer or distributor, you can expect sales to increase.

Meanwhile, some other opinions say that sales promotion is a marketing-related activity carried out by retailers to encourage sales and create customer interest (Ma'ruf and Kwan, 2016). Therefore, it is hoped that with this promotion it will be possible to attract new consumers, new customers and increase the number of purchases.

There are several factors that influence the selection of promotion methods, including: Promotional goals, types of products, enterprise infrastructure and resources, product life cycle, distribution infrastructure, market size, and pricing strategy. According to Ma’ruf (Kwan, 2016), there are indicators related to sales promotion which are divided into two, namely: Monetary, is a sales promotion strategy related to money. This monetary promotion takes the form of giving intensive discounts to consumers when they are about to make a purchase. Non-Monetary, is a sales promotion strategy that has nothing to do with money, this sales promotion does not provide direct intensive steps but is more based on relationships with consumers.

2.5. Purchasing Decisions

Schiffman and Kanuk Engel (Sangadji & Sopiah, 2013), purchasing decision is the process of synthesizing knowledge so that the existence of two or more alternative behaviors can be evaluated and can be used to choose a behavior. The existence of an information processing is a process in which a stimulus such as marketing information has been received, which must be interpreted and stored in memory to be later retrieved. produced to be able to relate marketing and other external influences. with the consumer decision-making process (Famil Maleki, Aghighi and Hamidi, 2015).

Sumarni (2005) each purchasing decision has a structure of 7 influencing factors, including: Product category decisions, product shape decisions, brand decisions, sales volume decisions, product quantity decisions, purchase timing decisions, and purchase method decisions payment method.

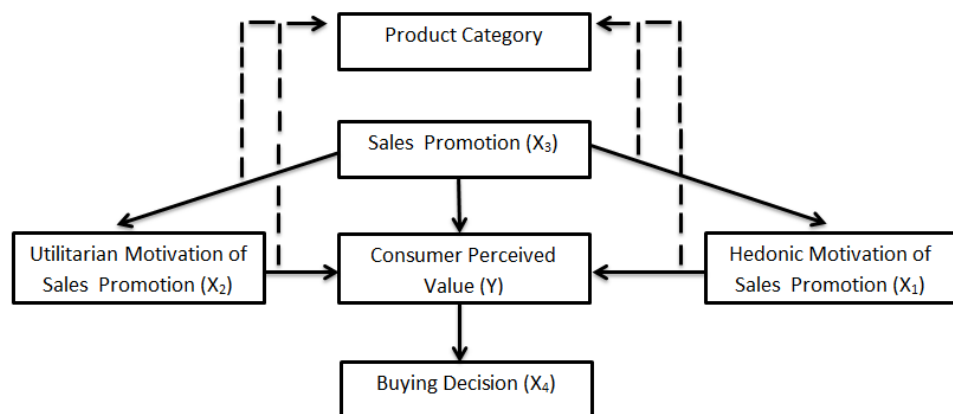


Figure 1: Proposed Conceptual Framework.

3. Research Framework and Hypothesis

Based on the above framework, this study is motivated by the observation that consumers have certain motivations when shopping. Consumer purchasing motivations are divided into two types, which are hedonic purchasing motivations and utilitarian purchasing motivations. As part of this concept, it aims to see whether the existence of hedonistic and utilitarian purchasing motives influences the existence of sales promotion tools. Are not. Sales promotion tools are used to increase consumer interest in purchasing an item, as one is tempted by attractive promotions. And also whether the existence of this promotion can increase consumers' shopping interest, thereby influencing them to make purchasing decisions to be able to buy these products.

A hypothesis is a provisional response to the research problem formulation, where the research problem formulation is presented in the form of an interrogative sentence (Sugiyono, 2016). Regarding the issues described above, a hypothesis is needed to focus further research and problem solving. The hypothesis of this study is as follows:

H₁: Hedonic, utilitarian motivation, sales promotion and consumer interest have a positive and significant effect on purchasing decisions on Shopee e-commerce.

H₂: Hedonic motivation has a positive and significant effect on purchasing decisions on Shopee e-commerce.

H₃: Utilitarian motivation has a positive and significant effect on purchasing decisions on Shopee e-commerce.

H₄: Sales promotions have a positive and significant effect on purchasing decisions on Shopee e-commerce.

H₅: Consumer interest has a positive and significant effect on purchasing decisions on Shopee e-commerce.

4. Research Method

This study uses quantitative methods. Quantitative research is data in the form of numbers or qualitative data. According to Sugiyono (2019), quantitative research method is a data analysis method that uses statistics in the form of descriptive statistics and inductive statistics. In this quantitative descriptive study, the authors focus on studying hedonic and utilitarian motives, promotions and purchasing decisions based on consumer interest in the Shopper market. This study was used to see the impact of hedonic, utilitarian, and pro-consumer sales promotions on e-commerce buyers' purchasing decisions by collecting data using questionnaires, observations and documents.

This study took place at Sebelas Maret University, Surakarta. The reason the researchers chose this location is because they wanted to learn more about the influence of hedonistic, utilitarian, and consumer-interest sales promotions on the purchasing decisions of commercial buyers. e-commerce among students from Sebelas Maret University in Surakarta. The population of this study includes e-commerce users from the UNS Master of Management. The total population in this study is estimated to be infinite. Because the population size is not known with certainty, to determine the sample, we used the formula of Sugiyono (2016). It is known that the required sample size in this study is 100 respondents.

The research sampling technique used is random sampling. Random sampling is a sampling technique based on coincidence, i.e. any person who comes across the researcher can be used as a sample, if it is felt that the person who comes across is suitable as data source from Sugiyono (2016).

5. Data Analysis Test

5.1. Validity Test

Data validity testing allows you to measure the validity or validity of your questionnaire. A questionnaire is considered valid if the questions in the questionnaire can reveal something measured by the questionnaire (Ghozali, 2013). In this case, questions are used to reveal the exact variable being measured. The measurement of validity in this study was carried out with the help of the SPSS program. Significance testing is done by comparing the number *r* with the table *r*. If number *r* is greater than array *r* and value *r* is positive then the item or question is considered valid

$$r_{xy} = \frac{\sum XY - \frac{(\sum X)(\sum Y)}{N}}{\sqrt{\left\{ \sum X^2 - \frac{(\sum X)^2}{N} \right\} \left\{ \sum Y^2 - \frac{(\sum Y)^2}{N} \right\}}} \quad (1)$$

Validity Test Equation.

*r*_{xy} = Correlation coefficient between X and Y

$\sum X$ = Total value of each – each item

$\sum Y$ = Total number of items

$\sum XY$ = Number of products between X and Y N = Number of subjects

Reliability Test

According to Kuntjojo (2010), the reliability of an instrument is the degree of consistency of the results obtained from a measuring instrument, even when it is used multiple

times on the same or different subjects. . Therefore, an instrument is said to be reliable if it is capable of providing a Cronbach’s Alpha value > 0.60 (Ghozali, 2013). The closer the alpha value is to 1, the more reliable the reliability value of the data is. The Cronbach Alpha formula is as follows:

$$r_{11} = \left[\frac{k}{(k - 1)} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right] \tag{2}$$

Equation 2 -- Reliability Test Equation

r11 = Instrument Reliability

k = The number of questions

$\sum St^2$ = Number of variable items St^2 = Total variables total

Multiple Linear Regression Analysis

Multiple linear regression is used if the researcher intends to predict the state (growth and decline) of the dependent variable. If two or more independent variables as predictors are manipulated or their values increase or decrease (Sugiyono, 2011).

$$(3) Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Equation 3 -- Multiple Linear Regression Analysis Equation

Y = Employee Performance

α = constant

$\beta_1, \beta_2, \beta_3$ = coefficient of the magnitude of the regression / effect X1 , = Training

X 2, = Information Technology

X 3 = Independence

X 4 = Objectivity

e = errors

5.2. Hypothesis testing

5.2.1. F test

According to Maryam (2015), the F-test or simultaneous significance test essentially shows whether all the independent variables have a common effect on the dependent variable. Test steps:

a. Determine the formulation of H 0 and H a

Ho : $\beta_1=\beta_2=\beta_3=0$ (where the independent variables simultaneously have no significant effect on the dependent variable).

Ha : $\beta_1 \neq \beta_2 \neq \beta_3 \neq 0$ (where the independent variables simultaneously have a significant effect on the dependent variable).

- b. Determine the level of significance $\alpha = 0.05$
- c. Calculation of the value of F : F table = 0.05 (k; nk) F count
- d. Decision : Ho is rejected, if the value of F count > F table and Ho is accepted if obtained calculated F value < F table

$$F_{hitung} = \frac{R^2 / (k-1)}{(1-R^2) / (n-k)} \tag{4}$$

Equation 4 -- F Test Equation

k : Number of parameters to be estimated including the intercept n : The number of observations

R² : The coefficient of determination

5.2.2. T test

According to Djarwanto and Subagyo (2011), t-test is used to test the authenticity of the impact of the independent variable on the dependent variable to demonstrate that the obtained impact is not a simple coincidence. Test steps as follows:

- a. Determine the Hypothesis
 - Ho : $\beta = 0$ (meaning that there is no significant effect of the independent variable on the dependent variable)
 - Ho : $\beta \neq 0$ (meaning that there is a significant effect of the independent variable on the dependent variable)
- b. Determine the level of significance $\alpha = 0.05$
- c. Calculation of the value of t

$$t = \frac{b - \beta}{Sb} \tag{5}$$

Equation 5 -- T Test Equation

t : The amount of tcount

b : Regression Coefficient β : Value from hypothesis 0

Sb : Standard error of regression

5.3. Decision

H_0 is rejected, if the value of t count $>$ t table and H_0 is accepted if the value of t count $<$ t table is obtained

5.3.1. Coefficient of Determination (R^2)

This test makes it possible to measure the extent of the model's ability to explain variations in the dependent variable. The magnitude of the coefficient of determination ranges from 0 to 1 ($0 < R^2 < 1$). R^2 value close to zero (0) shows that the ability to explain the variation of the independent variable is very limited. Although the value is close to one (1), this shows that the independent variable contains almost all the information needed to predict the variation of the dependent variable (Pagawa 2011). The coefficient of determination can be calculated using the following formula:

$$(6) R^2 = ESS/TSS = 1 - (RSS/TSS)$$

Equation 6 -- Coefficient of Determination Equation

ESS = Explain sum of squares TSS = Total sum of squares

The RSS value depends on the number of independent variables in the model. The more independent variables, the lower the RSS value so that R^2 will increase. Then the ring is used with the value of R^2 which has been adjusted for the degrees of freedom. The relationship R^2 with adjusted R^2 can be written as follows:

$$(7) R^2_{adj} = \frac{1 - (1 - R^2)N - 1}{N - K}$$

Equation 7 -- Adjusted Coefficient of Determination Equation

N = Number of observations

K = Number of independent variables

6. Conclusions

This study provides a slightly different alternative model to previous studies, in which no other variables such as product category and hedonism influence consumers' perceived value, especially especially in Shopee e-commerce. Furthermore, in the future, we hope that this study's conceptual model can contribute as a reference and consideration to help marketing practitioners and readers better understand the Unanticipated factors, such as technological developments and better understanding of consumer behavior.

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