

The Impact of Hedonic Shopping Motivation and Shopping Lifestyle on Impulsive Buying at Lazada (A Study Case in IB It & B Campus Medan)

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ABSTRACT

This study aims to see the effect of hedonic shopping motivation, shopping lifestyle on impulsive buying at Lazada for Politeknik UCM students. E-Commerce is one of the most developed business trends in Indonesia currently. The development of the E-Commerce business also occurs in one of the major cities in Indonesia, namely in the city of Medan. People's shopping trends have changed and made the transition to online shopping since the era of the Covid-19 pandemic. The ease of shopping online and the various benefits offered make the development of e-commerce as an online shopping medium increasingly have an increasing development of users. This research uses a causal study expecting that the value of the independent variable is the reason for the value of the dependent variable. To prove the hypothesis, the writer uses descriptive method and causal method. The results of this method can be used to prove hypotheses and causation between two or more variables in this study. The coefficient of determination between hedonic shopping motivation and shopping lifestyle on impulsive buying is 0.451. The regression equation is $Y = 0.261 + 0.566 X_1 + 0.411 X_2$. The results of descriptive statistics show that the average for hedonic shopping motivation is agree. The results of descriptive statistics show that the average for shopping lifestyle is agree and impulsive buying is neutral. The conclusion from this study is that hedonic shopping motivation has a positive and significant effect on impulsive buying. Shopping lifestyle has a positive and significant effect on impulsive buying. hedonic shopping motivation and shopping lifestyle have a positive and significant effect on impulsive buying.

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INTRODUCTION

Along with the development of the times and increasingly modern technology, people's activities have changed, one of which is in terms of people's buying behavior. With the emergence of internet-based technology, it has become a part of life. The number of businessmen in Indonesia uses the internet as a place for buying and selling transactions. The internet is an information technology so that people use the internet to browse information on a product or service and make purchases or transactions online. Business transactions using the internet (online) another term is E-Commerce. Ecommerce sites are not only to promote products and services but also become a place for buying and selling transactions that make money

through online or indirectly.

E-Commerce is one of the most developed business trends in Indonesia currently. The development of the E-Commerce business also occurs in one of the major cities in Indonesia, namely in the city of Medan. People's shopping trends have changed and made the transition to online shopping since the era of the Covid-19 pandemic. The ease of shopping online and the various benefits offered make the development of e-commerce as an online shopping medium increasingly have an increasing development of users. With the development that exists currently, the number of E-Commerce is increasing in Indonesia currently. Some e-commerce that is often used in general include Tokopedia, Bukalapak, Shopee, Lazada, BliBli and others as one of the marketplaces that are very often used and known by the public. With their business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C) systems, as well as their international and domestic counterparts, e-commerce firms have also heightened competition in the Indonesian market. The development of a consumer's shopping is also very dependent on the shopping motivation they have in shopping to fulfill their desires and pleasures. According to Tirtayasa et al (2020), the influence hedonic shopping motivation against impulsive buying is positive and significant. Therefore, often consumers experience an impulsive purchase when encouraged by the desire of hedonistic or other reasons beyond economic reason, such as the likes of a product, happy, socially or because of emotional influence.

In addition, in shopping, a consumer also buys products based on their current lifestyle. According to Tuzzara and Tirtayasa (2019), the influence of Shopping lifestyle on impulsive buying is positive and significant. Dominant respondents agree because in their opinion, shopping is a fun thing, they are more interested in clothes that attract their attention and give rise to unplanned purchases. According to Rahma and Septrizola (2019), the hedonic shopping motivation variable has a positive and significant effect on e-impulsive buying. Lazada was launched in March 2012 and is growing rapidly to date. Lazada Indonesia is part of the Alibaba Group and operation Lazada operating in six countries in Southeast Asia, consisting of Lazada Indonesia, Lazada Malaysia, Lazada Thailand, Lazada Vietnam, Lazada Singapore and Lazada Philippines with a total of 550 million users from a total of six countries.

The reason respondents tend to choose other marketplaces compared to Lazada is the absence of a complete Official Store on Lazada compared to other marketplaces. The problems of hedonic shopping motivation from customers can be seen from Lazada which does not provide complete sellers for consumers to choose from, the absence of encouragement that makes consumers buy products from Lazada, the absence of value and benefits provided in the products by Lazada and the social status of the consumers. Consumers who do not like using the Lazada marketplace compared to other marketplaces. On the issue of shopping lifestyle, the reason for Lazada consumers because they rarely receive information about advertising products from Lazada, especially for fashion products, well-known brands that are not available on Lazada are also got complaints from consumers, on product quality and product categories they are looking for are also often not complete compared to other marketplaces, making it difficult for consumers to compare the products to be purchased. Quoted from Fimela (2017), "In general, women are smart shoppers, women dominate to shop online compared to men, women sometimes consider buying something and sometimes will not even consider at all". This shows that women prefer online shopping over men and when shopping online, women will do more often hedonic shopping motivation activities that are carried out because of the feeling of joy, happiness and satisfaction that is fulfilled when doing online shopping.

RESEARCH METHODS

The research model used in this study uses descriptive research using quantitative research. According to Sujarweni (2018), descriptive quantitative is the research the describe independent variables and dependent variable without make differences and comparison among variables. According to Kurniawan (2018), quantitative research is researching whose data uses quantitative data so that the data analysis is quantitative analysis (inference) or uses mathematical statistical formulas. Quantitative research assumes that the reality that becomes the object of research is single-dimensional, fragmental and tends to be fixed so that it can be predicted, and variables can be identified and measured with objective, standardized, and standardized instruments. Quantitative research is divided into experimental and nonexperimental research. This research will apply both descriptive and causal study. According to Sugiyono (2018), descriptive analysis, on the other hand, is research that is performed to ascertain the value of an independent variable, either one or more (independent), without drawing distinctions or comparing the independent variable to other variables According to Allen (2018), causal analysis assumes that the independent variable's meaning is the explanation for the dependent variable's value.

According to Sujarweni (2018), population refers to whole number of objects and subjects that possessed characteristics and qualities that applied to researchers to be examined and make a conclusion. The population in this research is all of customers of Lazada at Medan.

According to Sugiyono (2018), in quantitative research, the sample is part of the number and characteristics possessed the population. If the population is large and the researcher is impossible to study

everything in the population, for example, due to limited funds, manpower and time, the researcher can use a sample drawn from that population. According to Hamzah & Susanti (2020), nonprobability sampling defines a sample selection technique that is not based on the law of the probability; therefore, it does not require that there are equal opportunities to be selected. The selection based on certain subjective criteria. The sample criteria of this research below.

(1) Respondents had shopped at Lazada more than 3 times.

(2) Consumers were active internet users in Medan. The sampling that will be used in this research is purposive sampling. In this study, the level of accuracy (α) of 5% and the level of confidence of 95% was used so that the Z value = 1.96, the value of e (error rate) was determined at 10%. The probability of the population not being taken or being rejected is 0.5, respectively.

Z = value obtained from standard normal table with probability n = number of samples e = error rate p = probability of the population not being sampled q = probability of the population being taken as a sample (1-p) Following formula, the writer will use 96 people as a sample of the study.

There are a few data collection techniques used in this study. The researcher uses two types of data, namely:

a. Primary data Primary data is the only data used as the primary source of analysis for researchers, according to Sugiyono (2018). This data is supplemented by the company's key data. Employees are interviewed and sent a list of statements (questionnaires) to collect the main details. Since the data was collected directly from respondents, validity and reliability tests were needed. The aim of a validity test is to determine if the questions in a questionnaire accurately quantify the variables that should be tested.

b. Secondary Data According to Sugiyono (2018), secondary sources are sources that do not directly provide data to data collectors. For example, in the use of other persons or records. Documentation studies are used to collect secondary results. The business biography, number of employees, and details gleaned from theories, books, magazines, and the internet are only a few examples of the data.

RESULTS

The normality test examines how data are distributed within variables. Any set of data with a normal distribution is suitable and workable for research. The normality test result is shown below:

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.12263002
Most Extreme Differences	Absolute	.063
	Positive	.052
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance. Source: SPSS Processing Result (2024)

From table above, it can be known that data of normality is normal distributed because the significant value is 0.200 which is higher than 0.05.

The heteroscedasticity test looks for disparities in variance between the residuals of different observations in the regression model. Since statistical tests can better ensure the accuracy of the results, it can also be checked using the Glejser test. The Glejser test outcome is below.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.127	2.299		.925	.357
	Hedonic Shopping Motivation	-.029	.047	-.064	-.618	.538
	Shopping Lifestyle	.065	.051	.132	1.276	.205

a. Dependent Variable: absut Source: SPSS Processing Result (2024)

The test results in the glejser test showed the value of the sig > 0.05 for the variables Hedonic Shopping Motivation and Shopping Lifestyle. This shows that there is no heterocedasticity problem in this test.

The multicollinearity test checks if the correlation between independent variables is included in the regression model. The independent variables in an effective regression model cannot be correlated. The multicollinearity test result is below.

Model		Collinearity Statistics	
		Tolerance	VI F
1	(Constant)		
	Hedonic Shopping Motivation	.984	1.017
	Shopping Lifestyle	.984	1.017

a. Dependent Variable: Impulsive Buying Source: SPSS Processing Result (2024)

The tolerance values for the hedonic shopping motivation and shopping lifestyle variables are 0.984 and the VIF values are 1.017. With the criteria > 0.10 for tolerance and VIF values < 10, it can be stated that there is no problem from multicollinearity.

Linear testing is carried out to see the relationship of variables to other variables. The results of the linear test are as follows.

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.261	4.054		.064
	Hedonic Shopping Motivation	.566	.083	.528	6.817

a. Dependent Variable: Impulsive Buying Source: SPSS Processing Result (2024)

From the regression test result it can be obtained the formula for this research:

$$Y = a + bXY = 0.261 + .566 X$$

$$X = 0 Y = 0.261 + .566 (0) = 0.261$$

$$X = 1 Y = 0.261 + .566 (1) = 0.827$$

$$X = 2 Y = 0.261 + .566 (2) = 1.393$$

$$X = 3 Y = 0.261 + .566 (3) = 1.959$$

The Linear regression shows when $X = 1$, the Y is 0.827 which increases .566. When $X = 2$, the Y is 1.393 and when $X = 3$, the Y is 1.959. It means that increasing of 1-unit hedonic shopping motivation towards impulsive buying increase .566. From the equation, it shows that hedonic shopping motivation has positive equation on impulsive buying which the increase of hedonic shopping motivation is increasing the value of impulsive buying.

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.261	4.054		.064
	Shopping Lifestyle	.411	.090	.353	4.556

a. Dependent Variable: Impulsive Buying Source: SPSS Processing Result (2024)

From the regression test result it can be obtained the formula for this research:

$$Y = a + bXY = 0.261 + .411 X$$

$$X = 0 Y = 0.261 + .411 (0) = 0.261$$

$$X = 1 Y = 0.261 + .411 (1) = 0.827$$

$$X = 2 Y = 0.261 + .411 (2) = 1.083$$

$$X = 3 \quad Y = 0.261 + .411 (3) = 1.494$$

The Linear regression shows when $X = 1$, the Y is 0.827 which increases .411. When $X = 2$, the Y is 1.083 and when $X = 3$, the Y is 1.494. It means that increasing of 1-unit shopping lifestyle towards impulsive buying increase .411. From the equation, it shows that shopping lifestyle has positive equation on impulsive buying which the increase of hedonic shopping motivation is increasing the value of impulsive buying

In multi linear regression analysis, describes the relationship between two or more variables. In this test explains the direction of the relationship of the variables as follows.

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
1 (Constant)	.261	4.054		.064
Hedonic Shopping Motivation	.566	.083	.528	6.817
Shopping Lifestyle	.411	.090	.353	4.556

a. Dependent Variable: Impulsive Buying Source: SPSS Processing Result (2024)

From the regression test result it can be obtained the formula for this research:

$$Y = 0.261 + 0.566 X_1 + 0.411 X_2$$

$$X = 0 \quad Y = 0.261 + .566 (0) + .411 (0) = 0.261$$

$$X = 1 \quad Y = 0.261 + .566 (1) + .411 (1) = 1.238$$

$$X = 2 \quad Y = 0.261 + .566 (2) + .411 (2) = 2.215$$

$$X = 3 \quad Y = 0.261 + .566 (3) + .411 (3) = 3.192$$

The Linear regression shows when $X = 1$, the Y is 0.261 which increase .566 and .411. When $X = 2$, the Y is 2.215 and when $X = 3$, the Y is 3.192. It means that increasing of 1-unit hedonic shopping motivation and shopping lifestyle can make impulsive buying increase .566 and .411. From the equation, it shows that hedonic shopping motivation and shopping lifestyle have positive equation on impulsive buying which the increase of hedonic shopping motivation and shopping lifestyle is increasing the value of impulsive buying.

A correlation coefficient serves as a gauge for how strongly two variables are correlated linearly. It is a statistic that expresses how well changes in one variable's value forecast changes in another. The correlation test's findings are as follows:

		Hedonic Shopping Motivation	Shopping Lifestyle	Impulsive Buying
Hedonic Shopping Motivation	Pearson Correlation	1	.128	.573**
	Sig. (2-tailed)		.214	.000
	N	96	96	96
Shopping Lifestyle	Pearson Correlation	.128	1	.420**
	Sig. (2-tailed)	.214		.000
	N	96	96	96
Impulsive Buying	Pearson Correlation	.573**	.420**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed). Source: SPSS Processing Result (2024)

Based on the result that is taken from table above, the correlation coefficient is 0.573 and 0.420 which indicates the correlation between variable hedonic shopping motivation and shopping lifestyle and impulsive buying is moderate and positive. Therefore, better hedonic shopping motivation and shopping lifestyle can increase impulsive buying.

The coefficient of determination (R^2) is used to quantify the extent to which a model can account for variance in the dependent variable. The result of determination test can be seen as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.451	.439	4.16672

a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation b. Dependent Variable: Impulsive Buying Source: SPSS Processing Result (2024)

From the determination test, the value of Adjusted R square is 0.439. R square could be called the coefficient of determination, that in this case means hedonic shopping motivation and shopping lifestyle has moderate effect on impulsive buying which in the percentage is 43.9%.

Z test is also a hypothesis test in which the z-statistic follows a normal distribution. The z-test is best used for greater-than-30 samples because, under the central limit theorem, as the number of samples gets larger, the samples are considered to be approximately normally distributed. The confidence level of hypothesis test is 95% with 5% of error degree. The two-tailed hypothesis test will be $0.95/2 = 0.475$, so that the Ztable can be obtained 1.96. Then the result of partial test below.

1. Variable Hedonic Shopping Motivation with Zcount value obtained is 5.61 that will be compared with Ztable in amount of 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between hedonic shopping motivation has partial positive effect towards impulsive buying.
2. Variable Shopping Lifestyle with Zcount value obtained is 4.11 that will be compared with Ztable in amount of 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between shopping lifestyle has partial positive effect towards impulsive buying.

DISCUSSION

The results of the validity test show that the hedonic shopping motivation, shopping lifestyle and impulsive buying variables have all valid values and in the reliability test, all variables have reliable values.

From testing on classical assumptions, it shows that in normality tests the data is normally distributed, the data does not occur multicollinearity, the data does not occur heteroscedasticity and the data meets the classical assumptions entirely so that it is declared feasible to use

From mean, median and mode calculation, most of respondents agree for hedonic shopping motivation, neutral for shopping lifestyle and neutral for impulsive buying.

From correlation test, the coefficient of correlation value is in 0.573 and 0.420. It means that there is a positive effect between hedonic shopping motivation towards impulsive buying and there is positive effect between shopping lifestyle towards impulsive buying.

In the determination test, the coefficient of determination value is 43.9%. It means that hedonic shopping motivation and shopping lifestyle can be affected by impulsive buying with 45.1%.

In linear regression analysis, the regression equation is $Y = 0.261 + .566 X$ and $Y = 0.261 + .411 X$. From multiple linear regression analysis, the equation is $Y = 0.261 + 0.566 X_1 + 0.411 X_2$.

In partial Z test, Variable Hedonic Shopping Motivation with Zcount value obtained is 5.61 that will be compared with Ztable in amount of 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, the hypothesis is accepted between hedonic shopping motivation has partial positive effect towards impulsive buying. Variable Shopping Lifestyle with Zcount value obtained is 4.11 that will be compared with Ztable in amount of 1.96. Zcount is higher than the value Ztable in 1.96. Therefore, hypothesis is accepted between shopping lifestyle has partial positive effect towards impulsive buying.

In simultaneous F test, the value of Fcount is 38.213. The hypothesis is accepted that hedonic shopping motivation and shopping lifestyle have simultaneous effect on impulsive buying because $F_{count} > F_{table}$ ($38.213 > 3.09$).

CONCLUSION

Hedonic shopping motivation has partial positive effect towards impulsive buying at Lazada. From Z Test result, the $Z_{count} > Z_{table}$ ($5.61 > 1.96$). It means the hypothesis of H1 is accepted.

Shopping lifestyle has partial positive effect towards impulsive buying at Lazada. From Z Test result, the $Z_{count} > Z_{table}$ ($4.11 > 1.96$). It means the hypothesis of H2 is accepted. 3. Hedonic shopping motivation and shopping lifestyle have simultaneous positive effect towards impulsive buying at Lazada. From F Test result, the $F_{count} > F_{table}$ ($38.213 > 3.09$). It means the hypothesis of H3 is accepted.

SUGGESTION

Recommendation for hedonic shopping motivation variable, Lazada needs to provide free shipping and easy returns to make the purchase process more convenient and reduce the risk associated with online shopping. Make the checkout process easy and seamless like simplifying the checkout process by providing multiple payment options, offering guest checkout, and minimizing the number of steps required to complete a purchase. This can make the shopping experience more enjoyable and reduce the likelihood of cart abandonment. Create a sense of urgency like using limited-time offers, countdown timers, and other tactics to create a sense of urgency and encourage customers to make purchases. This can create a sense of excitement and anticipation around shopping.

Recommendations for shopping lifestyle variables, Lazada needs to add a new and complete brand in terms of the number of products and product variations so that consumers have various choices in shopping according to consumer lifestyles.

The study explored only the effect of hedonic shopping motivation, shopping lifestyle and impulsive buying. For future research, it can also use another variable such as ease of use, digital marketing, customer purchase decision. Also, can use another marketplace as object of research.

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