



THE INFLUENCE OF SALES PROMOTION, UTILITARIAN, SELF ESTEEM, AND HEDONIC MOTIVE ON PURCHASE DECISION WITH IMPULSE BUYING AND BEHAVIOR INTENTION AS VARIABLE INTERVENINGS IN SHOPEE IN GEN Z

PENGARUH SALES PROMOTION, UTILITARIAN, SELF ESTEEM, HEDONIC MOTIVE TERHADAP PURCHASE DECISION DENGAN IMPULSE BUYING DAN BEHAVIOR INTENTION SEBAGAI INTERVENING VARIABLE DI SHOPEE PADA GEN Z

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Abstract

This research aims to understand the influence of Sales Promotion, Utilitarian, Self-Esteem, and Hedonic Motive on Purchase Decisions with Impulse Buying and Behavior Intention as intervening variables in Shopee. The research method used is quantitative with a descriptive approach using a Likert scale. Using the SEM data analysis method. The population of this study is Shopee application users in Indonesia, especially generation Z (1997-2012), with 285 respondents taken using non-probability sampling techniques. The research results show that Sales Promotion, Utilitarian, Self-Esteem, and Hedonic Motive have a positive effect on Purchase Decision. Apart from that, Sales Promotion also has a positive effect on Impulse Buying and Behavior Intention. The implication of this research is that companies can utilize the Self-Esteem motive to improve purchasing decisions. Personalized product recommendations and price offers that match consumer preferences can be implemented to increase consumer satisfaction and trust. Implementing algorithms can help companies provide better shopping experiences, improve purchasing decisions, and strengthen consumer behavioral intentions

Keywords : Sales Promotion, Utilitarian, Self Esteem, Hedonic Motive, Behavior Intention, Impulse Buying, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk memahami pengaruh Promosi Penjualan, Utilitarian, Self-Esteem, dan Motif Hedonis terhadap Keputusan Pembelian dengan Impulse Buying dan Behavior Intention sebagai variabel intervening pada pengguna Shopee. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif, menggunakan skala Likert serta metode analisis data SEM (Structural Equation Modeling). Populasi penelitian ini adalah pengguna aplikasi Shopee di Indonesia, khususnya generasi Z (1997–2012), dengan jumlah



responden sebanyak 285 orang yang diambil menggunakan teknik non-probability sampling. Hasil penelitian menunjukkan bahwa Promosi Penjualan, Utilitarian, Self-Esteem, dan Motif Hedonis berpengaruh positif terhadap Keputusan Pembelian.

Selain itu, Promosi Penjualan juga berpengaruh positif terhadap Impulse Buying dan Behavior Intention. Implikasi dari penelitian ini adalah bahwa perusahaan dapat memanfaatkan motif Self-Esteem untuk meningkatkan keputusan pembelian. Rekomendasi produk yang dipersonalisasi dan penawaran harga yang sesuai dengan preferensi konsumen dapat diterapkan untuk meningkatkan kepuasan dan kepercayaan konsumen. Penerapan algoritma juga dapat membantu perusahaan memberikan pengalaman berbelanja yang lebih baik, meningkatkan keputusan pembelian, serta memperkuat niat perilaku konsumen.

Kata Kunci : Promosi Penjualan, Utilitarian, Self Esteem, Hedonic Motive, Behavior Intention, Impulse Buying, Purchase Decision

1. INTRODUCTION

One proof of the ease of technology is the emergence of e-commerce. E-commerce is a medium that allows sellers and buyers to meet face-to-face. Shopee is a platform in Indonesia. Shopee has the total visits in 2023, namely 143.6 million (databoks.katadata.co.id) and Shopee is ranked first in the Top Brand Award in 2023 (topbrand-award.com). This makes Shopee the most popular e-commerce platform in Indonesia. According to a survey conducted by Marketeers through online voting, Shopee became the first choice for Gen Z (marketeers.com). Shopee is most visited by GenZ, namely those born from 1997 to 2012.

Shopee's success cannot be separated from many factors, one of which is Sales Promotion. Sales promotion is a type of marketing activity that is usually used to introduce new products, sell old products, and of course increase sales. Sales promotion can influence price sensitivity and consumer willingness. Well-executed offers that offer significant discounts or savings opportunities can make purchasing decisions more attractive, especially for price-sensitive consumers. There is a link between sales promotions and purchasing decisions, which is explained by research (I Nyoman, 2022) explaining that sales promotions have a significant influence on purchasing decisions. Sales promotion activities can positively influence behavioral intentions by increasing the likelihood of purchase. Promotions can create a sense of urgency, scarcity, or value that can influence consumer purchasing intentions. Sales promotions carried out correctly can encourage customers to try advertised products and services, which leads to increased behavioral intentions. In addition, research has shown that advertising technique preferences greatly influence consumers' behavioral intentions when purchasing different products.

Sales promotion can also stimulate impulse buying behavior. Promotional offer deadlines or perceived exclusivity can trigger impulsive reactions from consumers. The feeling of getting a good deal or the fear of missing out on a limited-time offer can override the rational decision-making process and lead to spontaneous, unplanned purchases. With the emergence of e-commerce, impulse buying has spread among consumers. Online shopping frees consumers from the constraints they might encounter in brick-and-mortar stores, which in turn increases the likelihood of impulse purchases.

The utilitarian motive plays an important role in solving consumer problems or meeting their needs. When individuals have a particular problem or need, they make a purchase decision that can provide a practical solution. In (Indrawati, 2023) states that the informative content of online advertising has a significant effect on utilitarian consumption. It has also been reported that product variety (color,



price, design) drives more web browsing among utilitarians who tend to gather information and compare products when shopping online.

Consumers looking for time-saving solutions and informative content in e-commerce are more likely to make impulse purchases when they find products in e-commerce that meet their utilitarian goals. Utilitarian consumers care most about finding content that suits their goals (Xiabing, 2019). When consumers see goods that match their shopping intentions, consumers will tend to buy products impulsively.

When consumers realize that a particular behavior can effectively meet their needs or solve a problem, they are more likely to intend to engage in that behavior. Utilitarian motives are closely related to meeting specific needs. In (Indrawati, 2023), when consumers find a product that suits their utilitarian factors, they intend to buy it, and then fulfilling the need for utilitarianism, they buy the item and thus complete the purchasing process. Therefore, shopping intentions are proposed as the mechanism underlying utilitarian motives influencing consumer shopping behavior.

Self-esteem motives can influence purchasing decisions by trying to express and strengthen one's self-image or desired social identity. Consumers may make purchasing decisions based on their desire to present themselves in a positive light or conform to a particular group or lifestyle that increases their self-esteem. Recent research also confirms that consumers also seek psychological and social benefits in purchasing products (Indrawati, 2023)

Self-esteem motive can influence impulse buying. (Indrawati, 2023) found that the higher self-esteem, the lower the impulse buying intention. Additionally, customers with higher self-esteem tend to have more confidence in their decisions and personality. In general, research shows that people with low self-esteem are more likely to make impulse purchases (Indrawati, 2023).

Self-esteem motives can drive behavioral intentions by aligning with individuals' desires to pursue goals that increase their self-esteem. Consumers may have the intention to engage in behavior that contributes to personal growth, achievement, or the attainment of desired outcomes. According to (Indrawati, 2023) the term self-esteem motive in the consumer context refers to how consumers feel about themselves about purchasing certain products or utilizing services because consumers tend to buy products that are worthy of themselves to make themselves feel special. Therefore, self-esteem tends to lead to behavioral intention.

Hedonic motives can play an important role in purchasing decisions in search of emotional satisfaction and pleasure. Consumers are motivated to buy to experience positive emotions such as joy, excitement, or pleasure. In a study conducted in the context of online shopping (Indrawati, 2023) it was shown that flow experience and hedonic browsing significantly influence customers' impulse purchases. Simultaneously, (Indrawati, 2023) emphasized the importance of hedonic motives in increasing the impulsive shopping tendencies of online buyers based on the ease and comfort provided by digital media channels. Therefore, hedonic motives tend to lead to purchase decisions and impulse buying.

Hedonic motives are often associated with the desire to experience pleasure and positive emotions. When consumers realize that engaging in a particular behavior provides a pleasurable experience or evokes positive emotions, they are more likely to engage in that behavior. The development of the internet environment, together with the continuous use of users, has resulted in a



pleasant internet browsing experience and even excitement in the purchasing process (Indrawati, 2023). Therefore, a hedonic motive tends to lead to behavioral intention.

Looking at the conditions above can be the reason why this research is important to carry out because it looks at the existing phenomenon that consumers purchase products or services for various reasons that can influence these purchases. Starting from the promotions offered to the feeling of just following trends or in the form of existing content while ignoring the needs that should be needed by the individual. Therefore, further research is needed to determine the relationship between each variable. From the explanation explained above, many factors can influence purchasing decisions, therefore this research aims to find out "The influence of Sales Promotion, Utilitarian Motive, Self Esteem, Hedonic Motive on Purchase Decisions with Impulse Buying and Behavioral Intention as Intervening Variables in Shopee for GenZ", and also wanted to see which variables had the biggest influence on purchasing decisions.

2.1 Sales Promotion

Sales promotion is a form of communication in marketing that has the aim of attracting new consumers, influencing consumers to try new products, attracting more consumers, attacking competitors' promotional activities, and increasing purchases without a plan. According to Kotler and Keller (2022:282), sales promotions are the main key in carrying out marketing campaigns which consist of a collection of short-term incentive tools, most of which are designed by traders so that consumers can purchase certain products or services more quickly. Research conducted by I Nyoman et al (2022) shows that sales promotion has a direct influence on purchase decisions. The results of this research are in line with research (I Nyoman et al, 2022) which states that sales promotions have a positive impact on purchasing decisions. Research has shown that well-executed sales promotions can stimulate and encourage consumers to make purchases. By understanding the effectiveness of various sales promotion strategies, businesses can optimize their promotional efforts to drive sales and attract customers. The most popular advertising or sales promotion techniques play a more dominant role in consumer purchase satisfaction and behavioral intention than those based on personal values in all products researched by consumers. Sales promotions can also carried out correctly can encourage customers to try advertised products and services, which leads to increased behavioral intention. Behavioral intention is influenced by external factors, such as social norms and promotional techniques. Understanding how these factors shape behavioral intention can help marketers design effective strategies to influence consumer behavior and drive desired outcomes.

(Fatiha, 2018) found that sales promotion tools have a positive influence on consumer impulse buying behavior, especially in price, discounts, free samples, buy one, and loyalty programs as the most commonly used promotional techniques to attract impulse buying behavior. Sales Promotion can influence consumer sensitivity in the shopping process. Various offers or promotions offered can trigger an Impulse Buying reaction. The time limit given in the Sales Promotion process can also trigger a fear of missing out on an offer, causing consumers to shop impulsively

H1: Sales Promotion has a positive and significant effect on Impulse Buying.

H2: Sales Promotion has a positive and significant effect on Purchase Decision.

H3: Sales Promotion has a positive and significant effect on Behavioral Intention.



H4: Sales Promotion through Impulse Buying has a positive and significant effect on Purchase Decision.

H5: Sales Promotion through Behavioral Intention has a positive and significant effect on Purchase Decision.

2.2 Utilitarian Motive

In the context of online shopping, utilitarian motives relate to purchasing an object because of its functional value, while hedonic motives concern the emotional experience of the online shopping process itself (Indrawati, 2023). Utilitarian motives are consumers' opinions about a product or service, which when choosing pay attention to aspects of its usefulness and functional value. Of course, when presenting hedonic value and utilitarian value, consumers see a product or service that is chosen based on how the company markets its product. According to (Hamid et al., 2019) in the case of utilitarian browsing, consumers try to obtain products by using heuristics and through goal-oriented behavior, as well as by considering risk reduction strategies and achieving information search goals. When consumers act for utilitarian motives, they tend to try to find the right product without spending much time in the process of searching and evaluating alternatives. When consumers find a product that meets their utilitarian factors, they intend to buy it, and further satisfying their utilitarian needs, they buy the item and thus complete the purchasing process. Therefore, shopping intentions are proposed as the mechanism underlying utilitarian motives influencing consumer shopping behavior

H6: Utilitarian Motive has a positive and significant effect on Impulse Buying.

H7: Utilitarian Motive has a positive and significant effect on Purchase Decision

H8: Utilitarian Motive has a positive and significant effect on Behavioral Intention.

H9: Utilitarian Motive through Impulse Buying has a positive and significant effect on Purchase Decision.

H10: Utilitarian Motive through Behavioral Intention has a positive and significant effect on Purchase Decision.

2.3 Self-Esteem Motive

Self-Esteem Motive is an individual's assessment of himself which is manifested in positive and negative attitudes. Self-Esteem Motive refers to how valuing oneself influences daily life. Self-esteem motives can influence purchasing decisions by trying to express and strengthen one's self-image or desired social identity. Recent research also confirms that consumers also seek psychological and social benefits in purchasing products (Indrawati, 2023). Therefore Self Esteem Motive tends to lead to purchase decisions. In general, research shows that people with low self-esteem are more likely to make impulse purchases (Indrawati, 2023). Likewise, (Indrawati, 2023) shows that the urge to shop is a compensatory action to prevent negative or insecure feelings. Thus, it may suggest that consumers with higher self-esteem will not choose impulse purchases. Based on the above findings, it appears that self-esteem and impulse buying are correlated, but in opposite directions. (Indrawati, 2023) the term self-esteem motive in the consumer context refers to how consumers feel about themselves about purchasing a particular product or utilizing a service because consumers tend to buy products that are worthy of themselves to make themselves feel special. Therefore, self-esteem motive tends to lead to behavioral intention.



H11: Self Esteem Motive has a positive and significant effect on Impulse Buying

H12: Self-Esteem Motive has a positive and significant effect on Behavior Intention.

H13: Self-Esteem Motive has a positive and significant effect on Purchase Decision.

H14: Self Esteem Motive through Impulse Buying has a positive and significant effect on Purchase Decision

H15: Self Esteem Motive through Behavior Intention has a positive and significant influence on Purchase Decision

2.3 Hedonic Motive

In a study conducted in the context of online shopping (Indrawati, 2023) it was shown that flow experience and hedonic browsing significantly influence customers' impulse purchases. Simultaneously, (Indrawati, 2023) emphasized the importance of hedonic motives in increasing the impulsive shopping tendencies of online buyers based on the ease and comfort provided by digital media channels. Therefore, hedonic motives tend to lead to purchase decisions and impulse buying. Consumers can also shop online for hedonic reasons. The development of the internet environment, together with the continuous use of users, has resulted in a pleasant internet browsing experience and even excitement in the purchasing process (Indrawati, 2023). Therefore, a hedonic motive tends to lead to behavioral intention.

H16: Hedonic Motive has a positive and significant effect on Impulse Buying

H17: Hedonic Motive has a positive and significant effect on Behavior Intention.

H18: Hedonic Motive has a positive and significant effect on Purchase Decision.

H19: Hedonic Motive through Impulse Buying has a positive and significant effect on Purchase Decision.

H20: Hedonic Motive through Behavioral Intention has a positive and significant effect on Purchase Decision.

H21: Impulse Buying has a positive and significant effect on Purchase Decision.

H22: Behavioral Intention has a positive and significant effect on Purchase Decision

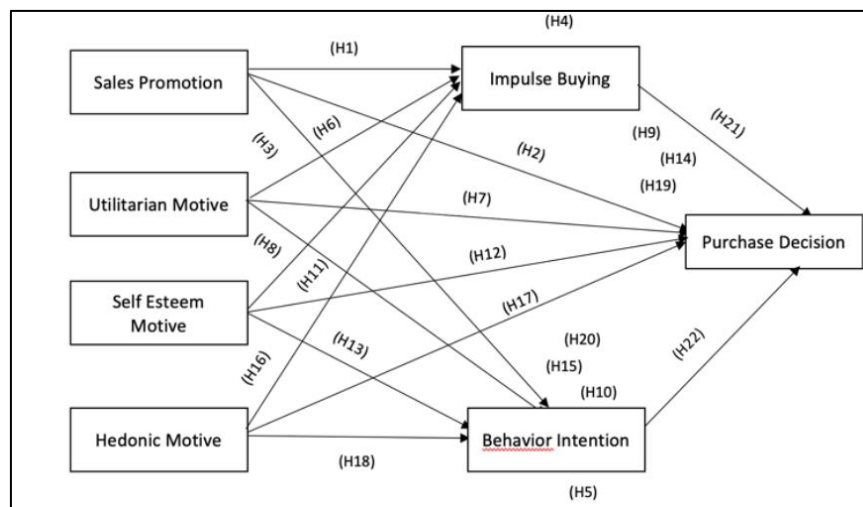


Figure 1. Conceptual Framework Model

2. RESEARCH METHODS

This research expands and combines several previous studies. This research uses seven variables which are divided into dependent, independent, and intervening variables, each variable consisting of several indicators. The dependent variable consists of purchase decisions with 12 indicators (Anggraini et al., 2019). The independent variable is sales promotion with 9 indicators (Prasetio & Muchnita, 2022); utilitarian motive with 5 indicators (Indrawati et al, 2023); self-esteem motive with 5 indicators (Indrawati et al, 2023); hedonic motive with 5 indicators (Indrawati et al, 2023). The intervening variable consists of Impulse buying with 13 indicators (Indrawati et al, 2023); behavior intention with 4 indicators (Indrawati et al, 2023). The following Table 1 presents the measurements of the variables studied as follows:

Table 1. Measurement

Variable	Indicator	Item
Sales Promotion(Prasetio & Muchnita, 2022)	Shopee provides free coupons (for example: coupons	SP1
	I will buy products that I have never bought before because of the coupons given by Shopee.	SP2
	I will exchange the coupon provided when making a purchase via Shopee	SP3
	Shopee provides attractive cashback or refunds	SP4
	The cashback program offered by Shopee can make me buy more products than I planned	SP5
	Cashback on Shopee is easy to use	SP6
	I like the bundling price offered by Shopee	SP7
	Shopee's bundling price offer is very attractive	SP8
	I feel that Shopee's bundling prices are very effective	SP9
Utilitarian Motive (Indrawati at al, 2023)	I browse Shopee to buy items that are better in price or quality	UM1
	I am looking for Shopee for efficient online shopping	UM2
	I browsed the Shopee website to gather information about the product	UM3
	I browsed the Shopee site while shopping to comparison shop	UM4



	I browse various stores on Shopee to get as much added value as possible	UM5
Self esteem Motive (Indrawati at al, 2023)	Sometimes I think I'm very good at a lot of things	SM1
	I feel like I have a lot to be proud of	SM2
	I feel useless at times	SM3
	I wish I could appreciate myself more	SM4
	Overall, I tend to think that I failed	SM5
Hedonic Motive (Indrawati at al, 2023)	When browsing Shopee, I can forget about my problems	HM1
	While browsing Shopee, I was very excited, like playing	HM2
	When browsing Shopee, I feel comfortable	HM3
	I enjoy browsing Shopee enough to forget about downtime	HM4
	I browse items on Shopee just for fun	HM5
Purchase Decision (Angraini et al., 2019)	I will buy products on Shopee.	PD1
	Shopee offers a variety of products and services that suit my needs.	PD2
	Shopee offers superior products and services	PD3
	I chose Shopee because there are many choices of products from various brands.	PD4
	Shopee has quality brands.	PD5
	The price offers on Shopee are appropriate	PD6
	By shopping using the Shopee application, I can check how many products I need	PD7
	Shopee has enough products and services for consumers to buy.	PD8
	I can always shop with Shopee	PD9
	I make repeat purchases over some time.	PD10
	The Shopee application offers payment methods that are easy to use and understand	PD11
	I feel safe with the Shopee payment process.	PD12
Impulse Buying (Indrawati at al, 2023)	It's hard to leave behind the good stuff I see on Shopee	IB1
	I sometimes can't help but feel like buying something on Shopee	IB2
	If I buy something on Shopee, I usually do it spontaneously	IB3
	I sometimes feel guilty after buying something on Shopee	IB4
	I can get very excited if I see something I want to buy on Shopee	IB5
	I always see something fun every time I visit some shop on Shopee	IB6
	I find it hard to miss discounted items on Shopee	IB7
	If I see something new on Shopee, I want to buy it	IB8
	I'm a bit careless when buying things on Shopee	IB9
	I sometimes buy things on Shopee because I like buying things, not because I need them	IB10
	I buy things according to how I feel at the moment	IB11
	I carefully plan most of my purchases	IB12
	I often buy things without consulting other people	IB13
Bahavior Intention (Indrawati at al, 2023)	I often buy products online at Shopee	BI1
	I buy products online every day	BI2
	When I need a product, I buy it online at Shopee	BI3
	I buy products online on Shopee almost every day	BI4

Source : Process Data (2024)

The sample for this research is the Indonesian people, GenZ, who have made purchases using Shopee. The sampling technique used in this research is non-probability sampling. In non-probability sampling, purposive sampling was chosen as the technique used in this research. The author used non-



probability sampling because not all of the population was sampled. The use of purposive sampling is based on the fact that the specified sampling criteria are expected to truly match the sample taken. The data collection techniques used are questionnaires and library studies. Then the data sources used are primary data (using Google Docs form to distribute the questionnaire) and secondary data (literature books, websites, results of previous research in the form of theses and scientific journals). Questionnaires were distributed to 285 respondents. The questionnaire uses a Likert scale with each statement having an answer with a value from 1 to 5, where 1 strongly disagrees and the highest score is 5 for strongly agree (Sekaran & Bougie, 2017)

The author uses Structural Equation Modeling (SEM) analysis, where this analysis is included in the group of multivariate statistical techniques dependent on multivariate analysis techniques. This technique is used when researchers want to explain or predict one or more dependent variables (Indrawati, 2015). This research uses PLS (partial least square) analysis using SmartPLS software as a data processing tool. Santosa (2018:58) states that PLS is variance-based SEM. PLS can handle path models with reflective or formative constructs and even a combination of both. Variance-based SEM is used for theory development in exploratory research. PLS estimates accurate waiting time predictions. PLS does not require power for equal distribution to be distribution-free. PLS can process small samples with a cause-and-effect model known as causality

3. DATA ANALYSIS AND DISCUSSIONS

Questionnaires were distributed online using Google Forms to respondents. The minimum number of samples required for this research is 269 respondents, and the researcher collected 288 respondents with 3 invalid respondents, resulting in 285 respondents (calculated using the Lameshow formula).

Table 2. Respondent Profile

Characteristic		Frequency (N=285)	Percentage (%)
Gender	Male	58	20,4%
	Female	227	79,6%
Age	26 years old	26	9,1%
	25 years old	29	10,2%
	24 years old	35	12,3%
	23 years old	58	20,4%
	22 years old	40	14%
	21 years old	27	9,5%
	20 years old	27	9,5%
	19 years old	12	4,2%
	18 years old	31	10,9%
Profession	Student	65	22,8%
	Private employed	96	33,7%
	Self-employed	32	11,2%
	Civil Servant	40	14%
	other	52	18,2%
Last Education	Master Degree	11	3,9%
	Bachelor Degree	153	53,7%
	Diploma	55	19,3%



	Senior High School	65	22,8%
Monthly Income	< Rp 3.000.000	35	12,3%
	Rp 3.000.000 – Rp 5.000.000	89	31,2%
	Rp. 5.000.001 – Rp 7.000.000	124	43,5%
	Rp.7.000.001 – Rp 10.000.000	20	7%
	>Rp. 10.000.000	17	6%

Source : Process Data (2024)

According to (Sekaran and Bougie 2017), validity is a test of how well an instrument developed measures a particular concept that you want to measure. The r table value for N = 30 with a significance level of 5% or alpha = 0.05 is obtained at 0.361 Reliability Testing has the aim of ensuring that respondents answer the questionnaire consistently. Reliability testing is seen from the Cronbach's Alpha and Composite Reliability values with a minimum coefficient value of 0.70

Table 3. Result of Validity & Reliability Test

Variable	Item	Validity Test		Reliability Test	
		Factor Loading	Decision	Cronbach's Alpha	Decision
<i>Sales Promotion</i>	SP 1	0,821	Valid	0.945	Reliable
	SP 2	0,802	Valid		
	SP 3	0,774	Valid		
	SP 4	0,850	Valid		
	SP 5	0,867	Valid		
	SP 6	0,852	Valid		
	SP 7	0,859	Valid		
	SP 8	0,861	Valid		
	SP 9	0,813	Valid		
<i>Utilitarian Motive</i>	UM 1	0,888	Valid	0.934	Reliable
	UM 2	0,883	Valid		
	UM 3	0,915	Valid		
	UM 4	0,897	Valid		
	UM 5	0,882	Valid		
<i>Self-esteem Motive</i>	SM 1	0,910	Valid	0.945	Reliable
	SM 2	0,889	Valid		
	SM 3	0,911	Valid		
	SM 4	0,903	Valid		
	SM 5	0,916	Valid		
<i>Hedonic Motive</i>	HM 1	0,863	Valid	0.922	Reliable
	HM 2	0,887	Valid		
	HM 3	0,858	Valid		
	HM 4	0,884	Valid		
	HM 5	0,872	Valid		
<i>Purchase Decision</i>	PD 1	0,873	Valid	0.974	Reliable
	PD 2	0,878	Valid		
	PD 3	0,882	Valid		
	PD 4	0,886	Valid		
	PD 5	0,900	Valid		



<i>Impulse Buying</i>	PD 6	0,894	Valid	0.967	Reliable
	PD 7	0,907	Valid		
	PD 8	0,892	Valid		
	PD 9	0,865	Valid		
	PD 10	0,859	Valid		
	PD 11	0,884	Valid		
	PD 12	0,875	Valid		
	IB 1	0,849	Valid		
	IB 2	0,830	Valid		
	IB 3	0,828	Valid		
	IB 4	0,873	Valid		
	IB 5	0,885	Valid		
	IB 6	0,860	Valid		
<i>Behaviour Intention</i>	IB 7	0,875	Valid	0.877	Reliable
	IB 8	0,865	Valid		
	IB 9	0,871	Valid		
	IB 10	0,846	Valid		
	IB 11	0,826	Valid		
	IB 12	0,795	Valid		
	IB 13	0,796	Valid		
	BI 1	0,873	Valid		
	BI 2	0,807	Valid		
	BI 3	0,897	Valid		
	BI 4	0,830	Valid		

Source : Process Data (2024)

Hypothesis testing in PLS is carried out using the bootstrapping method on the sample. Testing with bootstrapping is also intended to minimize the problem of non-normality of research data. Hypothesis testing is carried out by looking at the t-statistics as measured by the t-table. If the t-statistic value > t-table then the relationship between latent variables can be declared significant.

Table 4. Hypothesis Test Results

Path	Path Coefficient	T Statistics	P Values	Decision
BI → PD	0,296	4,078	0,000	Accept
IB → PD	0,190	3,637	0,000	Accept
SP → PD	0,228	3,206	0,001	Accept
SM → IB	0,184	2,729	0,003	Accept
SP → IB	0,192	2,710	0,003	Accept
SM → BI	0,204	2,580	0,005	Accept
HM → IB	0,171	2,554	0,005	Accept
SP → BI	0,192	2,539	0,006	Accept
HM → BI	0,177	2,519	0,006	Accept
SM → PD	0,177	2,499	0,006	Accept
UM → PD	0,170	2,467	0,007	Accept
UM → BI	0,187	2,451	0,007	Accept
UM → IB	0,164	2,323	0,010	Accept
HM → PD	0,138	2,150	0,016	Accept

Source : Process Data (2024)

Testing of intervening variables was carried out using SmartPLS 3 software by bootstrapping. The following is a table that shows the Path Coefficient and T-Statistic values for indirect effects. The table below shows the path coefficient values are all above 0. The higher the value, the stronger the



influence. If the path coefficients are compiled from the strongest relationships, then the findings are as follows:

Table 4. Indirect Effect Value

Path	Path Coefficient	T Statistics	P Values	Decision
SM → BI → PD	0,060	2.117	0,017	Accept
SP → IB → PD	0,036	2,104	0,018	Accept
HM → BI → PD	0,052	2.101	0,018	Accept
HM → IB → PD	0,033	2,059	0,020	Accept
UM → BI → PD	0,055	2,034	0,021	Accept
SM → IB → PD	0,035	2,034	0,021	Accept
UM → IB → PD	0,031	1,975	0,024	Accept
SP → BI → PD	0,057	1,968	0,025	Accept

Source : Process Data (2024)

Based on test results using SmartPLS. So the model supported in this research is as follows:

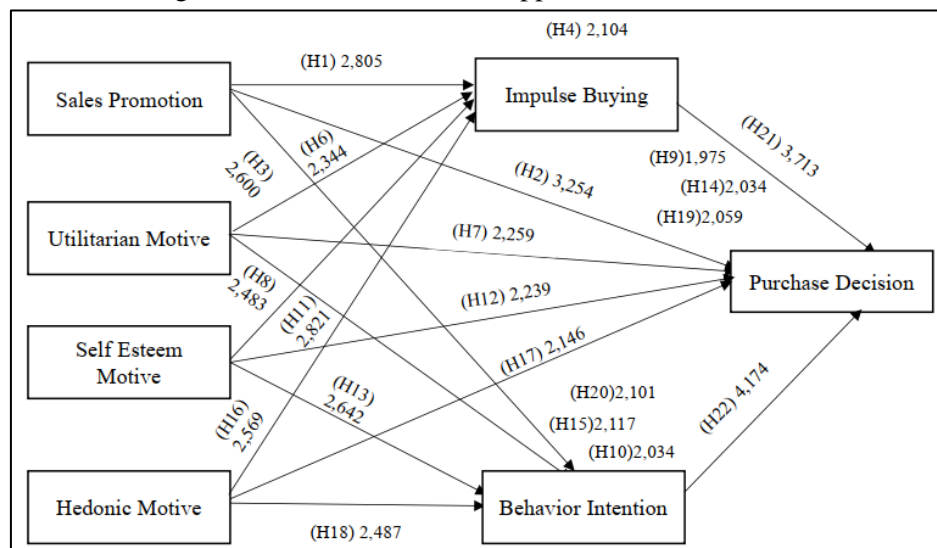


Figure 2. Conceptual Framework Model supported by data

Hypothesis testing shows that Hedonic Motive has a positive and significant effect on Purchase Decision through Behavioral Intention. According to (Indrawati, 2023) consumers are willing to buy online for hedonic reasons. The development of the Web environment, along with use by users, has resulted in enjoyable experiences during continued online browsing and even enjoyment during the shopping process. Hedonic Motive is related to the desire for pleasure and emotional satisfaction, can play an important role in forming Behavioral Intention and subsequently influences their Purchase Decision for goods. At a time when consumers are looking for a fun and enjoyable experience when shopping on Shopee and then become emotionally involved in the decision-making process. This emotional connection influences strong Behavioral Intention related to purchasing.

The results of the hypothesis test show that Sales Promotion on Purchase Decisions through Behavioral Intention has a positive and significant effect. Sales promotion techniques play a more dominant role in influencing consumer purchase satisfaction and behavioral intentions than those based on personal values for all types of consumer products. Sales Promotion can motivate consumers to try new products or brands that they had never thought of before. Behavioral Intention to purchase can be influenced by the desire to explore and experience something new, especially if this is accompanied by



the various promotional incentives found on Shopee. Various sales promotions can also shape consumer perceptions regarding the affordability of a product. This can have an impact on the formation of Behavioral Intention, because consumers feel that the product being promoted is within their reach.

Hypothesis testing shows that Self Esteem Motive has a positive and significant effect on Purchase Decision through Behavior Intention. In (Indrawati, 2023) Self Esteem Motive refers to how consumers feel about themselves in relation to purchasing certain products or utilizing services because consumers tend to buy appropriate products for themselves to make themselves feel special. Self-Esteem Motive can influence Purchasing Decisions by indirectly being influenced by Behavioral Intention in online shopping by increasing individuals' confidence in their purchasing decision-making abilities, motivating them to align purchases with their self-image, and seeking validation and affirmation through their shopping behavior. Consumers see online shopping as a way to improve their self-image and increase self-esteem. By purchasing products that align with their self-perception, they can strengthen their sense of self-worth and accomplishment.

Hypothesis testing in this research shows that Utilitarian Motive on Purchase Decision through Behavioral Intention has a positive and significant effect. When consumers find a product that meets their utilitarian factors, they intend to buy it, and shopping intention functions as the mechanism underlying utilitarian motives influencing consumer shopping behavior. Therefore, there is an influence of utilitarian motives on purchasing decisions through behavioral intentions. In (Indrawati, 2023) when consumers find a product according to its usefulness factors, they intend to buy it, and to better fulfill their utilitarian needs, they buy the item and thus complete the purchasing process. Therefore, shopping intention is considered as the underlying mechanism by which utilitarian motives influence consumer shopping behavior.

In this research, hypothesis testing shows that Hedonic Motive has a positive and significant effect on Purchase Decision through Impulse Buying. In (Indrawati, 2023) consumers are willing to buy online for hedonic reasons. The development of the Web environment, along with its continued use by users, has resulted in enjoyable experiences during online browsing and even enjoyment during the shopping process. Research by (Indrawati, 2023) also explains that utilitarian and hedonic motives will definitely direct consumers towards shopping behavior as long as these motives fulfill consumer goals. Hedonic Motive plays a big role in influencing Purchase Decisions through Impulse Buying. Research shows that hedonic motives based on pleasure, luxury, and selfish needs can lead consumers to engage in impulsive shopping behavior. This behavior is driven by emotional and psychological effects, because consumers try to fulfill their desires and feel pleasure during the shopping process

Hypothesis testing shows that Sales Promotion on Purchase Decisions through Impulse Buying has a positive and significant effect. In Fatiha (2018), sales promotion tools have a positive influence on consumer impulse buying behavior, especially price discounts, free samples, buy get one and loyalty programs as the most commonly used. The higher the level of sales promotion, the higher the level of impulse buying behavior. These results are in accordance with previous research which states that sales promotions influence purchasing decisions. Sales promotion tools such as price discounts, free samples, buy one get one, and loyalty programs are commonly used to attract impulse buying behavior. Sales Promotion can have a big influence on Purchase Decisions, especially through impulse purchases. Impulse shopping refers to the unplanned and spontaneous purchase of goods or services, often triggered by external stimuli such as sales promotions. When consumers feel the value of the promotion, it can encourage consumers to make decisions right away.



Hypothesis testing shows that Self Esteem Motive has a positive and significant effect on Purchase Decision through Impulse Buying. According to (Indrawati, 2023) there is a negative relationship between impulsive buying and self-esteem. The higher the level of self-esteem, the lower the level of impulse buying intentions. In addition, customers who have a higher level of self-esteem tend to have a high level of confidence in their decisions and personality. At the same time, research shows that individuals who lack self-confidence are more likely to make impulse purchases. In this research, the highest influence is the Self Esteem Motive variable on Purchase Decision through Behavioral Intention. The influence of self-esteem motives on purchasing decisions through impulse buying can be significant. Self-esteem, which is related to individual perceptions, can influence how people make purchasing decisions, especially in the context of impulse buying. Impulse buying can serve as a form of self-reward for consumers who have low self-esteem. Making unplanned purchases allows them to enjoy the moment and feel self-satisfaction, thereby strengthening their positive self-image.

Hypothesis testing shows that Utilitarian Motive on Purchase Decision through Impulse Buying has a positive and significant effect. In (Indrawati, 2023) the informative content of online advertising has a significant effect on utilitarian consumption. Product variety (color, price, design) is also reported to encourage more web browsing among utilitarians who tend to gather information and compare products when shopping online. The influence of the Utilitarian Motive on Purchase Decisions through impulsive purchases of informative online advertising content significantly influences utilitarian consumption. Product variety, such as color, price, and design, drives more web browsing among utilitarian consumers who tend to gather information and compare products when shopping online. Utilitarian motives refer to the practical and functional values that consumers seek when making purchasing decisions. In the context of online shopping, utilitarian motives can have a significant impact on purchasing decisions through impulse purchases

4. CONCLUSION

The most influential variable in this research is Self Esteem Motive on Purchase Decision through Behavioral Intention. This hypothesis shows that the higher Self Esteem Motive can influence Purchasing Decisions by indirectly being influenced by Behavioral Intention by increasing individual confidence in purchasing decision making abilities.

In the Self Esteem Motive variable the lowest item is "Sometimes I think I am very good at many things". In this case, companies can group consumers based on their level of self-esteem and target them with relevant marketing messages and then advertise accordingly to increase customer shopping behavior. Companies can take advantage of algorithms by providing personalized product recommendations based on what they are looking for so that Shopee can meet consumers' self-esteem needs and improve the consumer's shopping experience so that consumers feel that they are good at shopping.

In the Sales Promotion variable, the lowest item is "The cashback program offered by Shopee can make me buy more products than I planned", therefore Shopee can increase the visibility of the cashback program by intensively communicating and displaying it more clearly on its platform. (via email, search filters etc) to attract consumers. Shopee can also simplify the process for consumers in claiming and using cashback vouchers so that it makes it easier for consumers to take advantage of cashback.



In the Hedonic Motive variable the lowest item is "When browsing Shopee, I can forget about my problems". In this case Shopee can focus on analyzing consumer data and preferences, Shopee can provide personalized product recommendations that can meet consumer tastes and needs. By helping Shopee users find items they are interested in and potentially distracting them from their problems, it will create a sense of excitement for these consumers. Shopee can also display content that is interesting and matches consumer interests. That way, consumers will feel that Shopee can provide them with entertainment or information that can help them forget about their problems for a while.

In the Utilitarian Motive variable, the lowest item is "I browse Shopee to buy goods that are better in price or quality", Shopee can ensure and filter the products sold are of good quality and can meet consumer expectations, so that it can help build trust and loyalty among customer. Apart from that, Shopee can also filter photos and videos that will be uploaded on the image platform with high image quality, and ensure that each shop has different images so that consumers can be more confident and confident in shopping for products at Shopee. And companies can show more positive reviews to encourage consumers to make purchases.

In the Impulse Buying variable the lowest item is "If I buy something on Shopee, I usually do it spontaneously" in this case the company can offer and suggest additional relevant products at low prices to make additional spontaneous purchases at checkout. Shopee can offer relevant complementary products when adding products to the basket. Shopee can also use attractive advertising, as well as use notifications to attract consumer attention and encourage impulse purchases.

In the Behavior Intention variable, the lowest item is "I buy products online every day." To improve this, Shopee can provide regular variations in gamification to increase consumer engagement and encourage them to visit the platform more often, thus potentially generating more daily purchases. Then Shopee can also ensure that customer service is available and effective in resolving any issues or concerns, which can help build trust and loyalty among consumers and potentially increase their intention to purchase on Shopee. Then Shopee can take advantage of utilitarian, impulsive and hedonic motives, the e-commerce platform can increase shopping intentions and encourage consumers to make online purchases.

This research only focuses on using Gen Z samples which may limit the generalization of the findings to wider age groups. This research is also limited to only examining one research object, namely Shopee, so it does not include variations or comparisons with other objects that may have different research results. Therefore, it is hoped that further research can involve a wider gender group and expand the scope of research objects..

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