

STIMULUS RESPONSE THEORY: THE CONSTRUCTION OF IMPULSE BUYING ON SHOPEE LIVE SELLING

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Abstract: Scarcity messages have never been researched globally, while price discounts and free shipping taglines have different results from previous research or journals. This research aims to determine the effect of scarcity messages, price discounts, and free shipping taglines on impulse buying on Shopee live selling. The research method used in this research is quantitative with multiple linear regression as the data analysis method. The population of this research is all management study program students from the class of 2020 with the sample determination method being purposive sampling. The number of samples used was 155 students which was determined using the Slovin formula. The results of this research show that scarcity messages have a significant positive influence on impulse buying on Shopee live selling. Price discounts have an insignificant positive effect on impulse buying on Shopee live selling. And the free shipping tagline has an insignificant negative effect on impulse buying on Shopee live selling. Simultaneously, scarcity messages, price discounts and free shipping taglines have a significant influence on impulse buying on Shopee live selling.

Keywords: Impulse Buying, Scarcity Message, Price Discount, Tagline

1. Introduction

Technological developments occurring in Indonesia can be utilized by entrepreneurs or entrepreneurs to market their products online. Technological developments have had a positive impact on the development of online business in Indonesia, where online business is experiencing rapid development. This development can be seen from the large number of online entrepreneurs who carry out the buying and selling process using E-Commerce sites. The use of e-commerce in making online sales is considered effective because buyers don't need to bother coming to the shop to buy a product and only rely on smartphones. So the seller does not need to meet or meet face to face with the buyer.

In Indonesia itself, there are 5 e-commerce application software which are currently widely used by people to make online purchases, such as Shopee, Lazada, Tokopedia, Blibli and Bukalapak. The Shopee application is one of the e-commerce applications that is widely visited and in demand by people in Indonesia. The following is data on the average number of visits to 5 e-commerce applications in the first quarter and second quarter of 2023 (Ahdiat, 2023):

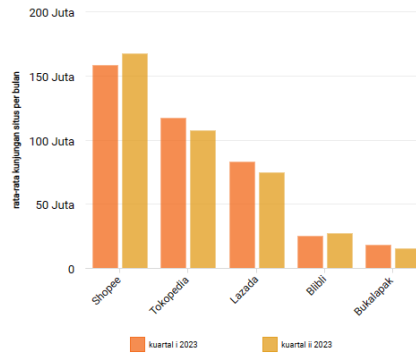


Figure 1: Average e-commerce site visits per month
Source: databooks.katadata.com

From the data graph, it can be seen that Shopee is the e-commerce most visited by the public in the first quarter and second quarter of 2023. In the second quarter of 2023, the average number of visits to the Shopee application was 166.9 million visits per month, this has increased amounting to 5.7% from the first quarter of 2023 (Ahdiat, 2023).

With the features in the Shopee application, it is hoped that consumers can think logically and reasonably when making purchases. However, the fact is that not all consumers act rationally and logically when making online purchases, so that the problem arises as an impulse buying phenomenon (Ittaqullah et al., 2020). Impulse buying is any purchase that the buyer has not planned (Zaidan & Sukresna, 2021). People, especially the millennial generation, often make impulse buying when they open Shopee and find products they find interesting. The presence of external stimulation or stimulus can trigger a response in the form of impulsive buying. This stimulus has an influence on consumers so that there is an urge within consumers to make impulsive purchases without deep consideration. The external stimulus or stimulation can be in the form of discounts, and advertising or promotions.

One of Shopee's newest features which is currently in great demand is the Live Selling feature. The Live Selling feature on the Shopee application is a feature that provides sellers with the opportunity to offer their products directly to potential buyers via live streaming. So that buyers can find out information related to the products they are targeting. However, even though there is a live selling feature, sometimes consumers will skip live selling from one shop and continue to live selling at another shop if the consumer feels less interested in what the seller is saying. In the Shopee application, scarcity messages are often used to increase impulse buying of products sold on the application. Scarcity messages that are often used to attract consumers' attention are limited stock and also limited time. This will create a high desire in the consumer to be able to obtain the product, so that if the consumer can obtain the product then satisfaction will arise within him. This is because if a product is difficult to buy, the value of the product will increase (Akram et al., 2018). In line with research conducted by Zaidan & Sukresna (2021) that scarcity messages have an influence on impulse buying.

Currently, in the live selling feature there are price discount vouchers that Shopee users can claim before checking out the desired product. The development of this feature has a positive impact on business people, because buyers will make purchases using this discount. With price discounts, people can purchase products at prices that are relatively cheaper than the original price. This is in line with research conducted by Utami & Juanda (2022) in the title The Effect of Price Discount And Electronic Word of Mouth on Impulse Buying At Marketplace Shopee showing that price discounts have a positive and significant influence on impulse buying.

Apart from price discounts, the free shipping tagline on the Shopee application is one of the strategies used to attract consumers to make online purchases on the Shopee application. With the free shipping tagline, consumers will think that if they make a purchase on Shopee live

selling, they don't need to pay shipping costs for the products they buy, so they can save on the costs they incur. This is in line with research conducted by Simangunsong et al., (2022) that the free shipping tagline on Shopee has a positive and significant influence on impulse buying. However, this is inversely proportional to research conducted by Syaui et al., (2022) where the free shipping tagline had no influence on the impulse buying of generation Z consumers on Shopee.

Many researchers have conducted research related to impulse buying in the marketplace, but the use of variable scarcity messages is still not widely used globally. So the researchers decided to use the scarcity message variable as a variable that can influence impulse buying. "Stimulus Response Theory: The Construction of Impulse Buying on Shopee Live Selling" is the title of this research. The aim of this research is to find out whether messages of scarcity, discounts and free shipping taglines have an effect on impulse buying on the Shopee live selling marketplace. In this research there are novelties such as, the researcher used live selling on the Shopee marketplace as the object in this research, and used scarcity messages as a variable that can influence impulse buying.

2. Literature Review

Current technological developments can be felt, especially in the way people shop. In the beginning, people shopped directly at the store, but with the increasingly rapid development of the times and technology, this behavior has changed. Where currently many people prefer to shop using e-commerce. Because online purchases are considered more effective because buyers or consumers do not need to come directly to the seller's location. This has caused the number of online traders or business actors in Indonesia to increase.

Stimulus Response Theory

Stimulus response theory shows that communication is a simple action-reaction process. Stimulus response theory assumes that verbal words (spoken-written), non-verbal signals, images and certain actions will stimulate other people to respond in a certain way (Mulyana, 2016: 144). S-R theory describes the reaction in the recipient due to communication.

Stimulus response theory or S-R explains that the response that appears is a reaction to a certain stimulus. So the size of the response depends on the content and presentation of the stimulus (Maulida & Arina, 2021). If the stimulus or stimuli cannot be accepted then the stimulus is interpreted as ineffective in influencing an individual. In the field of marketing management, when consumers are influenced by a stimulus, it will trigger the urge to make impulse buying without any in-depth consideration regarding the decision.

Impulse Buying

Impulse buying can be defined as a purchasing activity carried out spontaneously without any prior planning. Impulse buying is defined as a form of unplanned purchase, as a result of exposure to a stimulus and decided on the spot (Ittaqullah et.al, 2020). Impulse buying often occurs in society because of a desire for an item. Apart from that, impulse buying can occur suddenly due to emotional factors after consumers see a product or promotional message. Impulse buying usually occur without much thought or consequences (Pramezway et al., 2021). Impulse buying or spontaneous buying is a type of shopping that is motivated by the feelings that each customer has towards himself, ignoring social and interpersonal elements in his decision making (Arifanti & Gunawan, 2021). Indicators of impulse buying according to Hidayah & Sari (2021) include unplanned purchases, buy without thinking, purchases affect the emotional state, and purchases are influenced by attractive offers.

H₀ : It is suspected that scarcity messages, price discounts and free shipping taglines do not simultaneously influence impulse purchases on Shopee live selling.

Scarcity Messages

Scarcity messages are a strategy that uses promotional messages that utilize consumer psychology so that they can create feelings of anxiety when consumers want to make a purchase. The scarcity that arises is also believed to encourage emotional behavior such as anticipating regret (Rahma et al. 2022). The purpose of using scarcity messages is to increase sales of products or services. There are two types of scarcity messages that are often used to attract buyers' interest, namely limited number of products and time limitations.

H₁ : It is suspected that the scarcity message has no partial effect on impulse buying on Shopee live selling.

Price Discount

In meeting maximum sales targets, sellers must have the right strategy to attract consumers. One strategy that can be used is to set price discounts. Price discounts are discounts that are lower than the usual price offered by suppliers to consumers at a set price to persuade them to complete a purchase with the aim of increasing business sales (Rahmadina et al., 2023). Price discounts are price cuts given by sellers to consumers to increase sales, so that they will influence impulse purchases (Harahap & Siregar, 2022). Price discounts given by sellers will attract consumers' interest in purchasing products because consumers assume that the product has a cheap price. Price discount indicators according to Budaya et al. (2022) are the amount of the discount, the discount period, and the type of product that gets the discount.

H₂ : It is suspected that price discounts have no partial effect on impulse buying on Shopee live selling.

Free Shipping Tagline

Another strategy that can be used to increase the number of sales in online sales is to provide a free shipping tagline. A tagline is a series of short sentences used to introduce a brand or company to consumers (Azizi and Yateno, 2021). The tagline for using free shipping is done to give consumers confidence that they do not need to pay product shipping costs when buying products online. Tagline indicators according to Simangunsong et al. (2022) are familiarity, difference, and message or value.

H₃ : It is suspected that the free shipping tagline has no partial effect on impulse buying on Shopee live selling.

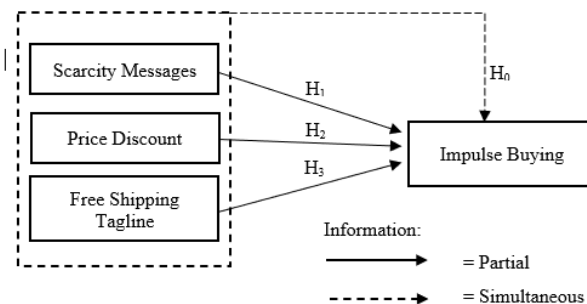


Figure 2: Conceptual framework
Source: processed data, 2023.

3. Method

The method used in this research is quantitative with data analysis using multiple linear regression to test the influence of scarcity messages, price discounts and free shipping taglines

on impulse purchases on Shopee live selling. According to Sugiyono (2019:80) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population of this research is active management students class of 2020 at Universitas Nusantara PGRI Kediri, totaling 252 students. The sample is part of the number and characteristics of the population (Sugiyono, 2019:81). The sample was determined using purposive sampling, with the number of samples calculated using the Slovin Formula, so that the number of samples used was 155 samples. Primary data collection was carried out by distributing questionnaires to management students class of 2020 through personal surveys and broadcast via WhatsApp. Data analysis was assisted using IBM SPSS Statistics 23 software.

4. Result and Discussion

The criteria for respondents used as samples in this research were active students of the 2020 management study program at University of Nusantara PGRI Kediri, Shopee users for more than 2 years, and had made purchases at Live Selling Shopee at least 2 transactions. Based on the respondent criteria above, the number of respondents obtained who met these criteria was 41 respondents. The number of respondents obtained was 26.45% of the total sample that should have been used.

Table 1. Variable Validity Test Results

Variabel	Item	r-Hitung	r-Tabel	Keterangan
Scarcity Message	X1.1.1	0.561	0.308	Valid
	X1.1.2	0.810		Valid
	X1.2.1	0.803		Valid
	X1.2.2	0.774		Valid
Price Discount	X2.1.1	0.709	0.308	Valid
	X2.1.2	0.764		Valid
	X2.2.1	0.815		Valid
	X2.2.2	0.572		Valid
	X2.3.1	0.669		Valid
	X2.3.2	0.772		Valid
Free Shipping Tagline	X3.1.1	0.526	0.308	Valid
	X3.1.2	0.711		Valid
	X3.2.1	0.723		Valid
	X3.2.2	0.670		Valid
	X3.3.1	0.681		Valid
Impulse Buying	X3.3.2	0.569	0.308	Valid
	Y1.1	0.379		Valid
	Y1.2	0.539		Valid
	Y2.1	0.640		Valid
	Y2.2	0.449		Valid
	Y3.1	0.797		Valid
	Y3.2	0.636		Valid
	Y4.1	0.372		Valid
Y4.2	0.553	Valid		

Source: Processed data, 2023.

From table 1 it can be explained that each statement based on parameters X1, X2, X3, and Y has a value of $r_{count} > r_{table}$. So it can be interpreted that each statement item used in this research can be said to be valid, with an r_{table} of 0.308. The r_{table} value obtained is at a significance level of 5% and $n=41$.

Table 2. Variable Reliability Test Results

Variabel	Nilai <i>Cronbach's Alpha</i>	Kriteria Nilai	Keterangan
Scarcity Message (X1)	0.705	0.6	Reliabel
Price Discount (X2)	0.800	0.6	Reliabel
Free Shipping Tagline (X3)	0.715	0.6	Reliabel
Impulse Buying (Y)	0.660	0.6	Reliabel

Source: Processed data, 2023.

Reliability tests are carried out to measure whether each variable component instrument used is reliable. Judging from table 2, the results obtained from the reliability test in this research each variable have a Cronbach Alpha value > 0.060. According to Ghozali (2018) it can be said to be reliable if the Cronbach Alpha value is greater than 0.6. So it can be said that the indicators used in this research are reliable.

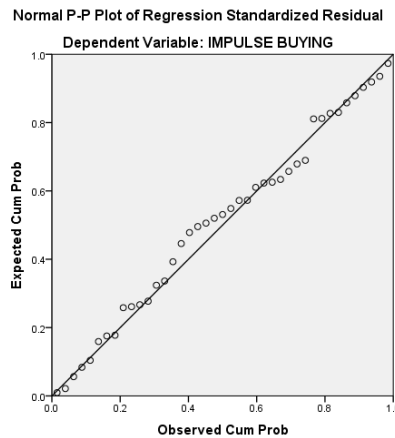


Figure 3. Normality test
Source: Processed data, 2023.

Figure 3 shows that the points spread along the diagonal line and are around the diagonal line, so it can be concluded that the residuals are normally distributed.

Table 3. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	SCARCITY MESSAGE	.890	1.123
	PRICE DISCOUNT	.712	1.405
	FREE SHIPPING TAGLINE	.691	1.447

a. Dependent Variable: IMPULSE BUYING

Source: Processed data, 2023.

The table above shows that the VIF value is less than 10, thus indicating that there is no relationship between the independent variables and the multicollinearity assumption can be met.

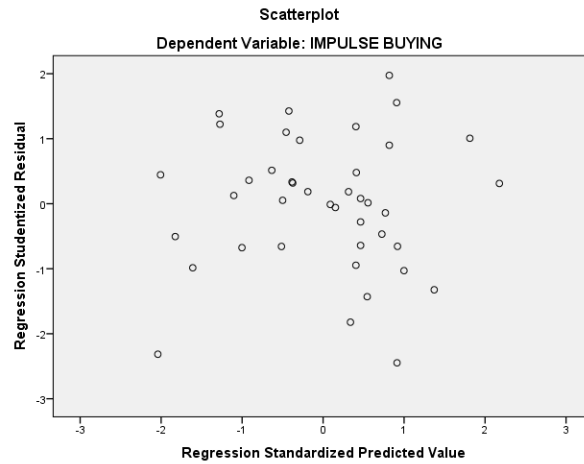


Figure 4. Heteroscedasticity Test
Source: Processed data, 2023.

In Figure 4, it shows that the points are spread randomly and do not form a pattern and are above zero and below zero. It can be concluded that the heteroscedasticity assumption has been fulfilled.

Table 4. Autocorrelation Test Results

Model Summary ^b	
Model	Durbin-Watson
1	1.770

b. Dependent Variable:
IMPULSE BUYING

Source: Processed data, 2023

The autocorrelation assumption test in this study has been fulfilled. This is because the resulting Durbin Watson value is 1.770, located between du and $4-du$. The du value $(3.41) = 1.6603$ so $4-du = 4-1.6603 = 2.3397$.

Table 5. Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	12.647	4.115			3.073	.004
	SCARCITY MESSAGE	.736	.199	.521		3.697	.001
	PRICE DISCOUNT	.268	.159	.266		1.687	.100
	FREE SHIPPING TAGLINE	-.182	.189	-.154		-.963	.342

a. Dependent Variable: IMPULSE BUYING

Source: Processed data, 2023.

Based on the table above, it shows that the regression equation obtained from the test is as follows:

$$Y = 12,647 + 0,736 X_1 + 0,268 X_2 + -0,182 X_3$$

Based on the table above, the constant value of 12.647 shows that if the variables Scarcity Message (X_1), Price Discount (X_2), and Free Shipping Tagline (X_3) have no influence at all

or are constant then Impulse Buying has a significance value of 12.647. However, this will change if each variable increases by 1 unit, namely:

a. Scarcity Message (b1)

If the Scarcity Message variable (X1) increases by 1 unit and X2, X3 fixed can influence Impulse Buying (Y) to increase by 0.736.

b. Price Discount (b2)

If the Price Discount variable (X2) increases by 1 unit and X1, X2 fixed, then it will influence Impulse Buying (Y) to increase by 0.268.

c. Free Shipping Tagline (b3)

If the Free Shipping Tagline variable (X3) increases by 1 unit and X1, X2 fixed, then it will affect Impulse Buying (Y) to decrease by 0.182.

Table 6. Adjusted R² Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.588 ^a	.346	.293	2.855	1.770

a. Predictors: (Constant), FREE SHIPPING TAGLINE, SCARCITY MESSAGE, PRICE DISCOUNT

b. Dependent Variable: IMPULSE BUYING

Source: Processed data, 2023.

Based on the R Square value of 0.346, it shows that the variation in Scarcity Message (X1), Price Discount (X2) and Free Shipping Tagline (X3) in explaining the variation in Impulse Buying (Y) is 34.6%. This can be interpreted as meaning that there are still other variations in Impulse Buying that were not examined in this research, amounting to 65.4%.

Table 7. F Test Results (Simultaneous) ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.523	3	53.174	6.523	.001 ^b
	Residual	301.599	37	8.151		
	Total	461.122	40			

a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), FREE SHIPPING TAGLINE, SCARCITY MESSAGE, PRICE DISCOUNT

Source: Processed data, 2023.

The Effect of Scarcity Messages, Price Discounts, and Free Shipping Taglines on Impulsive Purchases on Shopee Live Selling

In the F Test to test the influence of Scarcity Message (X1), Price Discount (X2) and Free Shipping Tagline (X3) together on Impulse Buying (Y) it can be seen in table 7. The table shows that $F_{count} = 6.523 > F_{table} = 2.84$ or $sig. \text{ value} = 0.001 < 0.05$

H₀ is rejected: this means that together Scarcity Message (X1), Price Discount (X2) and Free Shipping Tagline (X3) have a significant influence on Impulse Buying (Y).

Based on these results, the presence of scarcity messages, price discounts, and free shipping taglines on Shopee live selling can encourage impulse buying. The combination of using these three stimulus factors when making purchases at Shopee live sales can provide its own benefits. This advantage is in the form of smaller costs incurred by buyers when making transactions compared to transactions outside of live selling. That way, potential buyers will feel that they can get the items they want at a cheap price and don't need to pay shipping costs if they make

a purchase on Shopee live selling. Apart from providing benefits for buyers, implementing scarcity messages, price discounts and free shipping taglines in live selling can also provide benefits for sellers, namely increasing sales.

Table 8. T Test Results (Partial) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	12.647	4.115			3.073	.004
	SCARCITY MESSAGE	.736	.199	.521		3.697	.001
	PRICE DISCOUNT	.268	.159	.266		1.687	.100
	FREE SHIPPING TAGLINE	-.182	.189	-.154		-.963	.342

a. Dependent Variable: IMPULSE BUYING

Source: Processed data, 2023.

The results of the Partial Test or T Test to determine the influence of each variable on Impulse Buying (Y) can be seen from table 8.

The Effect of Scarcity Message (X1) on Impulse Buying (Y) on Shopee Live Selling

Based on table 8, the t_{count} value of variable X1 is 3.697. The $t_{count} > t_{table}$ value ($3.697 > 2.026$) or the sig. value $0.001 < 0.05$. **H₁ is rejected**, so it can be interpreted that the Scarcity Message variable (X1) has a significant influence on Impulse Buying on Live Selling Shopee.

With the scarcity message, customers will make impulse buying on Shopee live selling. Promotions that use scarcity messages will cause customers to feel anxious because of the scarcity of product quantities or limited purchasing time on Shopee live selling. Scarcity messages tend to provide a big incentive for customers to make impulse buying on Shopee live selling.

The results of this research are in line with research conducted by Zaidan & Sukresna (2021) entitled "The Effect of Scarcity Messages and Coincidental Information on Online Impulsive Buying in the Millennial Generation in Malang City", the results of this research show that scarcity messages have a significant positive influence on impulse buying online among the millennial generation in Malang City.

The Effect of Price Discount (X2) on Impulse Buying (Y) on Shopee Live Selling

The t_{count} of variable X2 in table 8 is 1.687. Then the value of $t_{count} < t_{table}$ ($1.687 < 2.026$) or the sig. value $0.100 > 0.05$. **H₂ is accepted**, so it can be interpreted that Price Discount (X2) does not have a significant influence on Impulse Buying on Shopee Live Selling.

Price discounts are a stimulus or stimulation that can cause a response in consumers to make purchases. However, in reality, in this research, price discounts have no effect on impulse buying on Shopee Live Selling. This is because the existence of price discounts in Shopee live selling is not considered very important by consumers when making impulse buying in live selling. The presence or absence of price discounts does not affect consumers' desire to shop impulsively on Shopee live selling.

The results of this research are in line with research conducted by Ittaqullah N., et al. (2020) entitled "The Effects Of Mobile Marketing, Discounts, And Lifestyle On Consumers Impulse Buying Behavior in Online Marketplace", the results of this research show that price discounts do not have a significant effect on impulse buying among marketplace consumers. However, this research is inversely proportional to research conducted by Utami & Juanda (2022) and

Budaya, I., et al. (2022). Both studies show that price discounts have a significant positive influence on impulse buying.

The Effect of Free Shipping Tagline (X3) on Impulse Buying (Y) on Shopee Live Selling

In table 8, the t_{count} is -0.963 . Then the value of $t_{count} < t_{table}$ ($-0.963 < 2.026$) or the sig. value $0.342 > 0.05$. **H3 is accepted**, this shows that the Free Shipping Tagline variable (X3) does not have a significant influence on Impulse Buying on Live Selling Shopee.

The Free Shipping tagline is a characteristic that Shopee gives to its users. Shopee's long-lasting free shipping promotion aims to attract users' interest in using Shopee to make online purchase transactions. With free shipping, it helps Shopee users to make purchasing decisions because they don't have to pay large shipping costs. However, in reality, consumers in this study were not interested in the free shipping tagline. The existence of the free shipping tagline is considered not very important by consumers when making impulse buying on Shopee live selling.

These results are in line with research conducted by Syauqi et al., (2022) with the title "The Influence of Cashback, Flash Sale, Free Shipping Taglines on Generation Z Consumers' Impulse Buying at Shopee". The results of this research show that the Free Shipping Tagline has no influence on impulse buying on Shopee. However, this is in contrast to research conducted by Simangunsong et al., (2022) entitled "The Influence of Price Perceptions and Free Shipping Taglines on Online Impulsive Buying Decisions among Shopee Application Users in Baribaniaek Village, Muara District", because in their research free shipping tagline has a positive and significant influence on impulse buying.

5. Conclusions

This research aims to analyze the influence of Scarcity Messages, Price Discounts, and Free Shipping Taglines on Impulse Buying on Shopee Live Selling. From the results of research data processing, the following conclusions can be formulated:

- a. Scarcity Message has a positive and significant effect on Impulse Buying on Live Selling Shopee with a t-count value of the Scarcity Message variable of $3.697 > 2.026$ and a significance value of $0.001 < 0.05$.
- b. Price discounts have a positive and insignificant effect on Impulse Buying on Live Selling Shopee with a calculated t value of the price discount variable of $1.687 < 2.026$ and a significance value of $0.1 > 0.05$.
- c. The Free Shipping tagline has a negative and insignificant effect on Impulse Buying on Live Selling Shopee with a t value of $-0.963 < 2.026$ and a significance value of $0.342 > 0.05$.
- d. Simultaneously the variables Scarcity Message, Price Discount, and Free Shipping Tagline have a positive and significant effect on Impulse Buying on Shopee Live Selling with a t-count value of $6.523 > 2.84$ and a significance value of $0.001 < 0.05$.

This research has limitations, namely the limited amount of data collected is small and it is possible that there are still populations that are not included in the study studied. The second possibility is that the other 97 respondents who were not in the sample could be included in the respondents who met the sample criteria. So it is hoped that future researchers will expand the population used and can use other variables not examined in this research.

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