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Article

## The Influence of Sales Promotion and Hedonic Shopping on Impulse Buying Lazada Live Features (Case Study of Lazada E-Commerce Users in Jakarta)

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**Abstract:** Lazada is one of the e-commerce that is fast making changes to its business sector. Lazada launched a live shopping feature using the Lazada Live feature. The presence of Lazada Live provides convenience and facilities for consumers who have a hedonic shopping style online shopping to get their own pleasure without paying attention to the benefits of the product being purchased can be one of the things that can influence someone to do impulse buying. The purpose of this study was to examine the effect of Sales Promotion and Hedonic Shopping as independent variables on Impulse Buying on users of the Lazada Live feature in Jakarta. In this study, the sample used was 100 samples with the criteria of Lazada Live users who live in Jakarta and have done impulse buying on the Lazada Live feature. The sampling technique used in this study used purposive sampling. The data analysis used in this study is descriptive analysis, classical assumption test, multiple linear regression test, research instrument test, and hypothesis testing using SPSS version 23 software.) Sales Promotion has a significant effect on impulse buying. 2) Hedonic Shopping has a significant effect on Impulse Buying. 3) Sales Promotion and Hedonic Shopping simultaneously have a significant effect on Impulse Buying.

**Keywords:** Sales Promotion, Hedonic Shopping, Impulse Buying

**Reference** to this paper should be written as follows: Hakim, M, K, A. & Kusumawati, F. (2023) The Influence of Sales Promotion and Hedonic Shopping on Impulse Buying Lazada Live Features (Case Study of Lazada E-Commerce Users in Jakarta), Journal of Management and Energy Business.

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### 1 Introduction

According study [1] the growth of internet users in 2023 is faster than the previous year. Internet penetration in Indonesia only increased by around 1.17% in 2023 from around 77% in 2022 to 78% in 2023.

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<https://doi.org/10.54595/jmeh.v3i2.66>

The rapid growth of the internet in Indonesia has had a significant impact on the economic and social sectors. Specifically in the economic field, the development of the internet has triggered great progress in business activities, facilitating buying and selling activities in society [2].

Marketplace is an evolutionary form of e-commerce, which is a platform where people can carry out buying and selling activities and business transactions online via the internet [3]. The advantages offered by the marketplace make people tend to choose to shop online to save time and energy [4].

Lazada is ranked 2nd in the top brand index of online buying and selling sites with a percentage of 15.10% just below Shopee which is ranked first with a percentage of 45.80%. top brand. Partogi Baringbing, Live Streaming director of Lazada Indonesia, said that since 2018, Lazada has been the first platform in Indonesia to popularize the concept of shoppertainment through LazLive. However, in 2019, Shopee Live caught up with it [5].

The results of a survey through the Jakpat application, Lazada live shopping users are ranked 6th with a percentage of 20.50% of respondents saying they do live shopping through the Lazada Live feature [6]. According to the study [7] impulse purchases occur when customers buy products that were not previously planned when entering a store, viewing catalogs, offers, or browsing online, which encourages them to buy products spontaneously.

According to the study [8] hedonic shopping can be defined as shopping activities carried out solely for pleasure. The presence of Lazada Live provides convenience and facilities for consumers who have a hedonic shopping style online to get their own pleasure without paying attention to the benefits of the product being purchased can be one of the things that can influence a person to make impulse buying [9]. Consumers who have hedonic shopping will make purchases faster [10].

As for the month of October 2023 the growth of Lazada Live reached more than 200 percent compared to the previous the previous month [11]. This data shows that Lazada Live has a strong appeal and is effective in supporting the hedonic shopping nature of Indonesians.

Lazada offers various promotions live through live broadcasts, attracting customers to watch Lazada Live and buy items on sale. Promotion as a marketing strategy to increase sales, most of which are obtained from impulse buying so that the more promotions, the more impulse buying [10].

As one of the largest e-commerce companies in Indonesia, Lazada needs to maintain its business, especially on the growing Lazada Live feature. sales promotion, hedonic shopping, and impulse buying are related to company profits. Through these elements, the company can effectively maintain its business. Therefore, the authors are interested in examining sales promotion and hedonic shopping on impulse buying of Lazada Live features in Jakarta.

**2. Literature**

2.1 Sales Promotion

Promotion, according to the study [12] is the way companies communicate with customers to provide information about the products they offer to buy. According to study [13] the main objective of sales promotion is to influence consumer purchasing decisions by encouraging them to experiment with products or use them regularly.

2.2 Hedonic Shopping

According to study [8] hedonic shopping motivation is an impulse that encourages people to buy something, either consciously or unconsciously, usually triggered by subjective or emotional views with the aim of getting pleasure. However, according to study [14] hedonic shopping satisfaction tends to be emotional because it causes feelings of pleasure and excitement when making transactions. This can lead to impulse buying.

2.3 Impulse Buying

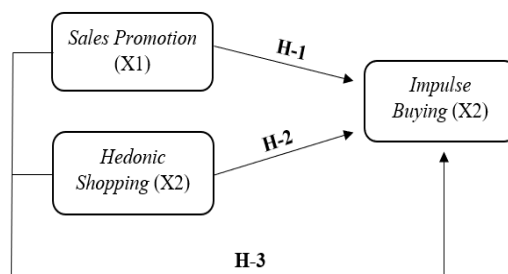
In accordance with study [7] impulse buying occurs when customers buy items that were not originally intended when entering a physical store, viewing a catalog, finding a promotion, or browsing an online platform. In study [15] states that impulse buying come from consumers' emotional desires, which are formed by hedonic shopping motivation and external factors such as sales promotions carried out by sellers to attract buyers.

2.4 Hypothesis

Hypotheses are temporary conjectures on the answer to the problem formulation. The hypothesis is further investigated through data-based studies. The following is the formulation of the writer's hypothesis.

1. H1: Sales Promotion have a significant impact on Impulse Buying Lazada Live features
2. H2: Hedonic Shopping have a significant impact on Impulse Buying Lazada Live features
3. H3: Sales Promotion and Hedonic Shopping have a significant impact on Impulse Buying Lazada Live features

The following is a research framework in accordance with the hypothesis formulated above.



**Figure 1.** Hypothesis and Research Framework (Source: Authors, 2024)

### 3. Methods

Method approach used is explanatory research, aimed at examining the relationship between variables and the proposed hypothesis. This study seeks to offer insights in the future concerning how Sales Promotion (X1) and Hedonic Shopping (X2) influence Impulse Buying (Y). Details regarding research indicators for each variable can be found in the table provided below.

**Table 1.** Operasional Research Variables

Variable	Indicator	Explanation
Independent Variable (X1) Sales Promotion (Herman, 2017)	1. Discount	Individuals choose to shop with discounted prices
	2. Coupon	Individuals choose to shop with coupon
	3. Cashback	Individuals choose to shop with cashback
Independent Variable (X2) Hedonic Shopping (Arnold and Reynolds, 2003)	1. Advanture Shopping	Shopping gives individuals the sensation of exploring a new world
	2. Social Shopping	Shopping gives individuals the opportunity to interact with friends or family, such as shopping links.
	3. Gratification Shopping	By shopping individuals can improve their mood
	4. Idea Shopping	Individuals feel like shopping to keep up with the latest trends and products
	5. Role Shopping	Shopping to find the best gifts for others makes individuals happy
	6. Value Shopping	Individuals like to look for low prices or discounted items
Dependent Variable (Y) Impulse Buying (Beatty and Ferrel, 1998)	1. Urgue to Purchase	The individual experiences a sudden desire to buy something
	2. In-Store Browsing	Individuals spend a lot of time looking at products
	3. Shopping Enjoyment	Individuals like to utilize their free time to shop
	4. Time Available	Individuals have plenty of time when shopping
	5. Money Avalaible	Individuals feel like they have more money to buy something they like
	6. Impulse Buying Tendency	individuals are used to impulse buying
	7. Positive Affect	Individuals feel enthusiastic when shopping

This research is quantitative research that produces numerical data. Data was collected from 100 respondents who had filled out a questionnaire on Google Form using a Likert scale ranging from 1 to 5, where a score of 1 means 'strongly disagree' and a score of 5 means 'strongly agree'. The selection of respondents follows the criteria that have been

determined through purposive sampling, namely Lazada Live customers who have made impulse buying in the Jakarta area. Sample size the sample size was determined using the Lameshow method.

**4. Results**

4.1 Classic assumption test

4.1.1 Normality test

This test is used to analyze whether the three variables in this study are normally distributed or not. The method used in the normality test in this study is Kolmogorov-smirnov. The results of the normality test in this study are a significant value of 0.200 greater or > 0.05. Thus it can be concluded that the data in this study are normally distributed. The result of the normality test in this study are explained in the table below.

**Tabel 2.** Normality Test Result

One Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	Unstanderdized Residual 0.200

Source: Primary data processed in 2024

4.1.2 Multicollinearity Test

Multicollinearity test is used to find out whether the independent variables, namely sales promotion and hedonic shopping, have a correlation between each other. variables will be said not to be affected by multicollinearity symptoms if the tolerance value is greater or > 0.1 and VIF (variance inflation factor) is less than or < 10. as for the results in this study indicate that the tolerance value is 0.501 > 0.1 and VIF (Variance Inflation Factor) 1.993 < 10. Thus, it can be concluded that the independent variables in this study are free from multicollinearity. The result of the multicollinearity test in this study are explained in the table below.

**Tabel 3.** Multicollinearity Test Result

Model	Colinearity Statistics	
	Tolerance	VIF
Sales Promotion	0.502	1.993
Hedonic Shopping	0.502	1.993

Source: Primary data processed in 2024

4.1.3. Heteroscedasticity Test

The heteroscedasticity test is used to test whether there is similarity among the residual variances. in this study using the glacier method. heteroscedasticity does not occur if the significant value of. 0.05. as for the results of the heteroscedasticity test in this study, it shows that the significant value of each independent variable > 0.05, namely sales promotion 0.171 > 0.05 and hedonic shopping 0.555 > 0.05. It can be concluded that there are no symptoms of heteroscedasticity in this research. The result of the heteroscedasticity test in this study are explained in the table below

**Tabel 3.** Heteroscedasticity Test Result

Variable	Say.
Sales Promotion	.171
Hedonic Shopping	.555

Source: Primary data processed in 2024

4.2. Multiple Regression Linear Analysis

Multiple linear analysis is used to determine the effect that occurs in the two dependent variables, namely sales promotion (X1) and hedonic shopping (X2) on the dependent variable, namely impulse buying (Y). The regression equation is as follows.

$$Y = 7.695 + 0.717 (X1) + 0.255 (X2) + e$$

Information:

1.  $\alpha = 7.695$ , the constant shows that the amount of impulse buying is 7,695 units if the two independent variables sales promotion and hedonic shopping do not exist or are zero. thus impulse buying is worth 7,695 units.
2.  $\beta_1 = 0.717$ , indicates that if other variables do not change, impulse buying will increase by 0.717 units if sales promotion increases by 1 unit (positive effect).
3.  $\beta_2 = 0.255$ , indicates that if other variables do not change, impulse buying will increase by 0.255 units if hedonic shopping increases by 1 unit (positive effect).

**Tabel 4.** Result of Multiple Linear Analysis

Variable	Unstandardized Coefficients B
(Constant)	7.695
Sales Promotion	.717
Hedonic Shopping	.255

Source: Primary data processed in 2024

4.3 Hypothesis testing

4.3.1 Partial Test (T Test)

The purpose of partial test is used to measure the extent of the impact of the independent variable on the dependent variable. If T-count > T-table and sig value < 0.05, then the independent variable has a significant effect on the dependent variable where the hypothesis H1 and H2 are accepted and H0 is rejected.

The results of the t-test in the table below show that the sales promotion and hedonic shopping variables have a t-count greater than the t-table, namely t-count X1 of 7.335 and X2 of 2.610 with a t table of 1.98472. It can be concluded that sales promotion (X1) and hedonic shopping (X2) statistically have a positive and significant effect on impulse buying, then H1 and H2 are accepted and H0 is rejected.

**Tabel 5.** Partial Test Result (T Test)

Variable	T count	T table	Say.
Sales Promotion	7.335	1.98472	.000
Hedonic Shopping	3.610	1.98472	.010

Source: Primary data processed in 2024

4.3.2 Simultaneous Test (F Test)

The simultaneous test is used to evaluate the simultaneous or joint influence between the independent variables of sales promotion (X1) and hedonic shopping (X2) on the dependent variable impulse buying (Y). If the significant value is less than 0.05, or the f-count value is greater than the f-table, it can be concluded that there is a simultaneous influence between the independent variable and the dependent variable.

Based on the table below, the simultaneous test results in this study show a significance value of  $0.000 < 0.05$  and an f-count value of  $87,344 > f\text{-table } 3.09$ . It can be concluded that there is a simultaneous influence of the independent variable sales promotion (X1) and hedonic shopping (X2) on the dependent variable impulse buying (Y).

**Tabel 6.** Simultaneous Test Result (T Test)

Variable	F count	F table	Say.
Regression	87.344	3.09	.000

Source: Primary data processed in 2024

4.3.3 Determinant Coefficient Test Results (R2)

The coefficient of determination test shows how much percentage of variation in the dependent variable can be explained by the independent variable. Based on the table below, it shows that the contribution of the independent variables sales promotion (X1) and hedonic shopping (X2) is able to explain the dependent variable impulse buying (Y) by 0.636 or 63.6%. meanwhile, the remaining 36.4% is influenced by other factors outside this research.

**Tabel 7.** Determinant Coefficient Test Result

Model	R Square
Regression	0.636

Source: Primary data processed in 2024

**5. Discussion**

5.1 Effect of Sales Promotion on Impulse Buying in Features Lazada Live

This study found that sales promotion (X1) has a significance value of  $0.00 < 0.05$ , and a t-count value of 7.335 which is greater than the t-table value of 1.98472. It can be concluded that there is a significant effect of sales promotion on impulse buying. The descriptive analysis results also show an average value of 3.76, which illustrates that the majority of respondents agree and believe that sales promotions have an effect on impulse buying. Therefore, H1 is accepted, while H0 is rejected.

### 5.2 Effect of Hedonic Shopping on Impulse Buying in Features Lazada Live

The study found that hedonic shopping (X2) has a significance value of  $0.010 < 0.05$ , and a t-count value of 2.610 which is greater than the t-table value of 1.98472. It can be concluded that there is a significant effect of hedonic shopping on impulse buying. The descriptive analysis results also show an average value of 3.79, which describes that the majority of respondents agree and believe that sales promotions have an effect on impulse buying. Therefore, H1 is accepted, while H0 is rejected.

### 5.3 Effect of Sales Promotion and Hedonic Shopping on Impulse Buying in Features Lazada Live

The research shows that there is a simultaneous influence between sales promotion and hedonic shopping on impulse buying. This can be seen from the results of the F test which shows a significance value of  $0.00 < 0.05$ , where the f-count value of 87.344 is greater than the f-table value 3.09. The R-squared result of 0.636 shows that sales promotion and hedonic shopping variables contribute 63.6% to impulse buying. The results of this study are in line with research conducted by Rosmalala Evidayanti [20], where sales promotion and hedonic shopping simultaneously affect customer satisfaction.

## 6. Conclusion and Recommendations

This study aims to test whether sales promotion and hedonic shopping have a significant impact on impulse buying on lazada live features in Jakarta. The results of the study concluded that the two variables had a positive and significant effect on impulse buying on the Lazada Live feature.

1. Sales promotion have a significant influence on impulse buying in the lazada feature.
2. Hedonic shopping have a significant influence on impulse buying in the Lazada Live feature.
3. Sales promotion and hedonic shopping have a significant influence on impulse buying in Lazada Live feature.
4. Sales promotion and hedonic shopping contributes to explain impulse buying by 63.6%. meanwhile, 36.4% is influenced by other factors outside this research.

Based on the result of this study, the authors provide recommendations for Lazada to optimize sales promotion in Lazada Live feature by increasing the quantity of coupons and discounts. These aspects received the lowest scores among other question for each variable. Lazada also needs to pay more attention to their cashback promotions, and customers' feelings of having extra funds and time when shopping at Lazada Live where these aspects get the highest scores in driving impulse buying.

Add variables besides sales promotion and hedonic shopping also the recommendation from authors. It is hoped that it can add broader analytical insights into what variables are able to influence impulse buying lazada live. so that Lazada can continue to develop for the better, especially in the lazada live feature.



**Author Contributions:** Conceptualization, M.K.A.H. and F.K.; literature review, M.K.A.H.; methodology, M.K.A.H. and F.K.; software, M.K.A.H.; validation, M.K.A.H., and F.K.; data analysis, M.K.A.H., and F.K.; data curation, M.K.A.H.; writing original draft preparation, M.K.A.H.; writing review and editing, M.K.A.H., and F.K.; visualization, M.K.A.H.; supervision, M.K.A.H.; project administration, F.K. All authors have read and agreed to the published version of the manuscript.”

**Conflicts of Interest:** The authors declare no conflict of interest.

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