

THE INFLUENCE OF SOCIAL MEDIA AND SALES PROMOTION ON IMPULSIVE BUYING BEHAVIOR ON SHOPEE E-COMMERCE ON STUDENT AT FACULTY OF ECONOMICS AND BUSINESS SAM RATULANGI UNIVERSITY MANADO

PENGARUH MEDIA SOSIAL DAN PROMOSI PENJUALAN TERHADAP PERILAKU PEMBELIAN IMPULSIF DI E-COMMERCE SHOPEE PADA MAHASIWA DI FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SAM RATULANGI MANADO

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Abstract: Impulsive buying behavior seems to be a contradiction between what individuals planned and what individuals do. Impulsive buying behavior, on the consumer side, has negative consequences, such as excessive spending on money, useless buying, lasting uncertainties and risks in terms of product function and quality, and a sense of guilt. Impulsive buying, therefore, often deemed irrational and risky. The objective of this research was to analyze the influence of social media and sales promotion toward impulsive buying behavior on Shopee e-commerce among the students at Faculty of Economics and Business Sam Ratulangi University Manado. The research approach of this study was quantitative method. Multiple linear regression was used to analyze the relationship of each variable. The data collected using questionnaire with 100 respondents as the sample. The result of this research showed that social media and sales promotion partially has positive and significant influence on impulsive buying behavior.

Keywords: social media, sales promotion, impulsive buying behavior

Abstrak: Perilaku pembelian impulsif tampaknya merupakan kontradiksi antara apa yang direncanakan individu dan apa yang dilakukan individu. Perilaku pembelian impulsif, di sisi konsumen, memiliki konsekuensi negatif, seperti pengeluaran uang yang berlebihan, pembelian yang tidak berguna, ketidakpastian dan risiko yang bertahan lama dalam hal fungsi dan kualitas produk, dan rasa bersalah. Pembelian impulsif, oleh karena itu, sering dianggap tidak rasional dan berisiko. Penelitian ini bertujuan untuk menganalisis pengaruh media sosial dan promosi penjualan terhadap perilaku pembelian impulsif pada e-commerce Shopee di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado. Pendekatan penelitian dalam penelitian ini adalah metode kuantitatif. Regresi linier berganda digunakan untuk menganalisis hubungan masing-masing variabel. Pengumpulan data menggunakan kuesioner dengan sampel sebanyak 100 responden. Hasil penelitian menunjukkan bahwa media sosial dan promosi penjualan secara parsial berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif.

Kata Kunci: media sosial, promosi penjualan, perilaku pembelian impulsif

INTRODUCTION

Research Background

Currently, technology is something that cannot be separated from human life and also very useful to help facilitate human activities. As time goes by, the rapid development of technologies required humans to adapt in

order to survive in the current situation without feeling any significant difficulties. Internet is a part of the technology existed. Because of the internet, people can easily share information and spread it in real-time. Therefore, this condition considered as a huge opportunity for businesses to promote their products using the internet in order to reach more customers and boosts their sales. Furthermore, online retailing is become a common practice worldwide. Most of online retailing are using social media to approached customers, because almost all ages have been touched by social media. Social media refers to online-based platforms where people can communicate, sharing information, knowledge, and carry out social activities with others such as sending messages privately, and also sharing content that consist of words, photos and videos. Social media is an easy and faster solution for people to interact with others.

The rapid development of technology caused the emerge of online buying selling platforms or online shopping application called E-Commerce. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network (Gupta, 2014).

Nowadays, social media not only contains promotional contents from the seller but also from customers such as product review which can persuade other people to make a purchase. In this study, the researcher is concerning about the product review or testimonial content from social media users. This phenomenon become trend lately in the social media platforms such as Instagram, Facebook and TikTok especially in Indonesia. Mostly, the product review made in a form of video that contain the information about the product usage, price, place to buy, etc. In addition, sales promotions such as discounts, cashbacks, flash sale, etc. also increase people's interest in buying the products. Sales promotion aims not only to increase sales but also to raise brand awareness to customers. Regarding the circumstances explained above, researcher want to find out what influence will result in impulsive buying behavior, as well as how much influence of social media has in promoting products and services, also how much sales promotion could engage customers especially Students of FEB Sam Ratulangi University Manado.

Research Objectives

1. To analyze the influence of social media on impulsive buying behavior on FEB students of Sam Ratulangi University Manado at Shopee E-Commerce
2. To analyze the influence of sales promotion on impulsive buying behavior on FEB students of Sam Ratulangi University Manado at Shopee E-Commerce

THEORETICAL FRAMEWORK

Social Media

Social media refers to online-based platforms where people can communicate, sharing information, knowledge, and carry out social activities with others such as sending messages privately, and also sharing content that consist of words, photos and videos. Social media is an easy and faster solution for people to interact with others. Social media is a web-based social networking site that allows individuals to build public or semi-public profiles in a restricted system, list other users with whom they are connected, and view and explore lists of their connections made by other people with a system (Henderi, Yusuf, & Graha, 2007). Meanwhile, according to Kotler and Keller (2012), social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa

Sales Promotion

According to Kotler and Armstrong (2018), sales promotion consist of short-term incentives to encourage the purchase or sale of a product or service. Sales promotion includes a wide assortment of tools such as coupons, contests, discounts, premiums, and others, all of which have many unique qualities. They attract consumer attention, engage consumers, offer strong incentives to purchase, and can be used to dramatize product offers and boost sagging sales. Sales promotions invite and reward quick response. While advertising provides reasons for purchasing a product or service, sales promotion provides reasons for buying now. Sales promotion effects can be short lived, however, and often are not as effective as advertising or personal selling in building long-run brand preference and customer relationships.

Kotler and Armstrong (2018) argue that sales promotion include tools for consumer promotion, business promotion and sales force. Major consumer promotional tools include:

1. Samples are offers of a trial amount of a product. The most efficient but most costly way to introduce a new product or create new excitement for an existing one.
2. Coupon. Coupons are certificates that save money for buyers when buying specific products.
3. Rebates (or cash refunds) are like coupons except that the price reduction occurs after the purchase rather than at the retail outlet. The customer sends proof of purchase to the manufacturer, which then refunds part of the purchase price by mail.
4. Price bundles (also known as cents-off deals) provide discounts to shoppers from the normal price of a good. The manufacturer directly labels the discounted costs on the box or bundle. Price packs may contain single packs available at a discounted price (for example, two for the price of one) or two similar items banded together (such as a toothbrush and toothpaste). Price packets are very successful in encouraging short-term transactions, much more so than vouchers.
5. Premium (prize): Premiums are goods offered as an incentive to purchase a product, either free or at low cost. A premium may available inside the package (in-pack), outside the package (on-pack), or via the mail.
6. Advertising specialties (also called promotional items) are beneficial articles imprinted with the name, image, or message of an advertiser that are offered to customers as gifts. Typical items include T-shirts, pens, coffee mugs, calendars, key rings, tote bags, coolers, golf balls, and caps.
7. Point-of-purchase (POP) promotions include displays and demonstrations that take place at the point of sale.
8. Contests, sweepstakes, and games give consumers the opportunity, by luck or through extra effort, to win something, such as cash, trips, or goods. A contest calls for consumers to submit an entry to be judged by a panel that will select the best entries, a jingle, guess, suggestion. A sweepstakes calls for consumers to submit a drawing with their names. Each time they buy, a game presents something to customers, bingo numbers, missing letters, which may or may not help them win a prize.

Impulsive Buying Behavior

Beatty and Ferrell (1998) described impulse buying as immediate purchases that are either to buy the specific product category or to satisfy a particular need without any pre-shopping goal. They clarified that impulse buying behavior happens after feeling a purchasing urge by the shopper and without much thought. The purchase of an item that is out-of-stock and reminded of when the item is encountered is excluded from the scope of the impulse purchase. Rook (1987) defines impulsive buying is a sudden and intense urge or compulsion to quickly buy something. Buying impulsively is hedonically dynamic and stimulates internal conflict. Impulsive purchase often appears to be achieved by avoiding consideration of the consequences. Also, according Solomon and Rabolt (2009) impulsive buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted. This tendency to buy spontaneously generally can result in purchases when consumers believe that the action is a natural thing (Rook and Fisher 1995).

E-Commerce

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network (Gupta 2014). Also, according to Laudon and Traver (2017) E-commerce is the use of business transactions via the Internet, the Web, and mobile apps and browsers running on mobile devices. Digitally allowed commercial transactions between and among organizations and individuals, in a more formal context.

Previous Research

Sudha and Karuppiah (2018) studied the association between Social Media factors towards Impulsive Buying Behavior of apparel among the customers in Chennai city. The are three important Social Media feature are being acknowledged like (Media Entertainment, Social Interaction, Word of mouth) which are endogenous variables in the study and the customer impulsive buying behavior as a exogenous variable. Each of the Social Media factors was tested using SPSS software .The test comprises of Cronbach Alpha, SEM. The test help us to understand the consumer's response towards the Social Media factors. Non-Probability sampling technique was

implemented for the collection of data. A consistent questionnaire was used in the study. It was circulated among 230 respondents 194 responses was received back 92% was the response rate of the study.

Ittaqullah, Madjid, and Suleman (2020) determined the effect of Mobile marketing, Discount, and Lifestyle on Impulse buying Behavior of Marketplace Consumer in students case study of Halu Oleo University. The method used is quantitative research methodology with an explanatory survey method. The population of this study are active internet users of students at Halu Oleo University who have made purchases in the marketplace in the last 10 months from January to October 2019. The sampling technique uses non probability sampling (convenience sampling) techniques, with the number of 100 respondents. The results showed that Mobile marketing and Discount have no significant effect on impulse buying on marketplace consumers. While Lifestyle has a significant positive effect on impulse buying behavior in marketplace consumers by 35.1%. The simultaneous effect of Mobile marketing, Discount, and Lifestyle on impulse buying in the marketplace is 20.9%. While the remaining 79.1% is influenced by other factors not examined in this study.

Zafar et al. (2019) investigated the influence of celebrities' post authenticity, sentiment polarity, observational learning, and impulse buying tendency following the latent state-trait theory. We have used the data of 452 Pakistani respondents to empirically investigate the research model collected via an online questionnaire from celebrities' community on Facebook. This study employed partial least squares structural equation modeling (PLS-SEM) and fuzzy set qualitative comparative analysis (fsQCA) to analyze data. The findings revealed that proposed constructs significantly influence the urge to buy impulsively. Further, impulse buying tendency moderates all relationships except negative sentiments. Unexpectedly, the moderation effects of celebrities' authenticity are insignificant. Furthermore, fsQCA results show the robustness of constructs towards urge to buy impulsively. The theoretical and managerial implications with limitations are provided in the paper.

RESEARCH METHOD

Research Approach

The method used in this research is quantitative for data collection. According to Sugiyono (2015), quantitative method is a scientific approach that views a reality that can be clarified, concrete, observable and measurable, the relationship between variables is causal in which the research data is in the form of numbers and the analysis uses statistics.

Population, Sample and Sampling Technique

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics (Sekaran and Bougie, 2009). The population in this study is all student of Faculty of Economics and Business at Sam Ratulangi University which amounts to 4.790 people. According to Sekaran and Bougie (2009) sample is a subset of the population. It comprises some members selected from it. The sampling technique will be using the Slovin method. In this study, the sample used is 100 people from all students of Faculty of Economics at Sam Ratulangi University who actively used social media and had experienced shop at Shopee E-Commerce. This research used one of purposive sampling method which is Judgement sampling. According to Sugiyono (2015), purposive sampling is a sampling based on certain considerations with the objective of maximizing the validity of the data collected.

Data Collection Methods

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). Individuals provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are another rich source of primary data. The primary data used in this research is questionnaire that will be distributed to respondents. Secondary data refer to information gathered by someone other than the researcher conducting the current study (Sekaran and Bougie, 2009). The secondary data used in this research is taken from books, relevant literature and journals from library and internet. Secondary data in this research were used in the research background, literature review and research methodology.

Data Analysis Techniques

According to Sekaran and Bougie (2009), regression analysis is used under the assumption that an independent variable affects a dependent variable. In this research multiple linear regression is used to test the data.

RESULT AND DISCUSSION**Result****Table 1. Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	12

Source: Data Processed, 2021

Based on the results of the reliability testing of 12 indicators of the three variables X1 (Social Media), X2 (Sales Promotion) and Y (Impulsive Buying) it can be seen that Cronbach's Alpha shows the number 0.880. Thus, the variables Social Media, Sales Promotion and Impulsive Buying are declared reliable because $0.880 > 0.70$

Multiple Linear Regression**Table 2. X1 and Y Correlation Coefficient Correlations**

		X1	Y
X1	Pearson Correlation	1	.772**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.772**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2021

Based on the above test, it was found that the correlation coefficient value of X1 was 0.772 which based on the guideline the value of correlation interpretation was in the range of 0.60 – 0.799, which means that the level of X1 and Y relationships is at a strong level.

Table 3. X2 and Y Correlation Coefficient Correlations

		X2	Y
X2	Pearson Correlation	1	.664**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.664**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2021

Based on the test above, it was found that the correlation coefficient of X2 was 0.664, which based on the guidelines for the interpretation of the correlation value was in the range of 0.60 – 0.799, which means that the X2 and Y relationship levels are at a strong level.

Table 4. Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791	.626	.618	1.72300

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Processed, 2021

The coefficient of determination (R^2) measures the ability of a model in explaining the variation of dependent variables. From the result, it can be seen that the R^2 number is 0.626 (62.6%). It means the value of Impulsive Buying Behavior (Y) as dependent variables is explained at 0.626 or 62.6% by Social Media (X1) Sales Promotion (X2) as independent variables. The rest 37.4% is influenced by other variable which is not explained in this research.

T. Test

Table 5. Partial T Test Results

Model	Coefficients					Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients		t	Sig.	Tolerance	VIF
		B	Std. Error				
1	(Constant)	4.977	.935		5.323	.000	
	Social Media	.915	.076	.772	12.033	.000	1,000
	Sales Promotion	.557	.063	.664	8,791	.000	1,000

a. Dependent Variable: Impulse Buying

Source: Data Processed, 2021

Social Media (X1) has t_{count} 12.033 and t_{table} 1.984; means $t_{count} > t_{table}$ with the significant level $0.000 < 0,05$ means that Social Media (X1) have significant influence on Impulsive Buying Behavior (Y) partially. It concluded that H1 is accepted.

Sales Promotion (X2) has t_{count} 8,791 and t_{table} 1.984; means $t_{count} > t_{table}$ with the significant level $0.000 < 0,05$ means that Sales Promotion (X2) have significant influence on Impulsive Buying Behavior (Y) partially. It concluded that H2 is accepted.

Discussion

Social Media on Impulsive Buying Behavior: In this study, there are three indicators used as measuring tools such as:

1. Social presence, social media presence includes all efforts for how Shopee E-Commerce exists, active and remains relevant to the platform used, such as consistently creating content, posting, interacting with consumers, voicing marketing campaigns, and much more.
2. Media richness, in this research, media richness refers to the ability of Shopee E-commerce to transmit and provide needed information by their consumer on social media platform.
3. Self-disclosure, Self-disclosure here leads to reciprocal actions to letting others know what Shopee customer think, feel, and want by posting their experiences in the form of purchased product reviews or haul video on social media.

The result of this study shows that most of FEB Unsrat students are frequently see contents related to Shopee E-Commerce on their social media (Instagram, Facebook, and TikTok) and tempted to purchase product on Shopee. Likewise, the result from data processing on SPSS shows that social media partially has positive and significant effect on impulsive buying behavior. Sales Promotion on Impulsive Buying Behavior: In this study, there are five indicators that been used to measure the effect of sales promotion implemented by Shopee E-commerce on impulsive buying behavior such as:

1. Coupons: Shopee is widely recognized by their shipping fee discount voucher that given free to every single customer or Shopee users. This promotional tool then become the hallmark of Shopee.
2. Rebates: a sales strategy that provides incentives or benefits for customers with certain conditions but rebates cannot be used right away because rebates are a long-term sales strategy. Rebates are frequently used as a

reward to increase customer loyalty and increase sales and market share. Shopee uses rebates as one of their sales promotion strategies in form of cashbacks where customers pay the full amount of bill on current purchase and later on the next purchase the amount of cashback given could be used to reduce the overall price.

3. Price bundles: a marketing strategy in which companies including Shopee, combine complementary products and sell them as a single package with discounted price. Shopee customers perceive these bundles to have a higher perceived value, and they provide many benefits to the company, such as increased average revenue.
4. Premium(prize): goods offered to customers as an incentive for a purchased product either it free or at low cost. Mostly Shopee used this strategy by giving free gift that comes along with the purchased product.
5. Contest: events that give customers the opportunity to win something such as goods or cash. It usually conducted to attract new customers and increase brand awareness. Shopee regularly holds contests every month such as quizzes, giveaway, etc. to increase brand awareness and also increase social engagement with customers.

These results interpreted that Shopee E-Commerce uses these five indicators that mentioned above as their marketing strategy to increase sales and profit, which succeeded in influencing FEB Unsrat students to shop there. Moreover, based on the result from data processing on SPSS, it revealed that sales promotion has positive and significant effect on impulsive buying behavior on FEB Unsrat students.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Social media has positive and significant influence on impulsive buying behavior of students on Faculty of Economics and Business Sam Ratulangi University on Shopee E-commerce.
2. Sales promotion has positive and significant influence on impulsive buying behavior of students on Faculty of Economics and Business Sam Ratulangi University on Shopee E-Commerce.

Recommendation

1. Based on the results of this study that social media and sales promotions have a high influence on impulsive buying behavior on FEB Unsrat students, Shopee must continue to maintain the use of social media as a promotional platform also a place to engage customers and Shopee must also be observant in utilizing the phenomenon that is currently viral in the community to be used as material for promotional ideas on their social media in order to attract customers interests.
2. Shopee customers supposed to express their feeling about how satisfied they are on every purchase by giving feedback to the Shopee merchant by sharing reviews or testimonies either on Shopee E-commerce or social media, not only about the products itself but also the services by the merchant in order to help prospective customers which are in the stages of consumer purchasing process (problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation) on Shopee E-Commerce.
3. Students of FEB Unsrat students should get used to manage finances, have the awareness to control themselves and be able to distinguish between needs and wants, in order to avoid impulsive buying which can be detrimental.

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