

The Effect of Internet Addiction, Materialism, Hedonic Shopping Motivation, and Promotion on Online Impulse Buying

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Abstract– This research aims to determine the influence of internet addiction, materialism, hedonic shopping motivation, and promotions on online impulse buying among the people of Kotabaru, both partially and simultaneously. This study took a sample of 385 people. The data analysis techniques used in this research are descriptive statistical analysis and multiple linear regression analysis. The results of this research show that, partially, there is one variable that does not have a significant effect on online impulse buying, namely the internet addiction variable, while the other three variables, namely the nature of materialism, hedonic shopping motivation and promotions, have a significant effect on online impulse buying. And simultaneously, there is a significant influence of all variables on online impulse buying with a large influence of 51.2% while the remaining 48% is determined by variations in changes in other variables which are not included in the research model.

Keywords- internet addiction, materialism, hedonic, promotions, impulse buying

I. INTRODUCTION

Nowadays, the transition to an all-digital era, as we can experience today, has encouraged an increase in the number of internet users in Indonesia. People are forced to get used to and adapt to all forms of activities and habits which have now almost all been digitized, starting from teaching and learning activities, to even shopping activities. Indonesia is one of the countries with the largest population of internet users in the world. Based on data collected from Kompasiana, it is known that internet users in Indonesia in January 2022 were 204.7 million people. Data shows that internet users in Indonesia increased by 2.1 million (+1.0 percent) between 2021 and 2022. As an illustration, these user figures reveal that 73.05 million people in Indonesia did not use the internet at the beginning of 2022, meaning 26.3 percent of the population remained offline at the beginning of the year [1].

The increase in the number of internet users is supported by the fact that 73.7% of the total population in Indonesia will use smartphones in 2022. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend in the number of internet users in Indonesia has continued to increase in the last five years. When compared with 2018, currently the number of national internet users has increased by 54.25%. At least the increase in smartphone users and internet connections is not without reason because the internet is considered to help make it easier for people to explore various information throughout the world. The convenience obtained makes internet users increase every year. This

fact is also a breath of fresh air for the business world. The high number of internet users in Indonesia has become a large market potential for the business world, especially online-based businesses, where currently the desire for more practical and efficient transactions is a demand for every modern human being.

Sometimes consumers carry out online transactions without any prior plans or what is usually called impulse buying. This is in line with the opinion of Febriyanti [2] who said that the majority of Indonesian consumers have an unplanned character.

The urge to make impulse purchases does not only occur in transactions carried out offline. However, it can also occur in transactions carried out online. This is in line with the opinion expressed by Rook and Fisher in Samuel [3], which explains that the opportunity to make impulse purchases online has very potential [1], [2]. Online impulse buying is influenced by two main factors that encourage the emergence of impulse buying among consumers, namely internal and external factors [4]. Internal factors that originate from within the individual buyer are addiction factors to the internet. According to Winatha & Sukaatmadja [5], consumers who are unknowingly addicted to the Internet spend more time online than other people. Information about the products being sold and existing promotions will be easy for him to obtain, either intentionally or unintentionally. This is in line with the results of research conducted by Aqmarina and Wahyuni [6], where the results of their research show that internet addiction has a significant effect on online impulse buying. Other internal factors that ^{also}



influence impulse buying are the nature of materialism and hedonic shopping motivation. Based on the results of research conducted by Winatha & Sukaatmadja [5], shows that materialism significantly has a positive effect on online impulse buying among internet users in Indonesia. On the other hand, the research results of Aqmarina and Wahyuni [6] also prove that there is a significant influence of hedonic shopping motivation on impulse buying. Furthermore, another factor that is an external factor originating in terms of marketing characteristics that influence impulse buying is the promotional factor. Lina stated that in a business, promotion is very necessary to inform and influence consumers to buy.

II. LITERATURE REVIEW

According to Verplaken and Herabadi [7], impulsive buying is an irrational purchase and a quick, unplanned purchase, followed by conflicting thoughts and emotional impulses. So it can be interpreted that impulsive buying is a spontaneous, unplanned purchase based on a strong urge to buy a product. The types of impulse buying include Pure Impulse (pure impulse buying, Suggestion Impulse (impulse buying that arises because of suggestion), Reminder Impulse (impulse buying because of experience), and Planned Impulse (impulse buying that occurs when certain sales conditions are given).

According to Cobb and Hayer in Purwanto [8], there are two important elements in impulse buying, namely cognitive elements and emotional elements. This cognitive element focuses on conflicts that occur in individual cognition which include not considering the price and usefulness of a product, not evaluating a product purchase, and not comparing the product to be purchased with products that might be more useful. Meanwhile, this emotional element focuses on the consumer's emotional condition which includes the urge to immediately make a purchase and feelings of joy and satisfaction after making a purchase.

Internet addiction is wasting a lot of time using the internet and not being able to control its use online [9]. Meanwhile (1998) defines internet addiction as a kind of psychological addiction that represents the need to be active on the Internet. The negative impact of the internet can make someone lazy to interact in the real world because they find it more fun to communicate with online friends [10]. This shows that someone who is addicted to the internet will feel happy

when they are online, and will feel unhappy or lazy when they are offline. So it can be concluded that internet addiction is when someone uses the internet continuously to seek self-satisfaction. The internet addiction scale in this study includes 3 dimensions, namely the dimension of withdrawal and social problems, the dimension of time management and performance, and the dimension of substitute reality [9].

Materialism is the tendency to obtain happiness through the ownership of certain possessions. At a high level of materialism, ownership is assumed to be the most important thing in an individual's life and is the greatest source of individual satisfaction and dissatisfaction [11]. Fitzmaurice [12] in Putra [13] express materialism as a different view that considers ownership of goods as the center of their lives and these goods are the key to their happiness. Based on the various definitions above, it can be concluded that materialism is an individual orientation that makes ownership of goods and materials the main goal of life and makes this ownership a very important thing in life that can foster satisfaction in the individual.

According to Richins and Dawson [14] in Schiffman and Kanuk [15], materialism is divided into three dimensions, namely: (1) the dimension of ownership and possessions as a source of happiness (acquisition as the pursuit of happiness) to measure whether a person's beliefs view ownership and possessions. is important for well-being and happiness in life. (2) The dimension of the importance of wealth in a person's life (acquisition centrality) aims to measure the degree of belief of a person who considers that property and ownership are very important in a person's life, while (3) The dimension of ownership is a measure of life success (possession defined success) to measure a person's belief about success based on the number and quality of ownership.

Hedonic shopping motivation is the urge to shop to fulfill psychosocial needs because of the desire to gain pleasure when shopping, socializing with other buyers, following the latest trends, as well as other personal and social experiences, rather than just trying to obtain a product [16]. There are six dimensions developed by Arnold and Reynolds [16] to measure hedonic shopping motivation, consisting of adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping.



Promotion is the communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers, from previously unknown people to familiar ones so that they become buyers and still remember the product [17]. Meanwhile, according to Lamb in Febriyanti [2], promotion is communication from sellers who inform, persuade, and remind potential buyers of a product to influence their opinion or obtain a response. From these several definitions, it can be concluded that promotion is a company's effort to influence customers or consumers to want to use the products or services offered by the company. Promotion includes elements of providing information and influencing customer behavior. It can also be interpreted that promotion is an effort by manufacturers to communicate with customers to influence customers to take the company's desired action.

III. RESEARCH METHODS

This research uses a type of cause-and-effect research (causal research) with a sampling technique using incidental sampling technique, which is a technique for determining samples based on chance, anyone who coincidentally/incidentally meets the researcher can be used as a sample if it is seen as the person who happened to be met. suitable as a data source [18]. In this research, the sample used was 385 people who had shopped online which was obtained based on sample measurements using the Lameshow formula because the population size was not yet known for certain. In this research, descriptive analysis and multiple linear regression analysis are used with the following regression equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

IV. RESULT AND DISCUSSION

Results

Validity and Reliability Test Results

Validity testing uses Pearson Product Moment correlation analysis with the minimum requirement to be considered valid if the r count is more than 0.109 with a significance level of 0.05, and if the r count is less than 0.109 then the items in the instrument are said to be invalid, so it can be concluded that the items used are said to be valid if the calculated r is ≥ 0.109 . Validity testing will determine whether the items presented in the questionnaire can reveal what will be

studied. The following are the results of the validity tests carried out on each item in this study:

Table 1. Validity Test Results of X_1 , X_2 , X_3 , X_4 and Y

Variable	Item	r_value	r_table	Category
Internet addiction, (X1)	X1.1	0,683	0,109	Valid
	X1.2	0,767	0,109	Valid
	X1.3	0,79	0,109	Valid
	X1.4	0,718	0,109	Valid
	X1.5	0,77	0,109	Valid
Materialism (X2)	X2.1	0,762	0,109	Valid
	X2.2	0,825	0,109	Valid
	X2.3	0,823	0,109	Valid
	X2.4	0,665	0,109	Valid
	X2.5	0,616	0,109	Valid
	X2.6	0,59	0,109	Valid
Hedonic Shopping Motivation (X3)	X3.1	0,788	0,109	Valid
	X3.2	0,696	0,109	Valid
	X3.3	0,817	0,109	Valid
	X3.4	0,744	0,109	Valid
	X3.5	0,723	0,109	Valid
Promotion (X4)	X4.1	0,813	0,109	Valid
	X4.2	0,832	0,109	Valid
	X4.3	0,84	0,109	Valid
	X4.4	0,812	0,109	Valid
Online Impulse Buying (Y)	Y1.1	0,729	0,109	Valid
	Y1.2	0,839	0,109	Valid
	Y1.3	0,754	0,109	Valid
	Y1.4	0,77	0,109	Valid

Source : SPSS Output, 2023

Table 1 above shows that the items presented in the variables internet addiction (X_1), materialism (X_2), hedonic shopping motivation (X_3), promotions (X_4), and online impulse buying (Y) are greater than the critical value so it can be said that all the items in this research are valid. Meanwhile, the results of the instrument reliability test in this research can be seen in Table below:

Table 2. Validity Test Results of X_1 , X_2 , X_3 , X_4 , Y

Variable	Alpha	Category
Internet addiction, (X1)	0,800	Reliabel
Materialism (X2)	0,811	Reliabel
Hedonic Shopping Motivation (X3)	0,806	Reliabel
Promotion (X4)	0,843	Reliabel
Online Impulse Buying (Y)	0,775	Reliabel

Source : SPSS Output, 2023

Table 2 above shows that the variables internet addiction (X_1), materialism (X_2), hedonic shopping motivation (X_3), promotions (X_4), and online impulse buying (Y) have instrument reliability. Thus, all items used in this research are valid and reliable so they are suitable for use in further statistical analysis.



Descriptive Statistical Analysis Results

The descriptive statistical analysis aims to interpret the distribution of respondents' answers to the variables internet addiction (X1), materialism (X2), hedonic shopping motivation (X3), promotions (X4), and online impulse buying (Y). For further interpretation of the average value of respondents' answers to the research variables, this will be done using the range formula, namely the highest value minus the lowest value divided by the number of answer scales, which will result in a range of answer categories, namely $5 - 1 / 5 = 0.8$ with a width class of 0.8. The results of the descriptive statistical analysis can be seen in Table 3 below:

Table 3. Results of Descriptive Statistical Analysis

Variable	Mean	N	Category
Internet addiction, (X1)	3,77	385	Good/High
Materialism (X2)	3,24	385	Enough
Hedonic Shopping Motivation (X3)	3,60	385	Good/High
Promotion (X4)	3,69	385	Good/High
Online Impulse Buying (Y)	3,54	385	Good/High

Source : Primer Data, 2023

Table 3 above shows that the internet addiction variable (X1) is perceived to be in the high category which describes that people are indeed addicted to the internet either from excessive internet use, going online beyond time limits, feeling anxious if they don't use the internet and often running away from things they don't like. pleasant. Meanwhile, the materialism trait variable (X2) is perceived in the sufficient category, which describes that people are quite materialistic in viewing their shopping needs by using the goods they own as a measure of success, impressing other people, satisfying themselves, and making them happier. The hedonic shopping motivation variable (X3) is perceived to be in the high category, which describes that people do have the urge to fulfill their psychosocial needs. The promotion variable (X4) is perceived in the high category which describes that online product promotion dominates every platform, both social media and marketplace. The online impulse buying variable (Y) is perceived in the high category which describes that people tend to buy goods online without prior planning.

Multiple Linear Regression Analysis Results

In this research, to determine the effect of internet addiction (X1), materialism (X2), hedonic shopping motivation (X3), and promotions (X4) as independent variables on online impulse buying (Y) as the dependent variable. carried out using multiple linear regression analysis. Apart from that, from the multiple linear analysis, a regression coefficient is also obtained which shows the direction of the relationship between the independent variable and the dependent variable. The following results of multiple regression testing are presented in the table below:

Table 4. *t-Test Result*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,288	,699		1,844	,066
Adiksi Internet	,031	,034	,038	,925	,356
Sifat Materialisme	,093	,027	,140	3,405	,001
Motivasi Belanja	,344	,043	,398	8,046	,000
Hedonis Promosi	,290	,049	,284	5,911	,000

Source : SPSS Output, 2023

Based on the results of the test in table 4 above, the regression equation can be arranged as follows:

$$Y = 1,288 + 0,031 + 0,093 + 0,344 + 0,290$$

From the multiple regression equation it can be interpreted as follows:

1. The constant value is positive, this shows that if internet addiction (X1), materialism (X2), hedonic shopping motivation (X3), and promotions (X4) do not change, then online impulse buying will have a value of 1.288.
2. The regression coefficient value for internet addiction (X1) is 0.031, which indicates that there is a positive (unidirectional) relationship between internet addiction (X1) and online impulse buying. This means that if internet addiction (X1) increases by 1 unit, then online impulse buying will increase by 0.031 assuming other variables are considered constant or fixed. However, this cannot be represented because internet addiction does not have a significant effect on online impulse buying.
3. The regression coefficient value for the nature of materialism (X2) is 0.093, which indicates that there is a positive (unidirectional) relationship

between the nature of materialism (X2) and online impulse buying. This means that if the nature of materialism (X2) increases by 1 unit, then online impulse buying will increase by 0.093 assuming other variables are considered constant or fixed.

4. The regression coefficient value of hedonic shopping motivation (X3) is 0.344, which indicates that there is a positive (unidirectional) relationship between hedonic shopping motivation (X3) and online impulse buying. This means that if hedonic shopping motivation (X3) increases by 1 unit, then online impulse buying will increase by 0.344 assuming other variables are considered constant or fixed.
5. The promotion regression coefficient (X4) is 0.290, which indicates that there is a positive (unidirectional) relationship between promotion (X4) and online impulse buying. This means that if promotion (X4) increases by 1 unit, then online impulse buying will increase by 0.290 assuming other variables are considered constant or constant.

Based on table 4 above, also shows the partial influence of the independent variables, namely internet addiction (X1), materialism (X2), hedonic shopping motivation (X3), and promotion (X4), which partially influence the online impulse buying variable (Y) which can be interpreted as follows:

Table 5. *F-Test Result*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2041,626	4	510,406	101,526	.000 ^b
Residual	1910,390	380	5,027		
Total	3952,016	384			

Source : SPSS Output, 2023

Based on Table 8 above, it can be seen that the value of $F_{\text{count}} (101.526) > F_{\text{tabel}} (2.640)$ with $\text{sig} = 0.000$ which means that internet addiction (X1), materialism (X2), hedonic shopping motivation (X3) and promotions (X4) significantly influences online impulse buying.

Interpretation of the influence of simultaneous multiple regression is carried out by defining the value of R (Multiple Regression), R Square (Coefficient of Determination), and Adjusted R Square (adjusted coefficient of determination). The following are the values of R (Multiple Regression), R Square (coefficient of determination) and Adjusted R Square

(adjusted coefficient of determination) which are shown in table 6 below:

Table 6. Coefficient of Determination Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.719 ^a	.517	.512	2,242	1,996

Source : SPSS Output, 2023

Table 6 above, shows that the variables internet addiction, materialism, hedonic shopping motivation, and promotions together influence online impulse buying by 51.2%. Meanwhile, the remaining 48.8% was influenced by other variables outside this research model or variables that were not studied.

Discussion

The Influence of Internet Addiction (X1) on Online Impulse Buying (Y)

The results of the multiple linear regression test prove that there is no partial significant influence of the internet addiction variable (X1) on online impulse buying (Y) and it has a positive (unidirectional) causality pattern, meaning that if additional values are added to the internet addiction variable, then online impulse buying will increase. However, this condition cannot be represented, because the test results show that the internet addiction variable does not have a significant influence.

The results of this research are not in line with research conducted by Winatha and Sukaatmaja [5]. However, the results of this research are supported by research conducted by Aqmarina and Wahyuni [6] which shows that internet addiction does not affect online impulse buying because someone who is addicted to the internet does not necessarily access the internet to search for information related to online shop products. The results of this research are also in line with research conducted by Nadya Febrianti [19] stating that internet addiction does not affect online impulse buying.

The results of this research show that the internet addiction variable does not affect online impulse buying because someone who is addicted to the internet or is addicted to the internet may not necessarily access the internet to look for information about an online product, or vice versa.

The Influence of Materialism (X2) on Online Impulse Buying (Y)



The results of the multiple linear regression test prove that there is a partially significant influence of the materialism trait variable (X2) on online impulse buying (Y), and it has a positive (unidirectional) causality pattern which shows that if there is an increase in the materialism trait variable then online impulse buying will increase, on the other hand, if the materialism trait variable decreases, it will reduce online impulse buying.

The results of this research are supported by research by Chandra [20] which shows that the nature of materialism has a significant positive effect on online impulse buying. These results are by research conducted by Sun and Wu [21], and Chandra and Purnami [20] which stated that materialism positively influences impulse buying behavior. The results of this research are also in line with research conducted by Nadya Febrianti [19] stating that materialism does not affect online impulse buying.

The results of this research show that the nature of materialism can influence online impulse buying because someone who has the nature of materialism tends to consider an item as a source of satisfaction and considers owning an item as something important in life. We can see from the characteristics of respondents based on status that Kotabaru people with unmarried status have a higher online shopping experience. This describes that someone who is not married tends to have a higher level of materialism, whereas someone who is married tends to prioritize the needs of their household over their own needs.

The Influence of Hedonic Shopping Motivation (X3) on Online Impulse Buying (Y)

The results of the multiple linear regression test prove that there is a partially significant influence of the hedonic shopping motivation variable (X3) on online impulse buying (Y) and has a positive (unidirectional) causality pattern which shows that if there is an increase in the hedonic shopping motivation variable then online impulse buying will increase, conversely if the hedonic shopping motivation variable decreases, it will reduce online impulse buying.

Thus, the results of this research support research conducted by Aqmarina and Wahyuni [6] which found that hedonic shopping motivation has a significant influence on online impulse buying. The

results of this research are also in line with research conducted by Nadya Febrianti [19] stating that hedonic shopping motivation does not affect online impulse buying.

The results of this research show that hedonic shopping motivation can influence because someone with hedonic shopping motivation experiences joy during the shopping process, follows trends, and feels satisfied when they get a discount. We can see from the characteristics of respondents based on age that Kotabaru people with an age range < 25 years have a higher online shopping experience. This describes that someone with an age range of < 25 years has a strong urge to obtain pleasure when shopping which is higher compared to someone aged > 41 years.

The Influence Promotion (X4) on Online Impulse Buying (Y)

The results of the multiple linear regression test prove that there is a partially significant influence of the promotion variable (X4) on online impulse buying (Y) and has a positive (unidirectional) causality pattern which shows that if there is an increase in the promotion variable then online impulse buying will increase, vice versa If the promotional variable is reduced, it will reduce online impulse buying.

The results of this research are in line with research conducted by Karbasivar and Yarahmadi [22] stating that there is a positive influence between online impulse buying and sales promotions carried out by online shopping sites. The results of this research are also in line with research conducted by Nadya Febrianti [19] stating that promotions have a positive influence on online impulse buying. However, the results of this research are not in line with research conducted by Putra [23] which states that promotions do not affect online impulse buying.

The results of this research show that promotions can influence online impulse buying because communication from sellers who inform about products, persuade buyers, and remind buyers of a product greatly influences the sales of an item. We can see from the characteristics of respondents based on work that online shopping experiences tend to be mostly carried out by students. This describes that students often hold cellphones when doing college assignments and other things, which makes them frequently use the internet. From the internet, they

often get or find promotions, and from these promotions, they are persuaded to make purchases online.

Simultaneous Influence of Internet Addiction (X1), Materialism (X2), Hedonic Shopping Motivation (X3) and Promotion (X4) on Online Impulse Buying (Y)

The results of the multiple linear regression test prove that internet addiction (X1), materialism (X2), hedonic shopping motivation (X3), and promotions (X4) simultaneously have a significant effect on online impulse buying (Y) with a simultaneous positive (unidirectional) influence coefficient. which shows that every increase in the value of the variables internet addiction, the nature of materialism, hedonic shopping motivation, and promotion together will increase online impulse buying, conversely the decrease in the value of internet addiction, the nature of materialism, hedonic shopping motivation and promotion simultaneously will decrease online impulse buying.

The results of this research strengthen and support research by Nadya Febrianti (2021) which proves that simultaneously the variables of internet addiction, materialism, hedonic shopping motivation, and promotions have a positive & significant influence on online impulse buying.

V. CONCLUSION AND SUGGESTION

Based on the research results, it can be concluded that partially there is a significant influence on the variables of materialism, hedonic shopping motivation, and promotion of online impulse buying except for the internet addiction variable. Meanwhile, simultaneously it shows that there is a significant influence.

Based on the conclusions obtained, the suggestions that can be given are as follows:

1. From the research results, materialism has a significant influence on online impulse buying, for this reason, online stores should provide examples of demonstrations used by famous artists or influencers to attract people who have materialism.
2. Based on research results, hedonic shopping motivation has a significant influence on online impulse buying. For this reason, online stores should always be updated so they don't miss out on the newest products and create video content such

as TikTok videos so that consumers who see them are interested and happy.

3. Based on research results, promotions have a significant influence on online impulse buying. For this reason, online stores should add and improve new strategies for promotion. For example, often going live on Instagram or TikTok with a show that seems funny will attract the attention of potential buyers who have hedonic shopping motivation because many online stores have gone viral about this. Not only that, presenters who are artists or influencers can be very attractive to potential buyers who are materialistic.

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