



Online Impulsive Buying Behavior (Oibb) Influenced By Hedonism, Resource Availability, And Shopping Convenience Moderated By The Ease Of Using Digital Payment Methods

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ABSTRACT

This research focuses on the influence of hedonism, resource availability, and shopping convenience on online impulsive buying behavior (OIBB), moderated by ease of use of digital payment method. Data collected by distributing questionnaires via online to 356 respondents. A total of 340 respondents were selected to be the sample because they fit the specified respondent criteria. The data obtained was analyzed using the PLS-SEM method, and processed using SmartPLS software version 4.0. The results of this research show that hedonism and convenience of shopping directly have a positive and significant influence on online impulsive buying behavior. While the availability of resources (money) does not significantly influence online impulsive buying behavior. In the moderation relationship, ease of use of e-wallets is proven to strengthen the relationship between hedonism and online impulsive buying behavior, but can decrease the relationship between shopping convenience and online impulsive buying behavior. Meanwhile, ease of use of e-wallets has no influence on the relationship between availability of funds and online impulsive buying behavior.

INTRODUCTION

The advancements currently taking place in technology worldwide have brought about changes in various aspects of every individual's life who enjoys these changes. This is true in their daily routines and activities. According to Yang et al. (2021), the world has witnessed significant changes in the field of wireless and mobile communication systems. These changes have enabled individuals to carry out their daily activities without being constrained by distance and location. The progress in technology and its convenience have been welcomed by the business world as well. Business activities can now be conducted on mobile devices, eliminating restrictions based on distance and location between business entities and their customers. This

technological progress has made commercial activities conducted through mobile devices commonplace (Yang et al., 2021), a phenomenon that is also occurring in Indonesia.

Since the early emergence of mobile shopping technology in Indonesia through the Kaskus forum in the early 2000s, more and more businesses in Indonesia have platforms for conducting online transactions with their customers. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII), as of 2021, there were 2,868,178 businesses using e-commerce media to conduct their business activities. Research by Kemp and Moey (2019) indicates that 90% of internet users in Indonesia use e-commerce platforms to purchase goods or services. Various products can be bought through e-commerce, including food, daily necessities, cosmetics, and other commercial products. One of the most commonly purchased products by e-commerce users is fashion products, such as clothing, shoes, bags, and body accessories, which have become important needs. For many people, fashion products can influence what they wear, how they live, and how they perceive themselves (Tirtayasa et al., 2020). Many phenomena demonstrate how important fashion is to some people, from the daily "Outfit of The Day" trend showcasing various daily fashion styles to the emergence of thrifting, or the purchase of second-hand clothing. Thrifting was traditionally associated with consumers from lower-income backgrounds, but it has become a trend in the fashion world, indicating that fashion is now a significant focus for many.

The rapid evolution of the fashion industry is also supported by technological and information advancements within society. Fashion products rank among the top three most frequently purchased items by internet and e-commerce users. The Central Statistics Agency (BPS) in its 2022 publication revealed that fashion products ranked second in terms of the most frequently purchased items by consumers, following food and beverages at 16.25%, with household goods ranking third at 9.67%. These statistics show that fashion has become a necessity for consumers. As Darmaningrum and Sukaatmadja (2019) point out, continuous changes in the fashion world make consumers want to keep up with the changes, as it reinforces their identity within their social environment. With consumers' awareness to follow current trends and the convenience provided by businesses in delivering products through e-commerce, unplanned purchases are likely to occur. Pratminingsih et al. (2021) suggest that the ease and efficiency offered by online shopping, combined with various attractive offers, lead consumers to make impulsive purchases.

Impulsive buying refers to consumers making quick decisions to purchase without extensive deliberation. Impulsive buying decisions are often influenced by various stimuli. Technologies that facilitate the inflow of new information from the outside world also impact a person's lifestyle (Ferdiansyah and Triwahyuningtyas, 2021). Convenience, practicality, diverse information, and online advertisements influence consumers psychologically. However, at certain stages, consumers may make unplanned or poorly considered purchases, giving little thought to the utility of the items they buy (Balik, 2020). According to Ahmadi (2020), current technology, which provides various conveniences, makes lifestyles more dynamic and encourages people to meet the demands of their lifestyles. In this era of social media, individuals are often seen as self-centered and seek immediate gratification (Nagadeepa et al., 2021:16). In the normal purchase process, consumers typically go through several stages before deciding to buy a product, including product recognition, searching for information about the product and its alternatives, evaluating and comparing alternative products, and finally making the purchase (Nagadeepa et al., 2021:16). However, when consumers get caught up in impulsive behavior, they skip several of these normal purchase stages. In such cases, consumers make purchases based on their desires rather than their needs (Ahmadi, 2020).

Many factors drive consumers to exhibit impulsive behavior when shopping online. Apart from the ease provided by technological advancements as an external factor, several internal factors can also drive consumers to shop online impulsively. One such stimulus is the motivation of hedonism. Hedonistic motivation in shopping involves the emotional factors that often attract

consumers to the products on offer (Azizi et al., 2020). Essentially, humans have a motivation to pursue pleasure and avoid discomfort (Williams, 2019:53). This motivation is reflected in shopping situations. When consumers find shopping to be enjoyable and joyful, they are likely to be motivated by hedonism. Previous research by Salman and Tirtayasa (2020) showed that hedonism significantly influences impulsive online shopping behavior. Similar results were supported by subsequent research by Sitindaon and Hussein (2022), which also found that hedonism significantly affects impulsive online shopping behavior. Apart from hedonistic motivation, other internal factors that influence consumers' decisions to shop impulsively are resource availability and shopping convenience. The availability of resources, in this case, financial resources, can also drive consumers to make impulsive online purchases. The availability of funds represents the financial capability of the buyer to purchase a product at a certain price (Azizi et al., 2020). The more funds consumers have, the easier it is for them to make purchases, whether it's for a small or large number of items. This is consistent with research conducted by Husnain et al. (2019) and Anas et al. (2022), which concluded that the availability of funds significantly affects impulsive shopping behavior.

Furthermore, another stimulus that can make someone act impulsively when shopping online is the convenience of online shopping. Comfort in online shopping is related to the freedom to make purchases without being constrained by time and geography (Gulfraz et al., 2022). Comfort in shopping arises when consumers feel joy and happiness while engaging in online shopping activities. A comfortable, enjoyable, and secure feeling while shopping online can increase customer trust in an online store (Cahyani and Artanti, 2023). This trust can encourage consumers to make repeated purchases. In the online shopping environment, comfortable consumers often find pleasure in spending time browsing for the products they desire (Putra et al., 2020). Research conducted by Darmawan and Putra (2022) indicated that shopping convenience online significantly influences impulsive online purchasing behavior. These findings were supported by the research by Gulfraz et al. (2022), which stated that shopping comfort significantly influences consumer behavior in online shopping.

These stimuli affecting consumer behavior in online shopping are also supported by the increasing prevalence of digital payment technologies. Digital payment systems are methods of conducting transactions using digital technology and media, such as gadgets and the internet. In Indonesia, various digital payment methods have emerged and are being used by consumers to make payments. According to the official Bank BRI website, there are four types of digital payment methods in Indonesia. These four payment methods include electronic money, internet banking, mobile banking, and e-wallet. Through the current digital payment methods, consumers experience ease in conducting payment transactions, as they no longer need to meet in person with the seller (Putu et al., 2020). Previous research conducted by Handayani and Rahyuda (2020) found that the ease of using digital payment methods can reinforce consumers' impulsive behavior in online shopping. These findings align with the research conducted by Akhil and Tajamul (2022), which also suggests a significant impact of the ease of using digital payment methods on consumers' impulsive behavior in online shopping.

LITERATURE REVIEW

Consumer Buying Behavior

According to Nagadeepa et al. (2021:3), consumer behavior in the context of purchasing activities is defined as what consumers do to fulfill their needs. This behavior can also be understood as the way consumers utilize their resources such as time, money, and energy to acquire the products they intend to buy. Consumer buying behavior can be categorized into several types based on the level of consumer involvement in purchase decisions and their interest or importance in certain product situations. These categories of consumer behavior include:

1. Routine Response Behavior

Routine response behavior occurs when consumers purchase products that don't require repeated consideration. Consumers don't need to put much thought into these purchases because the associated risks are minimal. This behavior is typical when consumers buy everyday necessities or household supplies, where little information is needed before making a purchase.

2. Extensive Decision-making Behavior

This type of behavior is often observed when consumers buy unfamiliar or relatively expensive products that involve significant decision-making considerations. The level of risk associated with these purchases influences the time consumers take to make their decisions. In such situations, consumers actively seek information through various channels, such as online research, consulting friends and family, or visiting physical stores. An example of this behavior is when consumers purchase electronic gadgets or vehicles.

3. Limited Decision-making Behavior

Limited decision-making behavior occurs when consumers buy products they don't routinely purchase. In such cases, consumers do seek information but usually make a relatively quick decision, as the associated risks are not significant. An example is when someone decides to purchase cosmetics; they may conduct brief research on brands or product types before buying.

4. Impulse Buying Behavior

Impulse buying behavior, also known as emotional buying, happens when consumers feel a sudden urge to purchase a product or service, even if it was not previously planned. This emotional drive leads consumers to make impulsive purchases without prolonged decision-making.

Online Impulsive Buying Behavior

Engaging in online impulsive buying behavior (OIBB) refers to consumers making online purchases without considering the priority or necessity of the products (Handayani and Rahyuda, 2020). When individuals exhibit impulsive behavior while shopping online, they make unplanned decisions, often occurring spontaneously while browsing through online shopping websites (Pratminingsih et al., 2021). The availability of e-commerce platforms allows consumers to shop anytime and anywhere, using a mobile device connected to the internet. According to Heijden (Leo et al., 2021:37), e-commerce today is flexible and interactive, with unlimited potential for communication between individuals (consumers) and companies (sellers). Consumers now use available technology to search for and purchase products or services they desire. As a result, many online shopping platforms offer features such as saved shopping carts, wish lists, and rewards like discounts, encouraging consumers to make continuous purchases (Leo et al., 2021:37). With these features, consumers can search, compare, and customize product lists while enjoying various offered functionalities, including personalized search and social networking (Indrawati et al., 2022). Present-day digital technology enables consumers to perform these tasks easily and efficiently using their electronic devices. Online shopping typically begins with browsing a website, selecting products, and eventually culminating in a purchase to satisfy wants and needs. As individuals engage in these activities, they gradually transition to impulsive buying behavior when shopping online.

Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a theory used to study changes in consumer attitudes toward digital payment methods (Istijanto and Handoko, 2022). According to Linge et al. (2023), UTAUT is the most popular model or theory used to explain the adoption and usage of new technology by the general public. UTAUT serves as a framework to

illustrate and explain how consumers or the public respond to emerging technologies and systems.

Hedonistic Motivation

Fundamentally, humans possess hedonistic motivation because they seek pleasurable experiences while avoiding displeasure (Williams, 2019:53). In the context of consumer buying, hedonistic motivation can bring joy and excitement during the act of purchasing (Evangelin et al., 2021). While shopping is generally viewed as a rational activity based on product necessity, utility, and purpose, it can also be a source of satisfaction, enjoyment, and entertainment for some individuals (Marza et al., 2019). Hedonistic motivation in online shopping is seen as the pleasure and entertainment that consumers derive from using technology (Tyrväinen et al., 2020). When consumers engage in online shopping, two related motivational factors come into play: intrinsic motivation and extrinsic motivation (Zheng et al., 2019). In contrast to utilitarian motivation, hedonistic motivation focuses on the emotional experience and self-indulgence in the shopping process (Indrawati et al., 2022).

Shopping Convenience

Consumer comfort in shopping primarily relates to factors such as time, location, and effort expended in shopping activities (Djan and Adawiyah, 2020). E-commerce and online platforms provide consumers with convenience and flexibility, saving them time and effort (Almarashdeh et al., 2019). In the realm of online shopping, the level of convenience experienced by consumers during the shopping process can influence their choice of online shopping systems (Almarashdeh et al., 2019). Consumer perception of shopping convenience, in essence, relates to how individuals find an activity enjoyable beyond their understanding of the utility of the shopping activity (Cahyani and Artanti, 2023). In this age of rapid technological advancement, consumers have increasingly easy access to various products and services, resulting in shorter shopping times and more spare time for other activities (Lina et al., 2022). Therefore, the comfort and convenience provided by online shopping platforms have become a primary reason why consumers opt for online shopping. With less time spent shopping and more attention given to online shopping sites, consumers' desire for comfort increases (Almarashdeh et al., 2019). Based on available evidence, convenience has become a significant factor in consumer interactions with product and service providers, influencing consumer loyalty and choices (Lina et al., 2022).

METHODS

Research Design

The research design encompasses the explanation of the type of research, data type, data collection method, sampling procedure, experimentation procedure, and analytical techniques (Abdillah and Jogiyanto, 2015:47). This study employs a quantitative approach. The data collection method used is the survey method. According to Sugiyono (2019:36), a survey research method is a quantitative research approach used to gather data related to beliefs, opinions, characteristics, behaviors, the influence of variables, and to test hypotheses about sociological and psychological variables from a sample taken from a specific population. Data collection is performed through non-depth observations (interviews or questionnaires), and the research findings tend to be generalizable.

RESULTS

Reliability Test

To measure the reliability of a construct can be done by looking at the composite reliability and Cronbach's Alpha. The construct can be seen as reliable if the value of composite reliability is >0.600 and Cronbach's Alpha value \geq 0.700.

Table 1 Validity and Reliability Construct

Variable	Cronbach's alpha	Composite reliability (rho_a)
Hedonism	0.886	0.892
Availability Resource	0.757	0.759
Comfort Shop	0.930	0.932
Behavior Impulsive in Shop <i>On line</i>	0.864	0.864
Payment Method <i>Digital</i>	0.875	0.876

Source : Data processed

Table 1 shows that Cronbach 's Alpha and composite reliability values for each variable processed with SmartPLS version 4.0. In the table above showed that Cronbach's Alpha value for each variable is greater than 0.700, and the value of composite reliability for each variable is greater than 0.600. The results of the tests prove that every construct in this study has fulfil reliability test requirements.

Inner Model Testing

The measurement of hypothesis in study, performed by evaluating the inner model processed with SmartPLS Version 4.0 software. The inner model testing or structural model describes the influence of causality between latent variables are constructed based on substance theory (Abdillah dan Jogiyanto, 2015: 188).

Coefficient Determination (R2) Test

Coefficient value determination (R2) is the value that used to measure the variation level of independent variable changes against the dependent variable. The higher the value of R2 then the better the model prediction from the research model (Abdillah dan Jogiyanto, 2015: 197). In general the value of R2 classified to in three groups. The groups are substantial or strong if R2 value reached 0.750. Moderate if R2 value reached 0.500. And weak if the R2 value reaches only 0.250 (Hair et al., 2021: 118). Below is the table showing the value of coefficient determination (R2) from this research model.

Table 2 Coefficient Test Results Determination

	R-square	R-square adjusted
Y	0.716	0.710

Source : Data processed

Table 2 shows that the coefficient determination (R2) value of this research is 0.710 or 71%. This value interprets that the ability of each independent variable used in this study which are hedonism, resource availability, shopping convenience, and the ease of use digital payment method own strong ability or substantial in explaining the online impulsive buying behavior. Meanwhile, the remaining 29% explanations influenced by other factors which don't used as independent variable and moderation in this study.

Path Coefficient Test

Path coefficient was measured through bootstrapping calculation process. The test was performed to see the relation between one variable latent with hypothesis that proposed (Santosa, 2018: 156). Based on the theory by Hair et al., (2021: 117) path coefficient stated significant if the P Value reaches 0.050 or 5%.

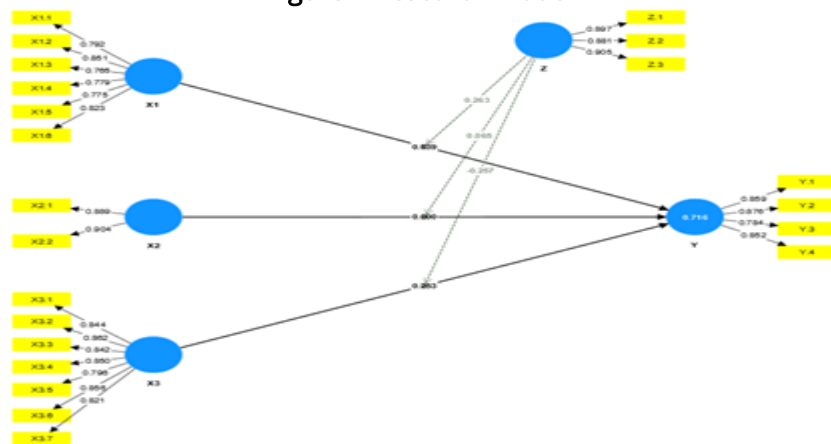
Table 3 Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.839	0.850	0.081	10,344	0,000
X2 -> Y	0,000	-0.004	0.058	0.005	0.996
X3 -> Y	0.253	0.252	0.081	3,115	0.002
Z x X1 -> Y	0.263	0.253	0.069	3,790	0,000
Z x X2 -> Y	0.065	0.067	0.053	1,228	0.219
Z x X3 -> Y	-0.257	-0.250	0.074	3,480	0.001

Source : Data processed

Table 3 shows the significant value of each independent variable against the dependent variable. Furthermore, the result of path coefficient test in this research model can be seen in Figure 1 below.

Figure 1 Research Model



Source : Data processed with SmartPLS Version 4.0

The image and table above shown the path coefficient of each independent variable and moderation variable against dependent variable The path coefficient value in Figure 1 shows the same result with the previous result that shown in table 3. Based on that results, the conclusions related are outlined is as following :

1. Hedonism to online impulsive buying behavior
 Hedonism (X1) has the path value of 0.839 and significance value (P Values) of 0.000 which means that hedonism (X1) has a positive and significant influence to online impulsive buying behavior (Y). Based on this results , can be concluded that H1 is accepted.
2. Resource availability to online impulsive buying behavior
 Resource availability (X2) which is proxied by money availability shows that the path coefficient value is of 0,000 and the significance value is 0.996. Based on the results, the resource availability (X2) which is proxied by money availability is not influential in a significant way to online impulsive buying behavior (Y). So that H2 is rejected.
3. Shopping convenience to online impulsive buying behavior

Shopping convenience (X3) shows the value of path coefficient is 0.253 and the significance value is 0.002. The result interpret that shopping convenience (X3) has a positive and significant effect to online impulsive buying behavior (Y). Based on the results the can concluded that H3 is accepted.

4. The ease of using digital payment method as a moderator between hedonism and online impulsive buying behavior

Through table 3 and figure 1 are shown that influence the ease of using digital payment method as moderator variable between the influence of hedonism (X1) and online impulsive buying behavior (Y) has mark the path coefficient of 0.263 and significance value of 0,000. That results interpret that the ease of using digital payment method has a positive and significant influence between hedonism and online impulsive buying behavior. This concluded that H4 is accepted.

5. The ease of using digital payment method as a moderator between resource availability and online impulsive buying behavior

Path coefficient of the ease of using digital payment method between the relation of resource availability (proxied with e-wallet) and online impulsive buying behavior shows the value of 0.065, and the significance value is 0.219. Based on the results, it can be interpreted that the ease of using digital payment method has no significant influence between resource availability (X2) which is proxied by e-wallets and online impulsive buying behavior (Y). It can be concluded that H5 is rejected.

6. The ease of using digital payment method as a moderator between shopping convenience and online impulsive buying behavior

In table 3 and figure 1 it is also shown the path coefficient value and significance value of the ease of using digital payment method as moderating variable between shopping convenience and online impulsive buying behavior. The value of path coefficient is -0.257 with significance value of 0.001. That value interpret that when there is an increase in moderating variable, it can decrease the streghth of relation between shopping convenience and the ease of using digital payment. With this result, can be concluded that H6 is accepted.

Measurement Effect Size

Measurement to mark effect size done with compare R-square value when A variable entered to in the path model and when the same variable ignored (Santosa, 2018). Testing this done for determine big the influence exerted by a variable independent to variable dependent According to Kenny in Hair et al. (2021), value recommended effect size (F 2). For used in study moderator are 0.005 (weak), 0.010 (moderate), and 0.250 (high). In research this value effect size (F 2) obtained is as written inside table below this.

Table 4. Effect Size Test Results

	Behavior Impulsive in Shop <i>On line</i>
Hedonism	0.482
Availability Resource	0,000
Comfort Shop	0.031
Payment Method <i>Digital</i> → Hedonism → Behavior Impulsive in Shop <i>On line</i>	0.058
Payment Method <i>Digital</i> → Availability Resources → Behavior Impulsive in Shop <i>On</i>	0.010

<i>line</i>	
Payment Method <i>Digital</i> → Convenience Shopping → Behavior Impulsive in Shop <i>On line</i>	0.052

Source : Data processed

In the table above showed that each variable own diverse strengths to variable dependent Variable independent hedonism (X1) has mark effect size of 0.482 which means that variable X1 has high influence or strong to variable Y. Temporary That For variable independent availability resource (X2) has mark effect size of 0.000 which means that variable X2 has weak influence to variable Y, and variable comfort shopping (X3) has mark effect size of 0.31 which indicates that variable X3 has moderate influence to variable Y. Other results are also shown For influence variable moderator convenience use method payment digital (Z) in influence between hedonism availability resources and comfort shop with behavior impulsive in shop online Each influence own mark effect size of 0.058, 0.010, and 0.052 which means that variable moderator convenience use method payment digital own moderate influence or currently to influence between variable hedonism (X1), availability resources (X2), and comfort shop (X3) with behavior impulsive in shop online (Y).

DISCUSSION

Influence Hedonism to Behavior Impulsive in Shop On line

Through testing data that has been done got results that hedonism in a way significant and strong influential positive to behavior impulsive in shop online because own mark significance of 0.000 (Sig < 0.005), value original sample or coefficient track of 0.839, and F value 2 of 0.482. This result in line with study previously done by the Tirtayasa et al. (2020) person who said it that motivation hedonism influential to behavior impulsive in shop online Similar results were also shown in research conducted by Sitindaon dan Hussein (2022), and Utami et al. (2021) Helmi et al. (2023). Inside study the said that hedonism also has significant influence to my behavior impulsive in shop online Coefficient value track of 0.839 also means that every There is increase equal to 1 unit in the variable hedonism then will strengthen influence between motivation hedonism with behavior impulsive in shop on line amounting to 0.839 units

Influence significant that occurs between motivation hedonism in behavior shop on line can happen Because motivation hedonism speak about desire somebody or individual Forget pleasure (Williams, 2019). Individuals who have motivation hedonism in do activity shopping will get fun and enthusiasm moment do matter the (Evangelin et al., 2021). In context shop online individuals who have motivation This see that activity shop on line is a entertainment and pleasure that they get it from use technology (Tyrväinen et al., 2020). Motivation hedonism in shop on line own six indicators among others is adventure shopping, gratification shopping, idea shopping, role shopping, social shopping and value shopping Sixth indicator This describe How something individual or consumer see activity shop as something activities that provide pleasure within self them Motivation hedonism own focus to things of that nature entertainment and comfort For consumer moment do activity shopping which can bring up exists behavior impulsive from consumer moment shopping The more tall mark hedonism possessed by consumers or individual then will the more big emotion positive that will be felt by consumers moment shop (Helmi et al., 2023).

Influence Availability Resource to Behavior Impulsive in Shop On line

Availability proxied resources with availability of funds shows meaningful results that variable This No influential in a way significant to behavior impulsive in shop online (Sig > 0.005). This result No in line with study previously done by Wijaya dan Setyawan (2020), Sella Nofitasari

et al. (2021), Azmy et al. (2022) and which says inside their respective research that availability of funds has significant influence to behavior impulsive in online shop. Basically the availability of funds owned by consumers is one possible factors determine decision future purchases taken. This thing because availability of funds is interpreted as capabilities possessed by consumers in fund purchase something product on price certain (Azizi et al., 2020). However based on results obtained in testing that has been done there is other possible causes factor availability of funds is not influential to behavior impulsive in shop online. Possible possibility happen is respondents inside study. This No use income or funds that they have only. For follow developments in the world of fashion.

Based on successful data collected of the 340 respondents who became sample research in part big from amount respondents answer that they own sufficient income or income addition. For buy product their fashion want or find it on e-commerce or online shop. However in situation Where availability of funds owned by the respondent No influence behavior impulsive in shop online bring up possibility that respondents use their funds have in a way wise. Respondent No do impulsive action moment decide. For buy product their fashion Look or find it on online platforms. According to study ever before carried out by Pujiastuti et al. (2022) and Aulia et al. (2023) consumers who have literacy good finances can spared from behavior impulsive. Because literacy finance related with factor influencing psychology behavior finance esp in taking decision related with finances so will impact on the decline behavior purchase impulsive (Aulia et al., 2023). There is awareness for behave wise in use their funds have can become reason. Why availability of funds is not influential to behavior impulsive in shop online.

Influence Comfort Shop to Behavior Impulsive in Shop On line

Variable comfort shop show positive and significant results in its influence to behavior impulsive in shop online (Sig <0.005). This result in line with study previously done by Lina et al. (2022) the show that comfort shop influential in a way significant to behavior impulsive in shop online. Study others are also done by Darmawan dan Putra (2022) and show results that comfort shop give positive and significant influence to behavior impulsive in shop online. Coefficient value track of 0.253 shows that every exists increase in variables comfort shop equal to 1 unit then will strengthen influence comfort shop to behavior impulsive in shop on line amounting to 0.253 units.

Comfort shop in online platforms be one important factor for consumer moment will decide. For do purchase Consumer convenience hope moment do purchase in a way on line covers convenience and how much fast service will be they get it since are in the early stages of the process until product until to hand consumer. So from That in context online platform convenience shop for consumer be measured with a number of indicator like access convenience, search convenience, possession convenience, transaction convenience, relationship convenience, evaluation convenience, and post-possession convenience. Seventh indicator This describe service in facet What just what consumers expect. For they get it when do purchase through online platforms. According to Darmawan dan Putra (2022) comfort felt by consumers moment shop on line will make they decide purchase with more easy. This is because appearance consumer convenience feel it moment do purchase in a way on line can bring up encouragement. For do purchase so that consumer will tend do purchase in a way impulsive.

Influence Convenience Use Payment Digital as Moderating Between Hedonism and Behavior Impulsive in Shop On line

Convenience in use method payment proxied digital with e-wallet give significant influence as variable moderator between connection variable hedonism and behavior impulsive in shop online. That thing showed through mark resulting significance in testing coefficient track is equal to 0.000 (Sig < 0.000). Coefficient value track of 0.263 shows that every exists increase by 1 value

on the variable convenience use e-wallet will resulting in increase strong influence motivation hedonism to behavior impulsive in shop on line amounting to 0.263 units

This result in line with research that has been done previously by Adhiyani et al. (2020), Sari et al. (2021), as well as Wei et al. (2023) in test influence direct between use method payment digital e-wallet with behavior impulsive in shop online. In research the said that use e-wallet as method possible payments used by consumers moment shop in a way on line give significant influence to behavior impulsive in online shop.

Payment method with use e-wallet is popular method used by consumers who do purchase through online platforms According to data presented by East Ventures in publication in 2023 methods payment with use e-wallet occupy position First as method the most payments used by consumers who shop in a way online.

Temporary That is the convenience provided by e- wallet can felt by the user join in become reinforcing factor influence between hedonism with behavior impulsive in shop online Hedonism is A originating motivation from in self somebody For avoid various things that don't fun (Williams, 2019). In other words, motivation This make somebody For look for various thing that makes they Can get feeling happy Based on research conducted by Sari et al. (2021) use e-wallet as method payment moment do purchase in a way on line give convenience for the user Apart from that service provider e-wallet often give promotion form discount moment do payment Entire benefits obtained by consumers when use e-wallet as method payment when shop in a way on line This brings a feeling of pleasure and comfort for consumers So that with So you can push consumer For do purchase in a way impulsive

Influence Convenience Use Payment Digital as Moderating Between Availability Resources and Behavior Impulsive in Shop On line

In its influence among availability resources and behavior impulsive in shop online convenience use method payment proxied digital with e-wallet show no results significant (Sig > 0.005). This result interpret that convenience in use e-wallet No can give influence For strengthen or weaken influence between availability resources and behavior impulsive in shop online

This result No different with results testing influence direct between availability resource with behavior impulsive in shop online that also shows no results significant However if see mark significance from variable moderator to influence between availability of funds and behavior impulsive in shop online at sektor industry fashion there is enhancement mark significance compared to with influence direct between availability of funds and behavior impulsive in shop online Significance value after exists variable moderator down to 0.219, increasingly approaching the limit value maximum significance namely 0.005. That thing can interpreted that convenience provided by the system payment e-wallet in a way slowly start give influence to influence between availability of funds with behavior impulsive consumer in shop online

Temporary that's the cause Why convenience use e-wallet No influential to influence between availability of funds owned by consumers and behavior impulsive in shop on line can own Lots possibility However through successful data collected of 340 respondents in study This is a possible possibility happen is as following :

1. Respondent in study This No affected For behave in a way impulsive in do purchase product fashion If you look at the survey results of 340 successful respondents collected in part big of course choose For use e-wallet as method payment Because more easy and practical For used However it is a possibility happen is consumers who use it e-wallet as method payment in shop on line it's not those who have behavior impulsive in shop product fashion in a way online This thing Possible For happen when consumer own literacy finance or knowledge about finance with OK so capable form good attitude towards decisions purchase (Pujiastuti et al., 2022). Consumer own consideration in use their funds have with No do purchase product fashion For fulfil desire just So that emergence e-wallets and various convenience as

- well as There are no benefits offered either make consumer behave impulsive moment do purchase product fashion in a way online
- Temporary that's a possibility second speak about amount respondents indicated behavior impulsive in shop product fashion in a way online In a survey that has been done shown that part big respondents own indication For behave impulsive when buy product fashion in a way online However in situation This possible possibility happen caused by existence method other payments with use paylater Payment method This No lost popular used by consumers as method payment moment do purchase through online platforms In a publication carried out by East Ventures in 2023 it is shown that method payment with use paylater occupy position fifth with percentage user by 32%. Temporary that is a survey conducted by the institution Katadata Insight Center together with Kredivo show that customers who use method payment paylater increase increase compared to with year then from 10.2% to 16.2%. This thing happen Because with use paylater consumer can still buy their products want or need without must have sufficient funds at the moment decide For buy product So that with appearance method other payments are more interesting for consumers various convenience provided by e- wallet as method payment No can give significant influence in influence between availability of funds with behavior impulsive in shop online

Influence Convenience Use Payment Digital as Moderating Between Comfort Shopping and Behavior Impulsive in Shop On line

Convenience in use method payment e-wallet own influence negative and significant to connection between comfort shopping and behavior impulsive in shop online (Sig < 0.005). Coefficient value track of -0.257 shows that every exists increase mark equal to 1 unit in the variable convenience use e-wallet then will has a weakening effect influence between comfort shop with behavior impulsive in shop online This result different with results from study previously tested influence direct between convenience use payment digital with behavior impulsive in shop online. In research previously carried out by Sari et al. (2021) and Adhiyani et al. (2020) show that existence e-wallet that makes it easy activity payment own positive and significant influence to behavior impulsive in shop online.

One influencing indicators comfort customer in shop in a way on line is transaction convenience. In research conducted by Lina et al. (2022) said that transaction convenience or comfort in transaction covers problem security privacy and transactions There are problems with two things the can lower level comfort customer moment shop in a way online According to Shankar and Rishi in Lina et al. (2022) exists risk for loss of money and leakage information finance can remove interest customer For do transaction This thing supported with there was a survey conducted by the Katadata Insight Center survey institute together with the Ministry of Communication and Information (Kominfo) indicating results that e-wallet is one product the most vulnerable financially to personal data leak with percentage amounting to 36.6%. With exists issue about security of personal data and information finance customer in use e-wallet then it is very possible If various convenience offered by the service e-wallet No can strengthen or increase significance influence between variable comfort shop with behavior impulsive in shop online.

CONCLUSION

Based on the research involving 340 respondents and the findings explained in Chapter 4, several key conclusions can be drawn. Firstly, hedonism and the convenience of online shopping significantly influence impulsive buying behavior. Consumers motivated by the desire for pleasure and comfort tend to engage in impulsive online purchases, as online shopping platforms offer various features that make it easy and effortless to find and buy desired products, fostering a sense of comfort and encouraging continued impulsive buying. Secondly, the availability of funds, as proxied by e-wallet usage, does not consistently influence impulsive

consumer behavior. Consumer awareness and responsible spending play a crucial role in preventing impulsive buying.

Thirdly, the convenience of using digital payment methods, especially e-wallets, reinforces the relationship between hedonistic motivations and impulsive shopping behavior, as the joy and satisfaction derived from using e-wallets motivate consumers to continue impulsive shopping. Fourth, the convenience of digital payment methods does not significantly affect the connection between fund availability and impulsive behavior, as consumers are increasingly aware of the need for responsible spending. Fifth, the convenience of using digital payment methods can inhibit the relationship between comfort in online shopping and impulsive behavior due to security concerns, as consumers may feel uncomfortable and hesitant to use e-wallets for online transactions, reducing their desire to make impulsive purchases. Finally, motivation hedonism emerges as the most influential variable in driving impulsive online shopping behavior, both directly and when moderated by the convenience of digital payment methods, strengthening the connection between hedonism and impulsivity.

SUGGESTION

1. Variables used in study This only limited to hedonism availability of funds, comfort shopping and convenience use payment digital to behavior impulsive in shop online.
2. The area that became object study only limited to the Jabodetabek area and sectors industry fashion.
3. Taking sample more Lots take respondents with female gender group.

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