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DETERMINANTS OF IMPULSIVE BUYING ON BUKALAPAKPLATFORMS

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ABSTRACT

E-Commerce is an online sales place that is used for everyday purposes that can be widely recognized by consumers. However, for it to be widely recognized they have to done a specific analysis of the influence that e-commerce have to attracts consumers. Bukalapak is one of the e-commerce from Indonesia that is most popular with consumers and is a place for consumers to make transactions that make them unconsciously make impulsive purchases. The purpose of this study is to analyze the determinants of using Bukalapak e-commerce on consumers' impulsive buying attitudes. Specifically, this study aims to investigate the effectof price, perceived benefits, and online content on buying impulsive behavior among Customers In Jakarta. The research was conducted with a quantitative approach. The data wasobtained through surveys and searches in Jakarta via a Google form relating to online shop users in Indonesia. The method sampled 406 customers in the Jakarta region and used SPSS to analyze the information and determine relationships between variables. There were three types of reasoning: Descriptive, deductive and reliable. Regarding the citation, all relationships had a statistically significant to improve consumers using Bukalapak app in the Jakarta region. This research helps businesses expand by compassionate their consumers and enabling them to achieve their E-Commerce conclusively.



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CHAPTER ONE INTRODUCTION

1.0 INTRODUCTION

This study investigates the crucial determinants that influence Buying Impulsive behaviour on bukalapak platforms among Customer in Jakarta. Buying impulsive behavior is the processes and actions of consumers involved in the purchase and use of products and services. Buying Impulsive behavior is very important for all businesses that tend to expand their business into an online platform. In advance, once the businesses identify Buying impulsive behaviour, they can increase transaction protection, website design quality, features to make an improvement in online platform performance. Most of the early studies were about staging found that the relationship between price, perceived benefits, and online content can influence buying impulsive behaviour among Customer in Jakarta. This study has some gap research, the findings of the study can therefore only be gathered from students in Customer in Jakarta without being able to thoroughly reflect the buying impulsive behaviour of another customer. Next, this chapter will discuss the factors that influence buying impulsive behaviour among Customer, problem statements, objectives and questions, the significance of the research and scope of the research, limitations of the research, key terms, and structure of the proposal.

1.1 BACKGROUND OF THE STUDY

Buying Impulsive is something related to consumer that desire to buy certain products Kotler & Keller (2012), Buying Impulsive is a form or behavior of consumers after receiving a product stimulus that they see, then the desire to buy of it own appears. Impulsivity itself implies that people take activities without earlier arranging or as it were based on their sentiments. In this manner, impulsive buying behavior is behavior in which people purchase

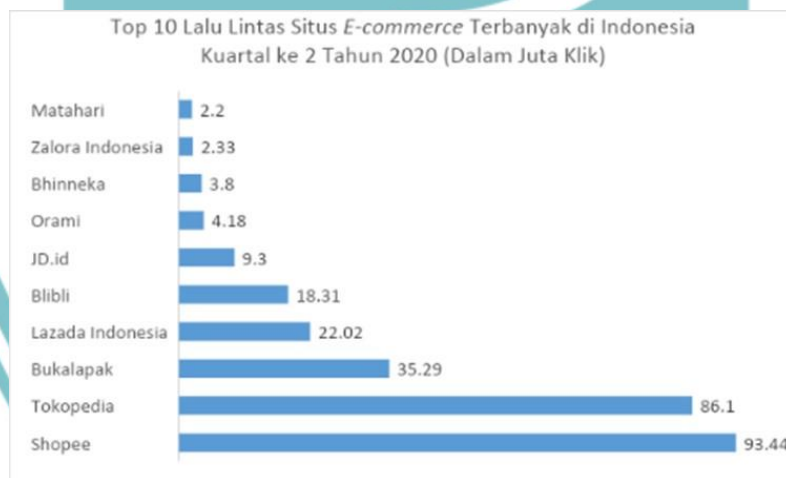
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products without considering the results or in financial matters, make buys without calculating the opportunity costs.

Typically upheld by the supposition of Negara and Dharmmesta (2003) and Yoshi (2016) which states that imprudent buying may be a buyer propensity to purchase items suddenly, reflexively, abruptly, and consequently without arranging. This behavior is needed by online shops to find out how big the buying impulsive behavior to potential the e-commerce for marketplace that tent to sell a product and becomes an important thing to improve quality and expand it is marketing so that it becomes a consideration for potential consumers to shop daily for their needs in the e-commerce.

Based on information distributed by statista.com, the most elevated number of guests to e-commerce destinations in September 2020 were at Shopee, taken after by Tokopedia, Bukalapak, and Lazada Indonesia. The clients of e-commerce are expanding each day. Of course, to bait more potential buyers, each e-commerce gives advancements that can be said to create no sense.



Picture 1.1 Statistista.com Graphic

One of the e-commerce in Indonesia is Bukalapak. Bukalapak is one of the best online shop within the nation that comes with a total item concept and convenience online shopping for conveyance. Bukalapak has been around since 2012 and is still continuing develop. With a framework of commerce exercises that center on benefit satisfaction customers, the offices in terms



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of site quality are as of now exceptionally great and consumers can moreover give surveys of the items they purchase on the site, so that allows other potential clients to see and consider decisions purchase (Varadarajan, 2020).

The explanation over too applies into the deals of Bukalapak, the E-Commerce website line too has numerous components that impacts their deals numbers, components such as customer behavior buying impulsive, price, perceived benefits, and online content that make bukalapak an interest e-commerce to buying products online. all has it is factors on the e-commerce. Subsequently, this ponder points to analyze the variables said over and it is factors towards the deals to shop on e-commerce Bukalapak.

Buying impulsive behaviour towards the customers in jakarta influence a plethora of factors. This claim can also be supported by research done by Guled et al. (2018), the internet use and buying impulsive study reveal that students aged 18-30 years are more popular even though they do not really need for shopping, but customers frequently classified on the internet and have a major intent to buy online.

According to Jariah, al., (2004), the progress and growth of the country's biggest population has enabled Customer especially in Jakarta to make online purchases. This group has been a very significant business segment. This is because this group has a strong potential to show internet purchases to fulfil their will and needs, motivated by purchasing power factors where most of them already have money because of giving parents, money scholarships or part-time education.

Therefore, the focus of this study is on the customers at Indonesia especially jakarta which are common knowing that a country with biggest population in asia consists of people who have a willing attitude know and want to try very high. This will encourage them to easily believe and do purchase regardless of possible risk which they will face. This study was conducted to study investigate the determinants of buying impulsive behaviour among customers in Jakarta.

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1.2 PROBLEM STATEMENT

Online shopping in Indonesia is considered a digital technological innovation as Indonesia’s physical store has just begun to be targeted by online shopping services (Haque et al., 2006). There are many customers tend to shop online because their perception is more convenience, saving time and cost as well. According to the Ministry Of Communication and Information Technology (KOMINFO) Internet Users Survey 2018, the percentage of buying impulsive among internet users increased from 48.8 % to 59 % in 2018. (Wan & Mohammad, 2020). When the potential customer a rising number of consumers shopping online, companies or retailers need to adapt to gain profit potential and draw more future buyers. Hence, there are also insufficient studies investigate the factors that can influence buying impulsive behavior among customer’s in asia biggest population Indonesia, especially Jakarta.

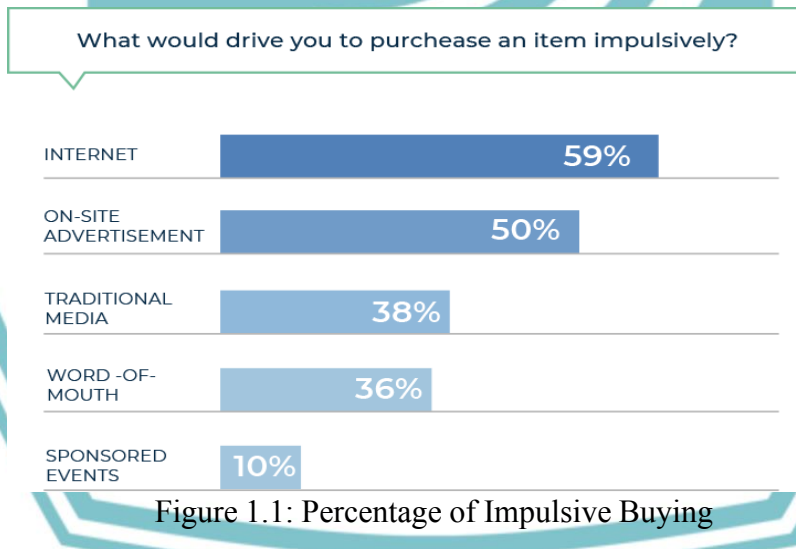


Figure 1.1: Percentage of Impulsive Buying

The first encounter problem that need to be solved by this research is human behavior buying impulsive. The basic human brain is a conservative and safe brain. When something is on sale (really discounted) and the message enters our brain, the message instantly makes the switch afraid of losing and buy the item immediately Stankevich (2017). For example, when we seen an advertisement on television for a company that sells products and said that



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if we downloaded application and use e-commerce such as bukalapak can get extraordinary returns? Now these messages can usually make our fear of loss switch turn on and suddenly buy the products.

Consumers will assume that if there is a change that the product sale but we have any advantage to it, it will be consideration in a purchase decision and make human behavior such as buying impulsive come to mind Ding et al, (2020). In Consequence, making online shopping for a product in e-commerce bukalapak will make a big factors in decision human impulsive buying especially in bukalapak e-commerce.

The second problem is identifying the perceived benefits of the bukalapak, it is very important to know the benefits if we use the bukalapak for daily online purchase. It can affect the image of the product and bukalapak so that it can be superior to other e-commerce. That's because the better version of the website required so many details and it has to be easy access for it to be comfortable to use for the customers, the more upgrade and details the website the more customer will be used to it and comfortable to buy in that e-commerce.

Many people still doubtful to buy products in bukalapak website, because many competition in e-commerce and every e-commerce have their unique touch to it. On the other hand, bukalapak consumers say that the products that bukalapak offered is very affordable and has many change to have a lot benefits if we buy in bukalapak websites. Therefore, bukalapak has to be able to create their own charm with a unique tool, so people believe in the online purchasing at Bukalapak. so consumers will get used to make online purchase at bukalapak. Therefore, the perceived benefits if we use bukalapak will be analyzed in this study case.

The third issue is online content, identifying the purpose behind online content is to attract an audience to the company's site and, ultimately increase sales (Wartenbroch et al,2020). This stems from the concept of content marketing. Content marketing includes the creation of online content to increase brand awareness, promote a brand personality, and



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legitimize company claims of being experienced and experts in the field. In nutshell, this study going to investigate deeply buying impulsive behavior among customers in Jakarta. It is because many people still doubtful to buy products in bukalapak website, because many competition in e-commerce and every e-commerce have their unique touch to it. On the other hand, bukalapak consumers say that the products that bukalapak offered is very affordable and has many change to have a lot benefits if we buy in bukalapak websites. Therefore, bukalapak has to be able to create their own charm with a unique tool, so people believe in the online purchasing at Bukalapak. so consumers will get used to make online purchase at bukalapak. Thus, they will prefer to use e-commerce than a physical store to save their cost, time, and convenience as well. This study also will determine the price, perceived benefits, and online content either will influence or not on buying impulsive behavior among Customers that use bukalapak in Jakarta.

1.3 RESEARCH OBJECTIVES

The purpose of this research is to investigate the factors that influence buying impulsive behavior among Customers in Jakarta. More precisely, the aims of this study are as follows:

- i. To identify the effect of price on buying impulsive behavior among customer in Jakarta.
- ii. To evaluate the effect of perceived benefits on buying impulsive behavior among customer in Jakarta.
- iii. To investigate the effect of online content on buying impulsive behavior among customers in Jakarta.

1.4 RESEARCH QUESTIONS

Research questions are raised to obtain the appropriate information needed to achieve the objectives. The proposed questions to be answered in this research are as follows:

- i. How price influence customer's buying impulsive behavior on e-



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commerce bukalapak?

- ii. Does perceived benefit influence buying impulsive behavior among customer's on e-commerce bukalapak?
- iii. What make online content have an effect on buying impulsive behavior in e-commerce bukalapak?

1.5 SIGNIFICANCE OF THE STUDY

Nowadays, buying impulsive on e-commerce has become the norm and consumers are accepting because it has many advantages. This is a study to investigate a factor that influence buying impulsive behavior among customers in Jakarta. There are price, perceived benefits, and online content. The purpose of the research is to define the factors that influence buying impulsive behavior among customers in Jakarta. The significance of the research can be seen from several viewpoints. From a consumer perspective, this study will help them by letting them know that there are many benefits of buying impulsive using bukalapak as their platforms, such as the ease of saving time, saving energy, wider variety, lower pricing, and access to product details before ordering.

Next, the significance of this study would be beneficial to all e-commerce platforms especially bukalapak that intend to upgrade the business into best e-commerce. Factors such as price, perceived benefits, and the online content are important for all e-commerce to upgrade their facility.

Besides, this study is also important for marketers because it allows them to consider customer preferences. It is beneficial to comprehend what motivates a consumer to purchase a product. Online content can influence to determine the types of goods that customers want in order to market them. Marketers should consider consumer preferences and dislikes, and designers should base their creative efforts on the findings. Finally, the findings should help to improve general understanding of buying impulsive in e-commerce and serve as a resource for future researchers.

The emergence of buying impulsive behavior on online shopping can be



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shaped by several factors, one of which is the online content that can be have a competition between any e-commerce. Being a form of consideration for business factors to be able to influence and motivate potential consumers because there is an influence from stimulation or a tendency to follow someone's style which can influence consumers. The use of online content has an attraction that is able to make people always pay attention to every activity carried out.humanlifestyle increases. Consumers want to try new things that they think are good, before use any e-commerce to buy products, so many considerations must be made, one of them is included in choosing any benefits from any e-commerce that is used.

1.6 DEFINITION OF TERM

The definition of terms in this research regards to the buying impulsive behavior, price, perceived benefits, online content.

Buying Impulsive Behaviour: The (impulsive buying behavior) is a fact of life in behavior consumers as evidenced as a purchasing activity related to the environment and time constraints in shopping, where the buying route they take should be different. These routes can be distinguished through an impulsive hierarchy which shows that behavior is based on affective responses that are influenced by strong feelings (Mowen & Minor, in Kharis 2011)

Perceived usefulness: Defined as buyers who are very sensitive to the price factor (making price the only consideration for buying a product) and some are not. The majority of consumers are somewhat price sensitive, but also consider other factors (such as brand image,store location, service, value and quality) (Tjiptono, 2019).

Perceived Benefits: The Internet presents some risk in online shopping but it also gives manyadvantages that changes consumer perception to buy online. The perceived benefits are consumer belief and satisfaction with online transactions and consumer perception that online shopping is convenient, easy, more product variety and less risky as compared to



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conventional shopping (Margherio, 1998)

Online Content: Online content, also known as digital media, is available in many forms, from text, audio, and video files to graphics, animations, and images. Digital content usually refers to information available online for download or distribution on electronic media such as an electronic book or iTunes song, but a lot of people in the content industry argue that online content is anything that can be published. Following this line of thinking, it's safe to say that if you're online, you're likely to look at, watch or listen to digital content. (Simarmata, 2011)

1.7 CHAPTER SUMMARY

Buying Impulsive among customers in biggest population in Asia one of the reasons in this research purpose. The buying impulsive behavior and purchase intention towards e-commerce will be measured as the variable in this study. Many factors that influence buying impulsive behaviour among Customers in Jakarta such as price, perceived benefits, and online content. Therefore, this study aims to indicate in overall about these factors that can influence customers in shopping online. Meanwhile, when the problem statement has been known, this study will be easier towards this research and future research as well.



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CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter compile the research concluded through the researchers. Here is a brief definition of the outcome. This section in brief define numerous subject such as research goals, research frameworks, and research methods. The main outcome of the study are also described in this chapter. This section presents empirical test outcome collected from data analysis. We then discuss the implications of the current research. Further research contributions are presented. Finally, there is a discussion of limitations and directions for future research.

5.1 Summarization and Interpretation

Research Question	Research Objective	Research Hypothesis	Result
1. How buying impulsive significant influence with price on ecommerce bukalapak	1. To Investigate the relationship between buying impulsive on ecommerce Bukalapak	There is a relationshipbetween Price and Buying Impulsive Behavior	Accepted

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<p>2. Does making decisions to purchase online at bukalapak have benefits?</p>	<p>2. To Identify the correlation between customer and the benefits on online purchasing Bukalapak</p>	<p>There is a relationship between Perceived Benefits and Buying Impulsive Behavior</p>	<p>Accepted</p>
<p>3. What make online content make customers interest to buy product in e-commerce bukalapak?</p>	<p>3. To Evaluate that online content is the one that make customers decided to buy online in e-commerce Bukalapak.</p>	<p>There is a relationship between the Online Content and Buying Impulsive Behavior</p>	<p>Accepted</p>

Table 5.2.1

The organization of the research questions, research objectives, and research hypotheses for this study is provided in Table 5.1.1. It is simple to refer back to this table for additional explanation. The table also includes a summary of the interpretive findings for the relationships between the all variables.

5.1.1 THE EFFECT OF PRICE ON BUYING IMPULSIVE BEHAVIOUR

According to (Hence, 2020) have consistently found that price discounts and promotions have a positive impact on impulsive buying behavior. Lower prices and promotional offers create a sense of urgency and encourage consumers to make unplanned purchases. The research objective is achieved, and the H1 is

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supported.

5.1.2 THE EFFECT OF PERCEIVED BENEFITS ON BUYING IMPULSIVE BEHAVIOUR

According to (Laila, 2019) Consumers' perception of value is a key factor in impulsive buying behavior. A lower price can increase the perceived value of a product, making it more attractive for impulsive purchases. However, the perceived value is not solely determined by the price but also by the perceived benefits and quality of the product. The research objective is achieved, and the H2 is supported

5.1.3 THE EFFECT OF ONLINE CONTENT ON BUYING IMPULSIVE BEHAVIOUR

According to (Fred, 2018) Online content shared through social media platforms, such as influencers' recommendations, user-generated content, or viral marketing campaigns, can impact buying impulsive behavior especially bukalapak platforms that often make campaign through influencer. Consumers may be influenced by social proof and the desire to fit in or emulate the behaviors of others, leading to impulsive buying decisions. Overall, online content plays a significant role in shaping buying impulsive behavior. Social media influence can contribute to impulsive purchases in platform especially bukalapak. E-commerce platforms can leverage these findings by optimizing their online content strategies to stimulate impulsive buying behavior and enhance the overall user experience. Hence, the last research objective is achieved, and the H3 is supported



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5.2 Implication of Study

5.2.1 Theoretical Implication

Overall, the theoretical implications would depend on the specific research design, methodology, and findings of the study on the determinants of impulsive buying on Bukalapak platforms. The insights generated from such research could contribute to the advancement of the three independent variable there are Price, Perceived Benefits, and Online Content has a correlation on dependent variable consumer behavior theories and our understanding of impulsive buying behavior to improve Bukalapak e-commerce.

5.2.2 Empirical Implication

The empirical implications of studying the determinants of impulsive buying on Bukalapak platforms could provide practical insights and implications for both researchers and practitioners in the e-commerce industry. These would depend on the specific research design, data collection methods, and analysis techniques employed in the study on the determinants impulsive buying on Bukalapak platforms. The findings would contribute to evidence-based decision-making and provide actionable insights for e-commerce practitioners.

5.2.3 Practical Implication

The study could offer practical recommendations to Bukalapak and other e-commerce platforms on how to effectively leverage determinants of impulsive buying. This could include suggestions for promotional strategies, website design improvements, personalized recommendations, or social influence tactics to enhance impulsive buying behavior and drive sales. The practical implications of studying the determinants of impulsive buying on Bukalapak platforms can provide actionable insights for Bukalapak and other e-commerce platforms to shape their strategies and enhance impulsive



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buying behavior. Here are some practical implications that may arise from The study can inform Bukalapak about the importance of personalized recommendations in driving impulsive buying. By leveraging user data and employing recommendation algorithms, Bukalapak can provide tailored product suggestions to individual customers, increasing the likelihood of impulsive purchases based on their preferences and browsing history.

5.3 Limitations & Recommendation for future studies

While studying the determinants of impulsive buying on Bukalapak platforms can provide valuable insights, it is important to acknowledge the potential limitations that may affect the research. Here are some possible limitations of such a study: **Sample Representativeness:** The study's findings may be limited in terms of generalizability if the sample used is not representative of the broader population of Bukalapak users or online shoppers. For example, if the study primarily includes a specific demographic group or focuses on a particular geographic region, the findings may not be applicable to the entire user base of Bukalapak or other e-commerce platforms. **Self-Reported Data:** The study may rely on self-reported data, such as surveys or interviews, to gather information on impulsive buying behavior and its determinants. Self-reporting can be subject to biases, such as social desirability bias or recall bias, which may affect the accuracy and reliability of the data collected. **Longitudinal Study:** Adopt a longitudinal approach to capture changes in impulsive buying behavior over time. Track individual shoppers' behavior on Bukalapak platforms and collect data at multiple time points to observe the stability, fluctuations, or trends in the determinants of impulsive buying.



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5.4 Conclusion

In conclusion, the study on the determinants of impulsive buying on Bukalapak platforms has shed light on several important factors that contribute to impulsive buying behavior among Bukalapak users. The study has identified that product presentation, discounts, social influence cues, and website design elements significantly influence impulsive buying behavior on Bukalapak platforms. Furthermore, the study has found that impulsive buying behavior is positively associated with hedonic shopping motivations and negatively associated with utilitarian shopping motivations.

The theoretical implications of the study suggest that the theory of planned behavior and the stimulus-organism-response framework can provide useful insights into understanding impulsive buying behavior on Bukalapak platforms. The empirical implications of the study indicate that marketers and e-commerce platforms can leverage the identified determinants to design effective marketing strategies and improve user experience to encourage impulsive buying behavior among Bukalapak users.

However, the study also has some limitations, including a relatively small sample size and a focus on one specific e-commerce platform. Therefore, future research should consider larger sample sizes, comparative studies across different e-commerce platforms and cultural contexts, and longitudinal studies to capture changes in impulsive buying behavior over time.

Overall, the study provides valuable insights into the determinants of impulsive buying on Bukalapak platforms, which can help marketers and e-commerce platforms to improve their marketing strategies and user experience design to encourage impulsive buying behavior among their users



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