



The Effect of E-Commerce, Sales Promotion, and Impulse Buying Behaviour of College Student in Indonesia

Ambo Paerah

Universitas Indonesia Timur

Email: apaerah@gmail.com

Verawaty

Nitro Institute

Diah Ismayanti

Achmadyani Banjarmasin University

ABSTRACT

The rapid development of information technology has significantly transformed various aspects of daily life, including shopping activities. E-commerce has become an integral part of everyday life, especially among the younger generation such as university students. In Indonesia, the usage of e-commerce platforms like Shopee, Tokopedia, and Lazada has dramatically increased, particularly during the Covid-19 pandemic. This study aims to analyze the impact of e-commerce and sales promotions on impulse buying behavior among Indonesian university students. Using a quantitative approach, we surveyed 400 students from various universities across Indonesia. Data were collected through online questionnaires and analyzed using SPSS for descriptive statistics and regression analysis. The findings reveal that website quality and sales promotions significantly influence impulse buying behavior. Higher website quality, characterized by easy navigation, attractive design, and secure transactions, enhances the likelihood of impulsive purchases. Moreover, sales promotions, including discounts, flash sales, and special offers, are found to be highly effective in triggering impulse buying. The combined effect of website quality and sales promotions further amplifies this behavior. These results suggest that e-commerce platforms targeting university students should optimize their website quality and employ attractive sales promotions to maximize the effectiveness of their marketing campaigns. Understanding these factors can provide valuable insights for e-commerce businesses to develop more effective and efficient marketing strategies tailored to the behavioral tendencies of young consumers.

Keywords: E-commerce, Sales Promotion, Impulse Buying, University Students, Indonesia

Received: 15 April 2024 ;

Accepted: 18 May 2024 ;

Published: June 2024.

How to Cite:

Paerah, A., et.al (2024). The Effect of E-Commerce, Sales Promotion, and Impulse Buying Behaviour of College Student in Indonesia. *Journal of Business and Behavioural Entrepreneurship*, 8(1), 24-30. <https://doi.org/10.21009/JOBBE.008.1.03>

INTRODUCTION

The development of information technology has brought significant changes in various aspects of life, including in shopping activities. E-commerce has become an integral part of everyday life, especially among the younger generation such as university students. In Indonesia, the use of e-commerce platforms such as Shopee, Tokopedia, and Lazada has increased drastically, especially during the Covid-19 pandemic. This trend not only facilitates access to various products, but also encourages impulse buying behaviour that is influenced by various factors such as sales promotions and website quality.

The increase in e-commerce usage among students can be attributed to several factors. Ease of access, variety of products, and flexible payment methods have made e-commerce a top choice for many students. Research shows that website quality and sales promotions play an important role in driving impulse purchases on e-commerce platforms (Ela elliya et.al, 2022; Prasetyo & Muchnita, 2022).

Sales promotions, such as discounts, flash sales, and other special offers, have become a key strategy to attract consumer attention. These promotions not only increase product appeal but also encourage consumers to make unplanned purchases. Studies show that online discounts have a significant influence on impulse buying behaviour, especially among college students who tend to be more responsive to attractive price offers (Rachmawati, 2022).

Impulse buying is a phenomenon that often occurs in the context of e-commerce. Factors that influence this behaviour include website quality, sales promotion, and emotional factors. Research shows that sales promotions and positive emotions can increase impulse buying tendencies among college students (Salim et al., 2021). In addition, hedonic shopping motivation and product involvement also play a role in driving this behaviour (Riyanto & Loisa, 2022).

Relevance Research on the effects of e-commerce, sales promotions, and impulse buying behaviour on college students in Indonesia is highly relevant given the size of the market and the influence that this segment has. Students are active consumers and have high purchasing power, so understanding their behavioural dynamics can help e-commerce businesses design more effective marketing strategies.

This study aims to Analyse the effect of e-commerce on impulse buying behaviour among college students. Examine the impact of sales promotions on impulse buying decisions. Identify other factors that influence impulse buying behaviour on e-commerce platforms. By understanding these factors, it is expected to make a significant contribution to the development of more effective and efficient e-commerce marketing strategies.

LITERATURE REVIEW

H1 : The Effect of E-Commerce on Impulse Buying

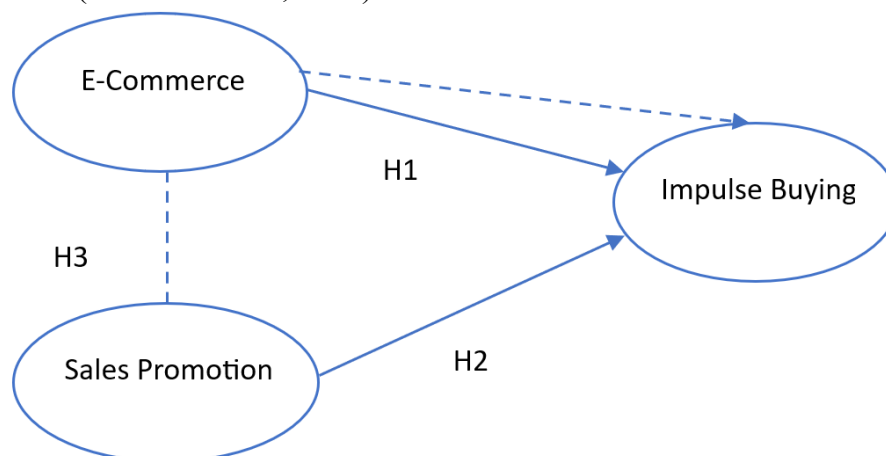
E-commerce has become a major channel for purchases, especially among college students who are familiar with digital technology. The increased use of e-commerce platforms such as Shopee, Tokopedia, and Lazada makes it easier for consumers to make impulse purchases. Research shows that website quality and user experience play an important role in influencing impulse buying behaviour. Factors such as ease of navigation, attractive appearance, and transaction security increase impulse buying tendencies (Prasetio & Muchnita, 2022). In addition, other studies have also found that website quality and Electronic Word-of-Mouth (eWOM) significantly influence impulse buying behaviour during the Covid-19 pandemic. (Salim et al., 2021).

H2 : The Effect of Sales Promotion on Impulse Buying

Sales promotions, including discounts, flash sales, and special offers, are shown to be a major factor influencing impulse purchases. Research shows that sales promotions can increase product appeal and encourage consumers to make unplanned purchases. For example, a study conducted on Shopee users showed that flash sales have a significant influence on shopping enjoyment and impulse purchases (Azizah & Indrawati, 2022). In addition, sales promotions were also found to have a positive impact on impulse purchases among TikTok Shop consumers, Flash sale strategies in e-commerce directly increase consumer emotions, which in turn mediate online impulse buying behaviour (Martaleni et al., 2022).

H3 : The Effect of E-Commerce Mediated by Sales Promotion on Impulse Buying

The interaction between e-commerce and sales promotion also plays an important role in mediating impulse purchases. Research shows that website quality and sales promotions together can increase impulse purchases. In a study involving Tokopedia users, it was found that sales promotions and the quality of internet advertising significantly influenced impulse purchases (Firdausy & Fernanda, 2021). In addition, another study shows that sales promotions can increase positive emotions which in turn increase impulse purchases in e-commerce (Martaleni et al., 2022).



Picture.1 Framework Research

RESEARCH METHOD

Analysing the influence of e-commerce on impulse buying behaviour among university students. Examining the impact of sales promotions on impulse buying decisions. Identify other factors that influence impulse buying behaviour on e-commerce platforms. This study uses a quantitative research design with a survey approach to collect data from university students in Indonesia who actively use e-commerce platforms such as Shopee, Tokopedia, and Lazada. Population and Sample, Population Students in Indonesia who use e-commerce platforms. Sample 400 students randomly selected from various universities in Indonesia. Research Instruments, A questionnaire consisting of several sections, Demographic Data: Age, gender, university, and frequency of e-commerce use.

E-commerce: Questions regarding website quality, ease of navigation, transaction security, and user experience. Sales Promotion, Questions about the types of promotions encountered most often (discounts, flash sales, special offers). Impulse Buying Behaviour: Questions about the frequency and factors that drive impulse purchases.

Data Collection, Data was collected through an online questionnaire distributed via email and social media to university students who met the sample criteria. Data Processing Tools and Methods, Software: SPSS (Statistical Package for the Social Sciences) was used for statistical analysis. Statistical Test, Descriptive analysis to describe the characteristics of respondents and regression test to see the effect of independent variables (e-commerce and sales promotion) on the dependent variable (impulse buying).

RESULTS AND DISCUSSION

Table 1: Descriptive Statistics

Characteristics	Frequency (N:400)	Percentage (%)
Gender		
Male	180	45.0
Female	220	55.0
Age		
18-20 years	150	37.5
21-23 years	200	50.0
24-26 years	50	12.5
University		
PTN (state university)	220	55.0
PTS (state university)	180	45.0
Frequency of E-commerce Use		
Every day	50	12.5
Several times a week	150	37.5
Once a week	100	25.0
Several times a month	100	25.0

Source: Primary data processed 2024

Gender, the majority of respondents were female (55%), while males made up 45% of the total respondents. Age, most respondents were between 21-23 years old (50%), followed by 18-20 years old (37.5%), and 24-26 years old (12.5%). University, the distribution of respondents from different universities is fairly even, with state university accounting for 45%, and state university 55%. Frequency of E-commerce Use: Most respondents use e-commerce several times a week (37.5%), followed by once a week (25%), and several times a month (25%), with 12.5% using daily.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
E-Commerce	4.2	0.8	2	5
Sales Promotion	4.5	0.7	3	5
Impulse Purchase	3.8	1.0	1	5

Source: Primary data processed 2024

Website Quality E- Commerce, the average website quality score is 4.2 on a scale of 5, indicating that the majority of respondents rate the quality of the website they use as high. The standard deviation of 0.8 indicates that there is variation in the assessment of website quality. Sales Promotion, the average sales promotion score is 4.5, indicating that sales promotion is rated as very effective by the respondents. The standard deviation of 0.7 shows less variation than website quality. Impulse Buying, the mean impulse buying score is 3.8, indicating a moderate tendency towards impulse buying behaviour among the respondents. The standard deviation of 1.0 indicates considerable variation in impulse buying behaviour.

Table 3: Regression Test Results

Independent Variable	Koefisien	Standar Error	t- Statistik	p- Value
E-Commerce	0.35	0.05	7.00	0.000
Sales Promotion	0.50	0.04	12.50	0.000

Source: Primary data processed 2024

Website Quality E- Commerce: The coefficient of 0.35 with a p-value of 0.000 indicates that website quality has a significant effect on impulse purchases. The better the website quality, the higher the impulse purchase tendency. The t-statistic value of 7.00 indicates that this result is highly significant.

Sales Promotion: A coefficient of 0.50 with a p-value of 0.000 indicates that sales promotion has a significant effect on impulse purchases. The more effective the sales promotion, the higher the impulse buying tendency. The t-statistic value of 12.50 indicates a highly significant effect.

Discussion

Effect of Website Quality E-commerce: The results show that website quality has a significant effect on students' impulse buying behaviour (coefficient = 0.35, $p < 0.05$). This is in line with the findings of (Prasetio & Muchnita, 2022) & and Hayu et al., (2020) which state that easy navigation and attractive appearance can increase impulse purchases.

Effect of Sales Promotion: Sales promotions have a stronger influence on impulse purchases (coefficient = 0.50, $p < 0.05$). Discounts and flash sales are proven to be effective in encouraging students' impulse buying behaviour, in accordance with the studies of Martaleni et al., (2022); Sun et al., (2024)

Website Quality E-commerce and Sales Promotion Interaction: Website quality and sales promotions jointly mediate impulse purchases, reinforcing the findings of Firdausy & Fernanda (2021) which showed that these strategies can increase consumers' positive emotions and impulse purchases (Firdausy & Fernanda, 2021; Sepang et al., 2024).

CONCLUSION

This study shows that website quality and sales promotions significantly influence impulse buying behavior among Indonesian university students. Effective marketing strategies should combine these two factors to enhance e-commerce campaigns. The analysis reveals that a higher website quality improves user experience, thereby increasing impulsive purchases. Similarly, attractive sales promotions like discounts and flash sales significantly boost impulse buying. Therefore, e-commerce platforms targeting university students in Indonesia should focus on optimizing website quality and leveraging sales promotions to maximize their impact and drive higher sales through impulsive buying behaviors.

REFERENCES

- Azizah, I. N., & Indrawati, I. (2022). the Influences of Flash Sale Promotion on Shopping Enjoyment and Impulse Buying of Shopee Consumers Indonesia. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 2055–2072.
- Ela elliyana et.al. (2022). Costumer Behaviour. In A. H. Nadana (Ed.), *Ahlimedia press* (1st ed.). Ahlimedia Press. <https://isbn.perpusnas.go.id/kdt/ViewKdt?id=0422000767>
- Firdausy, C. M., & Fernanda, M. (2021). The effects of sales promotion, attractiveness of internet advertising, and website quality on impulse buying of consumers of Tokopedia in Indonesia. *International Journal of Management and Enterprise Development*, 20(1), 34–48.
- Hayu, R., Surachman, S., Rofiq, A., & Rahayu, M. (2020). The effect of website quality and government regulations on online impulse buying behavior. *Management Science Letters*, 10(5), 961–968.
- Martaleni, M., Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49.

- Prasetio, A., & Muchnita, A. (2022). The role website quality, credit card, sales promotion on online impulse buying behavior. *Jurnal Manajemen*, 26(3), 424–448.
- Rachmawati, A. (2022). Pengaruh E-Commerce Dan Diskon Online Terhadap Perilaku Impulsive Buying. *Jurnal Akuntansi, Keuangan, Pajak Dan Informasi (JAKPI)*, 2(2), 142–159.
- Riyanto, V., & Loisa, R. (2022). Pengaruh Hedonic Shopping Motivation dan Fashion Involvement terhadap Impulse Buying dengan Positive Emotion sebagai Variabel Mediasi pada Event Tanggal Kembar di Shopee. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(6), 610–614.
- Salim, M., Oktaviany, P., & Hayu, R. S. (2021). Study of Online Impulsive Buying in Indonesia During Covid-19 Pandemic Outbreak. *APMBA (Asia Pacific Management and Business Application)*, 10(2), 125–136.
- Sepang, G., Mandey, S., & Soepeno, D. (2024). The Influence of Sales Promotion, Shopping Lifestyle and Service Quality on Impulse Buying of Tokopedia Consumers in Manado City. *International Journal of Human Capital and Innovative Management*, 1(2), 178–193.
- Sun, J., Li, T., & Sun, S. (2024). Factors affecting users' impulse purchases in online group buying: online consumer reviews, countdowns and self-control. *Asia Pacific Journal of Marketing and Logistics*, 36(1), 224–240.