



THE ROLE OF TIME AVAILABILITY IN MODERATING HEDONIC SHOPPING MOTIVATION TOWARD IMPULSE BUYING OF CONSUMER ONLINE AT HARBOLNAS'S EVENT

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Abstract

This study aims to examine the influences of hedonic shopping motivation toward online impulse buying on online customers online shop at Harbolnas event which time availability as moderating variable. Hedonic shopping motivation in this research are categorized into five categories which are adventure shopping, social shopping, relaxation shopping, idea shopping and value shopping. The object of this study is customer online shop who were followed and bought product on Harbolnas event. This method of this study is quantitative research by using survey, with the sample size of one hundred and ten people who often make online purchase on Harbolnas event. The technique for sample selection is using non probability sampling with the type of purposive sampling. The data were collected by using questionnaire with Likert scale. The method for data analysis is SEM (Structural Equation Modeling) with PLS (Partial Least Square). The results showed that hedonic shopping motivation has positive and significant influence toward impulse buying. However adventure shopping, social shopping and idea shopping has negative and not significant influence toward impulse buying. Time availability has not moderated relation between hedonic shopping motivation toward impulse buying.

INTRODUCTION

Market globalization has influenced the behavior of trade which always strives to meet consumer needs (Irianto, 2003). In the business world, a company from time to time must always strive to develop to achieve sustainable success (Sangadji, 2013). Marketers can use the internet as a powerful information and sales channel, expanding their geographical reach to inform customers and promote their business and their products throughout the world (Kotler, 2008: 18). Competition in the business and economic world in Indonesia is increasingly experiencing very tight growth, thus demanding companies engaged in online marketing must be able to be consumer-minded (Marliya, 2016). Business competition

can be controlled by increasing marketing performance through developing e-commerce and e-commerce performance alone can be assessed through online purchasing prospects, digital communication perspectives, service perspectives and business process perspectives (Farida et al., 2017).

E-commerce is the use of the internet for business transaction activities with characteristics consisting of the occurrence of transactions between two parties, the exchange of goods, services, or information, and the internet as the main media in the transaction process (Indrajit, 2001: 2). According to Farida et al. (2017) e-commerce or online marketing has a positive effect on improving marketing performance in Indonesia. Research conducted by Prameswari et al. (2017) shows that people are very enthusiastic about the

use of e-commerce and many consumers start shopping online with easy processing and time efficiency. Moreover, 60.4 percent of e-commerce users in Indonesia tend to use e-commerce again (Adiwijaya et al., 2016). To deal with competition, e-commerce companies must know what aspects of use are important for users and how services related to e-commerce can be carried out according to the environment (Haghirian et al., 2005).

Another study found that consumer behavior is now proven to provide a positive response to the use of electronic devices which means companies can implement this behavior in the development of electronic devices, operational system technology, information systems technology, social media and others (Ismail, 2016). Google and the GfK market research firm (Gesellschaft für Konsumforschung) conduct online 2017 shopping research on 810 people in six cities and one region. Namely Medan, Jakarta, Bandung, Semarang, Makassar, Surabaya, and Bodetabek (Bogor, Depok, Tangerang, and Bekasi). Of the population, 71 percent of them do online trading activities or online. They, on average, spend 5.8 hours to buy and sell online in a day.

The modern lifestyle of the Indonesian people is inseparable from changes in the lifestyle of the world community. Changes in mindset and increased knowledge make consumers more critical in making purchases, either products or services. (Wingsati, 2017). Consumer behavior arises due to the encouragement of factors not yet fulfilling the needs and desires and desires of someone who raises tension and tension into individual trigger factors to behave in achieving the desired goals (Farida, 2014). Shopping is fun (Mardiati, 2012). The convenience of shopping offered today will certainly make consumers more happy and comfortable shopping to meet the needs. Factors that influence a person like shopping are because of personal pleasure or satisfaction to own an item, besides that it is supported by the ease of information so as to make consumers more quickly find new items and tend to feel like to own even though they did not have a plan to buy (Utami & Utama, 2017). This triggers unplanned purchases or impulse buying.

Impulse buying is an unplanned purchase decision to buy a product or service that was made before making a purchase (Purwa & Yasa, 2011). Consumers shop not only to buy products but also to meet needs such as having fun and looking for new things (Geetha & Bharadhwaa, 2016). Without motivation and interest, consumers will not be willing to access a site voluntarily (Murwa-

tiningsih & Yulianto, 2017). Several studies have found that impulse buying processes and behaviors are the result of hedonic motivation (Yu & Bastin, 2010). Furthermore, findings from several studies show that there is a positive relationship between hedonic motivation and impulsive buying, and hedonic consumers are more likely to be involved in impulse buying decisions (Babin et al., 1994; Hausman, 2000; Wolfenbarger & Gilly, 2001; Arnold & Reynolds, 2003). Impulsive buying on convenience good products is goods that are needed by consumers and purchased without providing a lot of time. These items often do not require services, are not expensive and are usually purchased because of habits (Nindyakirana, 2016).

Hedonic shopping motivation has several dimensions which are also indicators that can measure how much motivation hedonic shopping influences purchasing decisions (Arnold, 2003). According to (Arnold, 2003), hedonic shopping motivation can be measured or seen with adventure shopping, idea shopping, social shopping, gratification shopping, role shopping, and value shopping. Several studies have shown the relationship between hedonic shopping motivation indicators that are used as a minor hypothesis on impulse buying (Maulana, 2014, Ozen, 2014, Zarita, 2015 Panji, 2016, Ervan, 2016, Dey, 2017) with the results that hedonic shopping motivation affects impulse buying, but not all hedonic shopping motivation indicators have a positive effect on impulse buying. One of them is the research conducted (Maulana, 2014) which shows that social shopping does not have a positive effect on impulse buying. But research from Ozen and Engizek (2014) explains that social shopping has a positive effect on impulse buying trends.

According to Sakitri et al. (2017) there are now many foreign businessmen who start doing business and investing in Indonesia, but that does not make the Indonesian youth's spirit to establish a business recede. The existence of this impulse buying phenomenon will certainly have a positive impact on business people, especially online business people, to be able to respond to consumer behavior by making effective marketing strategies and other activities to support the company's targets.

One factor that is said to be a trigger for impulse buying is availability of time, research conducted by Beatty and Ferrel (1998) with the results of the study shows that availability of time significantly affects impulse buying. Availability of time has an important role in the impulse buying process because the availability of time can

affect positive feelings and directly affect impulse buying. If consumers don't have time, they will certainly avoid shopping. The same thing was also conveyed in a study conducted by Dholakia (2000) stating that consumers with good finance and with free time would be more likely to buy impulsively, therefore availability of time had a significant influence on impulse buying.

But according to research conducted (Fauziyah, 2017) that consumers do not consider time problems as a cause of impulsive purchases. In theory, the availability of time for consumers to shop will influence the strategies that consumers use to make purchases (Mowen & Minor, 2002).

National Online Shopping Day (Harbolnas), which was followed by 254 e-commerce on December 12, 2017, then broke the record value of transactions reaching Rp 4.7 trillion. There was an increase of Rp 1.4 trillion compared to the 2016 event with transactions 4.2 times normal.



Figure 1.3. National Online Shopping Event Transaction (2012-2107)

As a source for calculating Harbolnas achievements, Nielsen noted an increase in reach to 24 cities in the 2017 National Basketball League. Last year, only 19 cities were participating. Nielsen also conducted an online survey on 11 to 13 December 2017 on the people in Indonesia. His findings, 89% of people who know Harbolnas. However, only 57% executed online shopping, down 4% compared to last year.

The behavior of impulse buying is very beneficial for online business people. So that makes some researchers interested in examining consumer behavior in their respective countries. (Ozen, 2014) has researched consumer hedonic behavior in Turkey. (Dey, 2017) has done the same research on consumer hedonic behavior in India. In addition, several other researchers such as (Maulana, 2014, Ervan, 2016, & Panji, 2016) have also conducted the same research on hedonic behavior of consumers in Indonesia. The increase in online

shopping in Indonesia, including in Semarang City and increased sales at the Harbolnas event made the authors interested in conducting research on consumer hedonic behavior in Indonesia, especially in Semarang City. This study seeks to examine situational, internal and external factors which include hedonic shopping motivation and time availability of online store consumers during the HARBOLNAS event.

Hypothesis Development

Often individuals buy unwisely, such as buying excessively or buying things that are not really needed (Sulistiowati & Widodo, 2015). Everyone has a different level of tendency towards impulsive purchases, it depends on the strong influence of the environment and self-control that each individual has (Sulistiowati & Widodo, 2015). Consumer behavior is influenced by consumer shopping motivation, one of which is hedonic shopping motivation. Hedonic action is all human actions, whether consciously or not, whether it arises from external forces or inner strength, basically having a single goal, which is looking for things that are fun and avoid things that hurt (Utami, 2010). With the beginning of the internet era and the proliferation of e-commerce, online impulse buying has received some attention and research on buying impulses online has emerged (Ozen & Engizek, 2014).

According to Li et al., (2004) hedonic motivation can influence consumers to become impulse buyers who are vulnerable to the influence of marketing communication. This is supported by research conducted by Park et al. (2006) who found that hedonic shopping motivation has a positive relationship to impulse buying. From the description above, a hypothesis and a sub-hypothesis can be stated which will be tested as follows: H1: There is a positive and significant influence on hedonic shopping motivation on impulse buying.

Most consumers shop because of something that can arouse shopping passion from consumers themselves, feeling that shopping is an experience and by shopping for consumers seems to have their own world (Utami, 2010).

H1a: Adventure shopping has a positive and significant effect on impulse buying.

Social shopping is an activity of socializing when shopping, having the pleasure of shopping with friends, family and interacting with others when shopping (Arnold & Reynolds, 2003). The main motive for people to go shopping is the social interaction offered when shopping (Dawson

et al., 1990). Consumers who shop online have the motivation to avoid social interaction and not deal with the seller directly. Social shopping occurs in consumers who buy online when they can share information and experience shopping with those who have the same interests online (Dawson et al., 1990). According to Arnold and Reynolds (2003), the time spent shopping with friends or family members is seen as a treasure by many people, and also they think that they benefit from social activities when shopping. Although he thinks that with the help of online communities, online buyers can now share information and experience shopping with those who share the same online interests (Wolfinger & Gilly, 2001; To et al., 2007). Sarkar (2011) shows that hedonic shopping motives are dominant in the case of shop-shopping, where buyers directly interact with salespeople.

H1b: Social shopping has a positive and significant effect on impulse buying.

Relaxation Shopping is a shopping activity to deal with stress, and change a consumer's mood from negative to positive mood. Ozen and Engizek (2014) added that many consumers claim that they shop to reduce stress or to stop thinking about the problem at hand, even escape for a moment from reality.

H1c: Relaxation shopping has a positive and significant effect on impulse buying.

Idea shopping, which refers to symptoms when consumers go shopping because they want to know about new trends and new modes (Arnold & Reynolds, 2003). Online shopping provides information to consumers about new products, brands, and trends (To et al., 2007). Parsons' (2002) study revealed that people prefer shopping online because they can find, assess and understand new trends, brands and product launches. Online shopping gives buyers the opportunity to find information such as searches for keywords, banner ads, sponsorships, online product reviews, price comparisons, and other promotional activities whenever, wherever, and whatever they need. Given the great product and marketing information that can be accessed online, it is expected that the more consumers find a website, the more likely they will be exposed to product information and marketing. And with the right stimulus, consumers will be more likely to buy impulsive products (Moe, 2003).

H1d: Idea shopping has a positive and significant effect on impulse buying.

Value shopping, which is the pleasure produced when consumers hunt for bargains, seek discounts and other promotions (Westbrook & Black, 1985; Babin et al., 1994). In addition, according to Chandon et al. (2000) consumers who buy discounted goods will feel happy and consider themselves to be smart buyers. Finding good discounts or agreements can lead consumers to pleasure from personal achievement. In online stores, consumers are more likely to bargain and discount, especially with the widespread use of daily deal sites and this can cause consumers to urgently make sudden, unplanned shopping (Ozen & Engizek, 2014).

H1e: Value shopping has a positive and significant effect on impulse buying.

It has been argued that individuals with more available time have positive emotional arousal in their opponents who may be frustrated due to limited time availability. This is especially important in the context of buying impulses because more time spent during shopping has been associated with impulsive purchases (Foroughi et al., 2012). Beatty and Ferrell (1998) report a positive relationship with time availability with the possibility of making impulse purchases by customers.

H2: There is a positive interaction between Hedonic Shopping Motivation and Time Availability against Impulse Buying

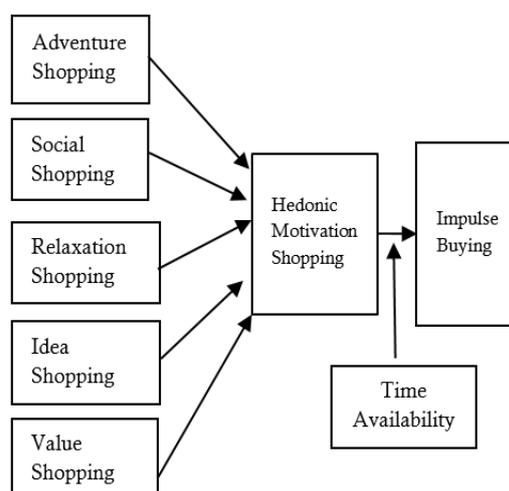


Figure 1. Research Model

METODE

This study uses quantitative research methods in which the population in this study is the online shop consumers during the Harbolnas event in Semarang City. The number of samples

as many as 110 respondents based on iteration formula using probability sampling taking into account the two specified criteria, namely having made an online purchase at harborlnas and the respondent age of 17-55 years. The use of the iteration formula is also used in previous research (Shahnaz & Wahyono, 2017).

Data collection methods used in this study use questionnaire and documentation methods. Data analysis techniques using descriptive percentage analysis and SEM analysis. The collected data will be calculated using the SPSS 16 program and Smart PLS3.0.

RESULTS AND DISCUSSION

A total of 110 samples who were willing to become respondents in this study were scattered from 16 sub-districts in Semarang City which consisted of 41.8% men, 46 people, and 58.1% women, 64 people. The most respondents in the 21-26 year age group amounted to 51.8% which amounted to 57 people. Most of the online shop consumers of Harborlnas event in Semarang City, 61.8% were students, which amounted to 68 people with the majority of consumers' income from the online shop of the Harborlnas event in Semarang City was <Rp 1,000,000, - amounting to 61.8% 68 people and the majority of consumers spending on the online shop at the Harborlnas event in Semarang City were with SES Classification- Socio-Economic Status D of Rp 700,000, - up to Rp 1,000,000, - totaling 45 people.

Validity test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question or statement on the questionnaire (Ghozali, 2011: 53). The validity test is used to compare the r correlation value with the correlation number (r table). If the r count is positive and r counts > r table, then the item or question or indicator can be declared "valid". Conversely, if r count < r table then the variable is "invalid". The significant level of alpha validity test is 5% and the degree of freedom (df) = n-2, with n is the number of respondents to test validity (Ghozali, 2011: 53). Source: Primary data processed (2018)

Based on the results obtained indicate that in the instrument of Impulse Buying (IB) variable research there are 3 items of statement items that have an R-count value <R-table which means that the question item is invalid. Then the statement will be deluded for further research.

Reliability Test

According to Ghozali (2011: 47), reliability testing is to measure a questionnaire which is an indicator of variables or constructs. The method used to test the reliability of the questionnaire in this study was to use the Cronbach Alpha formula > 0.70 (Ghozali, 2011: 48). Based on the Cronbach's Alpha value of each variable > 0.70, the entire research instrument is declared reliable.

Inner Model Test

Testing the inner model or structural model is used to see the influence between constructs. The structural model or inner model is analyzed using the values of R-Square, Q-Square, and t-test for significance values.

R-Square Testing

R-Square describes the relationship between latent variables based on the theory evaluated for the dependent construct. R2 value indicates goodness fit, the higher R2, the better, for example, R2 = 0.7 then shows the influence of the dependent variable by 70%. R2 is considered good if it is > 0.67, moderate if > 0.33 and weak if < 0.19 (Ghozali, 2014: 41). The R-Square test results can be seen in Table 4.13 as follows:

Variable	R-Square	R-Square Adjusted
Impulse Buying	0,571	0,551

Source: Primary data processed (2018)

Based on Table 4.13. it can be seen that the magnitude of the R-Square value of the construct of impulse buying is 0.571, which means that the percentage of the magnitude of impulse buying explained by other constructs is 0.429 explained by other variables outside the model. This shows that the value of R-Square is considered moderate because it has values above 0.33.

Q-Square Testing

Q-Square or predictive relevance is used to measure how well the observation value is generated by the model and also its parameter estimation. Q-Square values more than zero indicate that the model has good and better predictive relevance (Ghozali, 2014: 41). Q-Square test results can be seen in the following:

$$\begin{aligned}
 Q^2 &= 1-(1-R1^2)(1-R^2) \\
 &= 1-(1-0,571)(1-0,551) \\
 &= 0,531
 \end{aligned}$$

Based on the results of the above calculati-

on, it is known that the Q2 value is 0.571 greater than 0 (zero). This shows that the research model has good predictive relevance.

Significance (t-test)

The t-test is used to see the significance of the coefficient of structural path parameters between variables by looking at the significance of t-statistics. If one-way testing is used with a real level of 5%, the critical point for one direction is 1.645 and if the test uses two directions, the critical point is 1.96. Structural influence between variables is considered significant if the t-test coefficient value is greater than t-table or p-value is smaller than 0.05 (Ghozali, 2014: 67). The results of testing the significance of the t-test can be seen in Table 4.14 as follows:

V a r i - a b l e	O r i g i - n a l S a m - p l e (O)	S a m - p l e M e a n (M)	S t a n d a r d D e v i a t i o n (STDEV)	T-Statistic (O / STDEV)	p-Val- u e s
AS-IB	0.131	0.139	0.095	1.368	0.172
SS-IB	0.101	0.110	0.087	1.164	0.245
RS-IB	0.346	0.340	0.096	3.591	0.000
VS-IB	0.130	0.136	0.106	1.233	0.218
IS-IB	0.334	0.330	0.100	3.341	0.001

Source: Primary data processed (2018)

Based on Table 4.14 it can be seen that adventure shopping, social shopping, and value shopping have no effect on impulse buying with p-value greater than 0.05 with a significance level of 5%.

Hypothesis testing

Testing the hypothesis proposed in this study was conducted twice, the first to examine the effect of each hedonic shopping motivation variable on impulse buying, then the second is to test the hypothesis to examine the overall effect of hedonic shopping motivation variables on impulse buying and the influence of time availability as moderation. The shock testing of the hypothesis proposed in this study is based on the output of the p-value value. The amount of p-value can be seen in Table 4.15 as follows.

Based on the results of the output path coefficient with the help of the Smart PLS 3.0 program in the table above, it can be concluded that adventure shopping, social shopping, and value shopping have no effect on impulse buying with p-value greater than 0.05 with a significance level of 5%. This means stating that the hypothesis H1a, H1b, and H1d which states a positive and significant effect on impulse buying is declared not accepted. While overall it was assessed that hedonic shopping motivation had a positive

Table 4.15 Path Coefficient

Variabel	O r i g i n a l S a m p l e (O)	S a m p l e M e a n (M)	S t a n d a r d D e v i a t i o n (STDEV)	T S t a t i s t i c s (O / STDEV)	P V a l u e s	K e t
AS -> IB	0.131	0.139	0.095	1.368	0.172	H1a
SS -> IB	0.101	0.110	0.087	1.164	0.245	H1b
RS -> IB	0.346	0.340	0.096	3.591	0.000	H1c
IS -> IB	0.130	0.136	0.106	1.233	0.218	H1d
VS -> IB	0.334	0.330	0.100	3.341	0.001	H1e

Sumber : Data primer, diolah 2018

Tabel 4.16 Path Coefficient Moderating

Variabel	O r i g i n a l S a m p l e (O)	S a m p l e M e a n (M)	S t a n d a r d D e v i a t i o n (STDEV)	T S t a t i s t i c s (O / STDEV)	P V a l u e s	K e t
HSM -> IB	0.541	0.565	0.098	5.504	0.000	H1
Moderating Ef- fect 1 -> IB	-0.085	-0.086	0.045	1.906	0.057	H2

Source: Primary data processed (2018)

and significant effect on impulse buying, so H1 was accepted. Based on the table above, the p-value time availability is > from 0.5 with a significance level of 5%. This means that hypothesis 2 which states that time availability moderates the relationship between hedonic shopping motivation and impulse buying is not accepted.

Discussion

Based on the results of a study that examined the effect of hedonic shopping motivation on impulse buying with time availability as a moderating variable on consumers of online stores in Semarang City at Harbolpnas, the following results were obtained:

In testing the hypothesis that was carried out before, obtained the results of research that proves that Adventure Shopping does not affect Impulse Buying. The results of this study support previous research which proves that adventure shopping does not affect impulse buying (Maulana, 2014). Inventure Shopping does not affect impulse buying. This happens because consumers shop at the Harbolnas event not because they have the motivation to shop for adventure. Thus, it can be said that the motivation to shop online when the harbolnas event is not influenced by adventure shopping.

In testing the hypothesis that was carried out before, obtained the results of research that proves that Social Shopping does not affect Impulse Buying. The results of this study support previous research that proves that social shopping does not affect impulse buying (Maulana, 2014 & David, 2016). Social Shopping does not affect impulse buying. This happens because most consumers think that in shopping at Harbolnas, there is no need to be with family or friends. At the National Baseball event, they prefer to shop online alone rather than with family or friends so that their needs can be met. Thus, it can be said that the motivation to shop online when the harbolnas event is not influenced by social shopping.

In testing the hypothesis that was carried out before, obtained the results of research that proves that Relaxation Shopping affects Impulse Buying. The results of this study support previous research which proves that relaxation shopping affects impulse buying (Ozen, 2014). Relaxation Shopping affects impulse buying. This happens because consumers shop to deal with stress and change consumers' moods from negative to positive mood. Consumers that they shop to reduce stress or stop thinking about the problem at hand, even escape for a moment from reality. This can increase or influence the behavior of impulse bu-

ying. Thus, it can be said that the higher the relaxation shopping, the greater the likelihood of impulse buying behavior.

In testing the hypothesis that was carried out before, obtained the results of research that proves that Idea Shopping does not affect Impulse Buying. The results of this study do not support previous research which proves that idea shopping affects impulse buying (Maulana, 2014). Idea shopping does not affect impulse buying. This happens because most consumers think that motivation in shopping at harbolnas is not to find new items, new trends or the latest fashion. They are more motivated to shop because of the cheaper price offers. Thus, it can be said that the motivation to shop online when the harbolnas event is not influenced by idea shopping.

In testing the hypothesis that was carried out before, obtained the results of research that proves that Shopping Value has an effect on Impulse Buying. The results of this study support previous research that proves that value shopping affects impulse buying (Erwan, 2016). Shopping Value affects impulse buying. This happens because shopping activities are intended to achieve better value by getting cheaper prices, looking for discounts, and hunting for products or services that have the lowest prices. (Purnamasari & Murwatiningsih, 2012) Promotions with price cuts are corporate communication tools with consumers and also as a tool to influence consumers in purchasing activities. This can increase or influence the behavior of impulse buying. Thus, it can be said that the higher the value shopping, the greater the possibility of impulse buying behavior.

In testing the hypothesis that was carried out before, obtained the results of research that proves that Hedonic Shopping Motivation affects Impulse Buying. The results of this study support previous research which proves that hedonic shopping motivation affects impulse buying (Dey, 2017). Hedonic Shopping Motivation can increase impulse buying or impulse buying. This happens because someone's motivation to do or buy something that is really hard to know for sure because motivation is something that is in someone and does not appear from the outside (Sangadji, 2013). Thus, it can be said that higher hedonic motivation shopping, then consumers will do impulse buying.

In testing the hypothesis that was done previously, the results of research that proved that Time Availability moderated positively hedonic motivation shopping towards impulse buying. While the results of this study indicate that time availability does not moderate the relationship

between hedonic motivation shopping and impulse buying so it does not support previous research which proves that proving that time availability moderates positively hedonic motivation shopping towards impulse buying (Dey, 2017).

Time Availability does not affect the motivation to shop online at harbolnas. Consumers buy impulsively / unplanned because of the huge hedonic shopping motivation, especially by relaxation shopping and value shopping. Consumers shop online at harbolnas because they want to forget problems, relieve stress and because they hunt for products with big discounts, and offer lower prices.

CONCLUSION AND RECOMMENDATION

Shopping Adventure does not affect impulse buying. Consumers shop online when the Harbolnas event is not based on adventure motivation but there are other shopping motivations.

Social Shopping does not affect impulse buying. Consumers shop online when the Harbolnas event does not require friends or family to shop together. They are more likely to shop online individually.

Relaxation Shopping has a positive effect on impulse buying. Consumers shop online during the Harbolnas event because they want to escape stress. When consumers feel bored, stressed and want to improve their mood, they will do impulse buying behavior.

Idea Shopping does not affect impulse buying. The motivation of consumers to shop online during the Harbolnas event is not to look for the latest products or the latest trends. Consumers do impulse buying behavior because they are more interested in the existence of low price offers during the Harbolnas event with a large discount.

Value Shopping has a positive effect on impulse buying. This happens because shopping activities are intended to achieve better value by getting cheaper prices, looking for discounts, and hunting for products or services that have the lowest prices.

Hedonic Shopping Motivation has a positive effect on impulse buying. In general, it can be concluded that Hedonic Shopping Motivation has a positive effect on impulse buying, but not all categories support. Because online shop consumers shop impulsively at harbolnas because they want to release stress (relaxation shopping) and get discounts (value shopping).

Time Availability does not moderate the relationship between hedonic shopping motivation and impulse buying. This happens because

time availability does not affect the behavior of impulse buying. Consumers only see large discounts and want to release stress. Even though Harbolnas only lasts for three days, consumers don't.

Suggestions that can be given based on research that has been done regarding the effect of hedonic shopping motivation on impulse buying with time availability as a moderating variable are as follows:

This research has several practical implications that can be taken in a related business context, based on the results of this study can be useful for companies and marketers to develop their business.

Not all hedonic shopping motivation variables have no effect on impulse buying, so for the company should increase the impulse buying behavior of consumers through pleasant stimuli to consumers, because it is evident that impulsive buying behavior can be driven by the motivation of hedonic shopping that consumers have when shopping.

In adventure shopping variables, social shopping and idea shopping have no effect on impulse buying, the company should pay attention to several things that can make consumers make impulsive purchases, especially things that make them do adventure shopping, social shopping and idea shopping. So the company can set the right marketing strategy for consumers.

Marketers can improve aspects of other dimensions that affect the behavior of impulse buying, so sales turnover can increase. Consumers are easily affected to make impulsive purchases, companies and marketers should take advantage of certain sales events, to increase company revenue. Consumers should not hesitate to provide criticism and suggestions for the company so that the company can meet consumer needs properly.

This research has limitations in its implementation. These limitations may have an effect on research results. Here are the limitations of this study:

This research cannot be generalized to a global scope. Because of the behavior of online consumers in every country must be different. This is in line with the study of Tong (2010) which proves that differences in online consumer characters in each country are influenced by differences in economic character, technological progress and culture of each country.

This study only analyzes the impulse buying behavior only from hedonic shopping motivation and time availability only, while there are still many factors that can be analyzed as predictor

impulse buying. The author still uses the assumption that all respondents fill out the questionnaire honestly and sincerely.

Suggestions for Further Researchers

This study only tested the Harbolnas event. Researchers can then conduct similar research, but with the object of research of consumers with more specific companies and/or products. For example the influence of hedonic shopping motivation on impulse buying Lazada, Shopee, Bukalapak, the influence of hedonic shopping motivation on impulse buying on electronic products. Not all hedonic shopping motivation variables have no effect on impulse buying, including adventure shopping, social shopping, and idea shopping does not have a significant effect on impulse buying. Researchers can then do similar research by adding other variables.

This research was only conducted in Semarang City. Subsequent researchers can also conduct similar research in cities, even countries that are different from different cultural contexts. Because online consumers in each country must have behavioral differences. In order to the results of the study want to be more accurate, researchers are advised to conduct research face to face with the respondents of this study. Face to face is advised to avoid differences in perceptions by ensuring the sincerity and honesty of respondents in filling out the questionnaire.

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