

## The Influence of Hedonic Shopping Value, Shopping Lifestyle, and Gamification on Impulse Buying among Generation Z TikTok Shop Users in Medan City

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### Abstract

The phenomenon of rapid development of online shopping and Internet frequency may lead to impulsive buying behaviour due to shopping stimuli and moods. The purpose of this study is to determine: (1) Impact of hedonic shopping value on impulse purchases (2) Impact of shopping lifestyle on impulse purchases (3) Impact of gamification on impulse purchases (4) Impact of hedonic shopping values, shopping lifestyles, and gamification on impulse purchases. The research method used in this study is quantitative with an associative approach. A questionnaire was distributed to 100 respondents of Generation Z who are TikTok shop users in Medan city. The data analysis technique used is multiple linear regression. Here are the research results: (1) Hedonic purchase amount (X1) has a significant positive impact on impulse purchases (Y), as evidenced by t-value  $3.199 > t\text{-table } 1.660$  and significance  $0.002$ , as evidenced by F-value  $45.013 > F\text{-table } 2.14$  and significance  $< 0.001$ . (2) Shopping Lifestyle (X2) has a positive and significant influence on Impulse Buying, evidenced by t-value  $5.091 > t\text{-table } 1.660$  and a significance of  $0.001 < 0.1$  (3) Gamification (X3) does not have a significant effect on Impulse Buying variables (Y) but has a positive value. This is evidenced by t-value  $1.571 < t\text{-table } 1.660$  and a significance of  $0.120 > 0.1$  (4) Hedonic Shopping Value (X1), Shopping Lifestyle (X2), Gamification (X3) together (simultaneously) have a positive and significant effect on the variable Impulse Buying (Y) is evidenced by F-value  $45.013 > F\text{-table } 2.14$  and the significance is  $0.001 < 0.1$ .

**Keywords:** *Impulse Buying, Hedonic Shopping Lifestyle, Shopping Lifestyle, and Gamification*

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## INTRODUCTION

The rapid advancement of technology and the emergence of various e-commerce and online shopping platforms have led to increased online shopping and internet usage frequency, giving rise to impulsive buying behavior. Impulse buying refers to unplanned purchases triggered by shopping stimuli and the mood when viewing a product, advertisement, or promotion offered by a store. Thanks to various online shopping platforms and rapidly evolving technology, consumers find it easier to search the internet or online stores by browsing. Browsing involves



'surfing' the internet, akin to window shopping, where one explores without making a purchase (Lumintang, 2013).

The presence of e-commerce platforms as popular destinations for online shopping is undoubtedly an interesting development in the retail industry. Especially during the COVID-19 pandemic in Indonesia, many people refrained from direct shopping at malls due to restrictions on being in crowded places, leading to the rapid growth of online shopping. Moreover, in this modern and technologically driven era, people are increasingly turning to online shopping. More than 50% of online purchases are impulsive, indicating that impulsive buying constitutes a significant part of online shopping activities and, therefore, warrants special attention for those involved in online businesses (Liu et al., 2013).

The phenomenon of the rapid growth of online shopping and internet usage frequency can give rise to impulse buying behavior, or unplanned purchasing behavior due to shopping stimuli or mood. The incidence of unplanned purchases in Indonesia is relatively high. According to a Nielsen survey (2007), 85% of modern retail buyers tend to purchase something unplanned.

Mowen et al. (2001) explain that: 'Impulse buying occurs when consumers suddenly feel a strong urge to buy a product without prior planning.' Impulse buying can also result from incentives in malls that remind consumers to buy or from the efforts of displays, campaigns, and store owners to create new needs.

Consumers can engage in impulse buying when driven by needs or desires for fun, uniqueness, social or emotional satisfaction. Therefore, impulse buying can be associated with the value of hedonic purchases.

Hedonic shopping value refers to purchasing activities motivated by actions involving the senses, imagination, and emotions, where the pleasure and material enjoyment become life goals (Damar & Japrianto, 2014). The possibility of shopping and the emotional value of customer purchases are reflected in the hedonic shopping value. According to Salomon (2007), hedonic shopping value refers to an individual's tendency to spend time with friends solely for pleasure, seeking attention from those around them, and living a happy or enjoyable life.

Impulse buying occurs when someone feels an urge to purchase a product without giving it much thought. This can be influenced by gamification. According to Pelling 2002, gamification can be defined as the process of enhancing services by providing a gaming experience that can improve the value creation process. Marketers can increase consumer engagement in product marketing through the use of gamification, and in this case, gamification can also trigger consumer emotions for more active product promotion (Harwood et al., 2015).

## **RESEARCH METHOD**

A quantitative research with an associative approach is the method employed in this study, utilizing surveys as the primary data collection method to gather numerical data. In this context, the sample is drawn from the population, and questionnaires are used as the primary data collection tool. Purposive sampling and snowball sampling are the methods employed in this research. These methods ensure that different subgroups of the population are consistent with sample characteristics. Various differences are represented to the extent desired by the researcher, and questionnaires are distributed from individual to individual or from

one group of people to another. The researcher's data collection involves using questionnaires, which include the selection of statements from a pre-established list of options and are distributed to respondents to collect data.

The population of Generation Z in the city of Medan is approximately 629,110 people, as reported on medankota.bps.go.id in the year 2022. To determine the sample size, the researcher employs the Slovin's formula:

$$n = \frac{N}{1+N(e)^2} = \frac{629.110}{1+629.110(10)^2} = 99,98$$

In this survey, the research sample is determined to consist of 100 respondents from Generation Z who are users of TikTok Shop in the city of Medan.

In this research, multiple linear regression analysis is employed, including the following steps:

1. Classic Assumption Tests:
  - a. Normality Test: Assesses whether the residuals (errors) are normally distributed.
  - b. Multicollinearity Test: Examines the degree of correlation among independent variables.
  - c. Heteroskedasticity Test: Assesses whether the variance of the errors is constant across all levels of the independent variables.
2. Multiple Linear Regression Analysis:

This analysis is used to determine the influence of independent variables on the dependent variable.

Hypothesis Testing:

- a. Partial t-Test (t-Test): Examines the significance of individual independent variables.
  - b. Simultaneous F-Test (F-Test): Tests the overall significance of the regression model.
3. Coefficient of Determination ( $R^2$ )

Measures the proportion of the variance in the dependent variable that is predictable from the independent variables.

These steps are standard procedures in multiple linear regression analysis to ensure the model's validity, assess the individual and overall significance of variables, and understand the overall explanatory power of the model.

## RESULTS AND DISCUSSION

### Normality Test

Table1, One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.11123150
Most Extreme Differences	Absolute	.075
	Positive	.066
	Negative	-.075
Kolmogorov-Smirnov Z		.750
Asymp. Sig. (2-tailed)		.627

The Kolmogrov Smirnov test results show a sig value of 0.627. If the sig value > 0.1. Then the distribution is normal then the continuation is the sig value of 0,627 > 0,1 means normal distribution.

### Multicollinearity Test

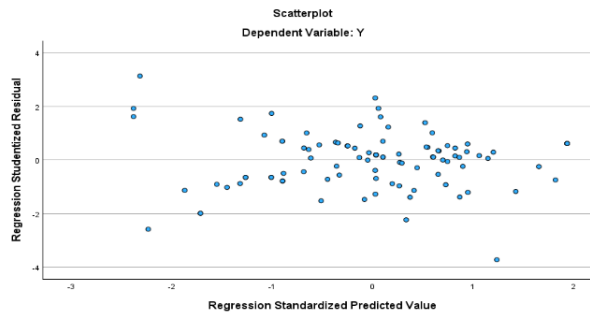
**Table.2 Multicollinearity Test**

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	4,965	2,782		1,785	,077		
X1	,281	,088	,282	3,199	,002	,559	1,790
X2	,677	,133	,465	5,091	<,001	,518	1,930
X3	,091	,058	,129	1,571	,120	,641	1,559

Dependent Variable: Y (*Impulse Buying*)

Show tht VIF Hedonic shopping Value (X1) is 1,790, Shopping Lifestyle (X2) is 1,930, Gamification (X3) is 1,559. So it can be said that the VIF value is smaller than 10. The tolerance value is known for Hedonic shopping Value (X1) as 0.559, Shopping Lifestyle (X2) as 0.518 and Gamification (X3) as 0.641 So that the value is greater than 0.1. it can concluded that this research does not occur multicollinearity assumptions.

### Heteroscedasticity Test



**Picture. 1 Heteroscedasticity Test**

Since the points are distributed within the box, it can be concluded that there are no symptoms of uneven distribution. Therefore, this model is suitable for predicting the absence of heteroscedasticity symptoms.

## Multiple Linear Regression Test

**Table. 3 Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,965	2,782		1,785	,077
X1	,281	,088	,282	3,199	,002
X2	,677	,133	,465	5,091	<,001
X3	,091	,058	,129	1,571	,120

a. Dependent Variable: Y  
Sumber: Data diolah Peneliti,2023

The regression equation is summarized as follows:  
 $Y = 4,965 + 0,281 X1 + 0,677 X2 + 0,091 X3 + 2,782 e$

### Test t (Partial Test)

The *t* test aims to determine the partial influence of each independent variable on the dependent variable. In calculating the *t* formula, the formula  $(df) = n - k$  is used with the understanding that the number of samples is *n* and the number of variables is *k*. In this study, the *df* value can be calculated with  $df = 100 - 4 = 96$  and alpha of 0.1, resulting in a *t*-table of 1.660.

**Table. 4 Test t (Partial Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,965	2,782		1,785	,077
X1	,281	,088	,282	3,199	,002
X2	,677	,133	,465	5,091	<,001
X3	,091	,058	,129	1,571	,120

a. Dependent Variable: Y ( *Impulse Buying* )  
Sumber: Data diolah Peneliti,2023

### Simultaneous Test (F Test)

This test aims to determine the joint influence between the independent and dependent variables. The hypothesis is expressed as follows. If  $F\text{-count} > F\text{-table}$  has a simultaneous effect.

**Table. 5 Simultaneous Test (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1578,449		52,6150	4,013	,001 <sup>b</sup>
Residual	1122,141	6	187,037		
Total	2700,590	9			

## Coefficient of Determination (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765 <sup>a</sup>	,584	,571	3,419

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Sumber: Data diolah Peneliti, 2023

Based on Adjusted R Square  $0.571 \times 100\% = 57.1\%$ , it means that the hedonic shopping value variable (X1) Shopping Lifestyle (X2), and Gamification (X3) affect impulse buying by 57.1%.

### The Effect of Hedonic Shopping Value (X1) on Impulse Buying (Y)

Partially (alone) in this study states that the Hedonic Shopping Value variable has a positive influence and also a significant effect on impulse buying. implies that Gen Z is influenced by hedonic shopping value to make impulse purchases at the TikTok shop. Based on the results of hypothesis testing. Proven from the results of the t test obtained t-count X1 (Hedonic Shopping value)  $3.199 > t\text{-table } 1.660$  and its significance is  $0.002 < 0.1$ , this shows that hedonic shopping value (X1) at TikTok Shop has a positive and significant effect on impulse buying, so H0 is rejected and H1 is accepted. Similar to Wahyuni's research, (2021) with the research title "The effect of hedonic shopping value and shopping lifestyle on impulse purchases at online shop stores (case study of the albadar 6 gang community)". The results of his research state that hedonic shopping value has a positive and significant effect on impulse buying.

### The Effect of Shopping Lifestyle (X2) on Impulse Buying (Y)

Based on the results of hypothesis testing, shopping lifestyle is proven to have a significant positive effect on impulse purchases, which means H2 can be accepted. From the results of the t test, it gives the t-count X2 (shopping lifestyle)  $5.091 > t\text{-table } 1.660$ , with a significance of  $0.001 < 0.1$ . This shows that shopping lifestyle (X2) in TikTok shop has a positive and significant effect on impulse buying. Similar to the research of Ahmad et al., (2022) with the research title "The Effect of Shopping Lifestyle and Skin Care Product Promotion on Impulse Buying Through TiktokShop Media" in this study found that there is also a significant positive influence between Shopping Lifestyle on impulse buying. When someone has a high enough shopping lifestyle it can trigger him to do (impulse buying). To meet the demands of a lifestyle that continues to develop and is increasingly demanding from time to time, so that someone does shopping activities that cause impulse purchases.

### The Effect of Gamification (X3) on Impulse Buying (Y)

Partially (alone) it was found that there was no positive and significant effect on impulse buying, meaning that H3 was rejected. Evidenced by the results of the t test obtained t-count X3 (Gamification)  $1.571 < t\text{-table } 1.660$  and its significance is  $0.120 > 0.1$ . Indicates that gamification (X3) in generation Z TikTok Shop users does not have a significant effect on impulse buying but has a positive value. In contrast to research conducted by Widjaja et al., (2021) with the title "The Effect of Gamification, Online Sales Promotion and Content-Based Marketing on Impulse Shopping Behavior Moderated by Gender Demographic Factors" with the

results of research Gamification (gamification) has a positive and significant effect on impulse buying.

### **The Effect of Hedonic Shopping Value, Shopping Lifestyle, and Gamification on Impulse Buying.**

Based on the results of the F test, it can be seen that there is a positive influence and has a significant influence between hedonic shopping value, shopping lifestyle, gamification on impulse buying. Evidenced by the sig value  $<0.1$  where the significance value that has been tested is  $0.001 <0.1$ , meaning that together (simultaneously) the independent variable on the dependent has a positive and significant effect. And the results of the F test count  $45.013 > F\text{-table } 2.14$  can be concluded that hedonic shopping value (X1), shopping lifestyle (X2), and gamification (X3) together have a positive and significant effect on impulse buying (Y). In this case, it also answers that H4 is accepted according to Liu et.al (2013).

### **CONCLUSION**

1. The research results show that the Hedonic Shopping Value (X1) has a positive and significant influence on the Impulse Buying Value (Y) of General Size Z TikTok Shop Users in Medan City.
2. The research results show that the shopping lifestyle variable (X2) has a significant influence on the impulse buying variable (Y) of General Z users of TikTok Shop in Medan City.
3. The research results show that the Variable Galmification (X3) does not have a significant influence on the Variable Impulse Buying (Y) but has a positive value for General Z Users of TikTok Shop in Medan City.
4. The research results show that the Hedonic Shopping Value (X1), Shopping Lifestyle (X2), Gamification (X3) have a significant positive influence on the Impulse Buying (Y) valley of General Z Users of TikTok Shop in Medan City.

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