

Generation Z Impulse Buying Analysis on Shopee in Special Region of Jakarta

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Abstract

The rise of e-commerce has made online shopping increasingly convenient, leading consumers to often make purchases driven by emotional factors rather than careful planning. This behavior is characterized as impulsive buying, where decisions are made spontaneously. Understanding the various categories of impulsive buying is essential for companies, as it enables them to tailor marketing strategies effectively. This study focuses on assessing the impulsive buying tendencies of Generation Z consumers in Jakarta's Special Capital Region while identifying their specific impulsive buying type categories. The research evaluates dimensions such as Pure Impulse Buying, Reminder Impulse Buying, Suggestion Impulse Buying, and Planned Impulse Buying, alongside Cognitive and Affective Aspects. Data was collected through an online questionnaire distributed via Google Forms, targeting 126 Generation Z Shopee users in Jakarta. A quantitative approach was employed, utilizing descriptive analysis, simple tabulation, and mean score calculations. Findings reveal that Generation Z's impulsive buying level on Shopee is rated as "Agree" and "High." Most respondents fall into the Suggestion Impulse Buying and Planned Impulse Buying categories, with their impulsive purchasing behavior significantly influenced by Affective Aspects. These insights are valuable for Shopee, as they highlight opportunities for developing targeted marketing strategies that can stimulate impulsive buying behavior and ultimately boost sales within this demographic. Understanding these dynamics is crucial for businesses aiming to enhance their engagement with young consumers in the competitive online marketplace.

Keyword: impulsive buying; e-commerce; shopee; generation z

1. Introduction

The advancement of information technology in Indonesia has developed at a significant speed and has a broad impact on various aspects of people's lives (Rizki et al., 2022). The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 had reached 221.563 million people, compared to the previous year's 213.000 million, which shows that internet users in Indonesia continue to increase every year. This is good news for digital business people. The emergence of various advanced technologies has changed people's lives to be fast-paced and practical. With the increase in diverse community needs, various innovations have emerged that are designed to

make it easier for people to meet their needs, one of which is the innovation of business transactions using the internet and the web, known as e-commerce (Maulana et al., 2021).

The development of e-commerce in Indonesia has managed to grow rapidly because it is supported by the large population of Indonesia, and most of the population is connected to the internet. One of the platforms that is often used and chosen by the public is Shopee. Based on data from the site databoks.katadata.co.id, Shopee is the most frequently used platform with a total of 2.35 billion throughout the period of 2023. Shopee is a consumer-to-consumer (C2C) mobile marketplace application that offers a variety of practical and safe products to fulfill daily needs, ranging from fashion, gadgets, cosmetics, electronics, home appliances, to shopping vouchers, and provides convenience in an easy and fast buying and selling process, as well as timely and safe product delivery (Chong & Ali, 2022).

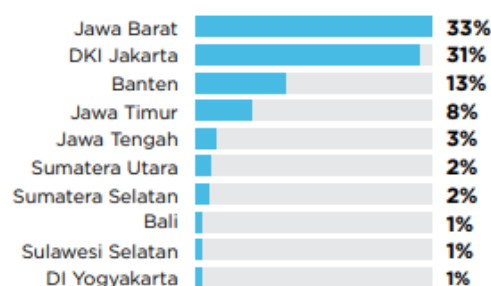


Figure 1. Provinces with the Most E-Commerce Consumers in Indonesia

Source: kredivocorp.com (2020)

Reporting from Kompas.com, the results of a survey conducted by Populix, stated that 54% of Indonesians do online shopping, and the majority is done by generation Z. Head of Research Populix, Indah Tanip, said that generation Z when shopping tends to only be afraid of missing trends, this ultimately makes impulsive shopping patterns. DKI Jakarta, which has now changed its name to the Jakarta Special Region, is the second top position in the number of consumers who use e-commerce in Indonesia. Therefore, researchers want to see the extent of generation Z's impulsive buying behavior in the Jakarta Special Region.

It is important to examine whether consumers among generation Z in the Jakarta Special Region tend to behave spontaneously or not when shopping online and they fall into the category of pure impulse buying, reminder impulse buying, suggestion impulse buying, or planned impulse buying types. The title of this research is "Analysis of Impulsive Buying Behavior on Shopee E-Commerce (Case Study on Generation Z in the Special Region of Jakarta)".

2. Literature Review

Impulsive Buying

According to Rook in Zhao et al., (2022), impulse buying is defined as consumers making sudden unplanned purchases, and this happens more online. According to Beatty & Ferrel in Ahn & Kwon, (2020) impulsive buying can also be defined as an unplanned purchase without careful consideration and a rational decision-making process due to a strong stimulus. According to Iyer in Adiyuniarsih et al., (2023) said that impulse buying as consumer behavior

has been proven as a purchasing activity related to the environment and time constraints in shopping, with the purchase route taken should be different.

Based on several definitions of buying interest according to these experts, it can be concluded that impulsive buying is the behavior of consumers who make unplanned purchases suddenly, often online, without careful consideration and a rational decision-making process due to a strong stimulus. This behavior is also influenced by the environment and time constraints in shopping, where purchasing decisions are not planned, rarely consider consequences, and are driven by stimuli.

According to Stern in Zhang et al., (2021), impulsive types are classified into four based on differences in purchasing situations, namely:

1. Pure Impulse Buying is an impulse purchase outside of normal buying patterns. This purchase occurs due to emotional or irrational product attraction.
2. Reminder Impulse Buying is an impulse purchase that occurs when a buyer sees a product and remembers that the product is in short supply, or remembers an advertisement or information about the product and a previous decision to buy.
3. Suggestion Impulse Buying, is an impulse purchase that arises when the buyer sees the product for the first time and imagines needing the product, despite having no prior knowledge of the product. Suggestion impulse buying is based on the rational or function of the product while pure impulse buying is an impulse purchase based on emotions.
4. Planned Impulse Buying is an impulse purchase that occurs when a buyer walks into a store and thinks about buying a certain product, but with the expectation and intention of buying depending on the special price, coupon offer, and preference for the product.

In addition, according to Verplanken & Herabadi in Deborah et al. (2022), suggest two dimensions of impulse buying, namely cognitive aspects and affective aspects:

1. The cognitive aspect is the lack of consideration and planning elements in the purchases made. Indicators that can measure this dimension are mindless shopping, online shopping without planning, following trends, and not thinking about risks when shopping.
2. Affective aspects are spontaneous emotional impulses, as well as feelings of pleasure and joy experienced by consumers after buying without careful planning. Indicators that can measure this dimension are not being able to resist desires, being carried away by the mood when shopping, and feeling happy after shopping.

3. Material and Method

3.1 Design Study

This research uses a quantitative approach with a survey method to 126 respondents. The survey method in this study was conducted online using Google Form as a medium for filling out questionnaires. Researchers chose Google Form as a medium for filling out questionnaires because it can make it easier to distribute questionnaires to research subjects, and allows filling out questionnaires quickly and easily. In addition, distributing questionnaires online is more effective because it can save time and costs, and allows research subjects to fill out questionnaires anytime and anywhere.

Population

The population in this study is among generation Z in the Special Region of Jakarta who have used Shopee. Then this data is expressed as a large number of populations. In order

to make it possible to be studied, a research sample was formed to be a representative of the population.

Sample

The sampling technique used in this study is non-probability sampling with purposive sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample member (Suryani et al., 2023). While the purposive sampling method is a sampling technique with certain considerations (Suryani et al., 2023). The sample criteria for this study consist of:

- a. Generation Z who are 18 - 28 years old
- b. Have made a purchase transaction at Shopee in the past year
- c. Domiciled in the Special Region of Jakarta

In measuring the sample size to be studied, the researcher uses the Hair formula, Hair's formula is used because the population size is not known with certainty, so it is recommended that the sample size depends on the number of indicators multiplied by 5 to 10 (Pratiwi & Dwijayanti, 2021). The sample size to be studied is formulated as follows:

$N = \text{Number of Question Instruments} \times 10$

$N = 18 \times 6$

$N = 126$

Based on these results, the minimum sample used was 126 respondents.

3.2 Data Analysis

Simple Tabulation Analysis

Simple tabulation analysis was conducted to determine the percentage of respondents who chose certain categories. In addition, this analysis aims to provide an overview of the questionnaire data, which describes certain characteristics of the respondents (Elmertian et al., 2024). With the following formula:

$$P = \frac{f_i}{\sum f_i} \times 100\%$$

Description:

P = Percentage of respondents who chose a particular category

f_i = Number of respondents who chose a particular category.

$\sum f_i$ = The total number of respondents

Descriptive Analysis

This research was conducted using descriptive analysis to understand the data. According to Muhson in Amir & Sasmayunita (2023), descriptive analysis is a method used to analyze data by describing or describing previously collected data, with the aim of drawing conclusions that can be generalized and considered correct. Descriptive research will focus on describing the data obtained, making it easier for readers to understand and analyze the available data (Martias, 2021).

Table 1. Criteria Score Weight and Achievement Level

No	Criteria Score	Achievment Level
1	0% – 25%	Strongly Disagree
2	26% – 50%	Disagree
3	51% – 75%	Agree
4	76% – 100%	Strongly Agree

Source: Wiriasto et al., (2020)

In this study, descriptive analysis measures the analysis of Impulsive Buying in generation Z in the Special Region of Jakarta. In this study, the results of the questionnaire are described using a criterion score which is divided into four criteria with their respective achievement levels, to facilitate interpretation of the results of the questionnaire that has been filled in by respondents. The weight of the criteria score and the level of achievement itself have been described in table 1

Average Score Analysis

In this study, the scores given by respondents will calculate the average value of the level of impulsive buying. To calculate the average dimension of impulsive buying in generation Z in the Special Region of Jakarta using the following calculation formula:

$$r = \frac{f}{n}$$

Description:

r = Average value

f = Frequency of questionnaire answers

n = Number of respondents

To determine the position of respondents' answers regarding the dimensions of impulsive buying, an interval scale is used which describes the range from very negative to very positive positions, namely the range of numbers one (1) to four (4). This class interval scale is measured using the following formula:

$$i = \frac{r}{k} = \frac{(4 - 1)}{4} = \frac{3}{4} = 0,75$$

Based on the above calculations, the class interval value used is 0.75. So the scale range based on the class interval is as follows:

Table 2. Interval Scale Range

Scale Range	Criteria
1,00 – 1,75	Very Low
1,76 – 2,50	Low
2,51 – 3,25	High
3,26 – 4,00	Very High

Source: Ismail in Haryati et al., (2021)

4. Result

4.1 Validity Test

Validity testing is an important process in research to determine whether a questionnaire can be considered valid or not. A survey is considered valid if the questions contained in it are able to accurately describe the variables to be measured. In this study, the validity test was carried out using the Pearson Product Moment test method. According to this method, a statement item in the questionnaire is declared valid if the calculated *r* value obtained is greater than the predetermined *r* table value. After analyzing the data using SPSS 25 software for the validity test, it was found that all calculated *R* values exceeded the 5% significance level with an *r* table value of 0.1750. Therefore, all items from the dimensions of Pure Impulse Buying, Reminder Impulse Buying, Suggestion Impulse Buying, Planned Impulse Buying, Cognitive Aspects and Affective Aspects are considered feasible and in accordance with the variables used for further research.

Table 3. Validity Test

Dimension	Item	N	R value	R table	Description
Pure Impulse Buying	Item 1	120	0,929	0,1750	Valid
	Item 2	120	0,900	0,1750	Valid
	Item 3	120	0,922	0,1750	Valid
Reminder Impulse Buying	Item 4	120	0,926	0,1750	Valid
	Item 5	120	0,918	0,1750	Valid
	Item 6	120	0,915	0,1750	Valid
Suggestion Impulse Buying	Item 7	120	0,685	0,1750	Valid
	Item 8	120	0,670	0,1750	Valid
	Item 9	120	0,749	0,1750	Valid
Planned Impulse Buying	Item 10	120	0,819	0,1750	Valid
	Item 11	120	0,713	0,1750	Valid
	Item 12	120	0,753	0,1750	Valid
Aspek Kognitif	Item 13	120	0,933	0,1750	Valid
	Item 14	120	0,897	0,1750	Valid
	Item 15	120	0,935	0,1750	Valid
Aspek Afektif	Item 16	120	0,708	0,1750	Valid
	Item 17	120	0,645	0,1750	Valid
	Item 18	120	0,763	0,1750	Valid

Source: Data processed by researchers (2024)

4.2 Reliability Test

According to Jana & Herianto (2021), to determine whether an instrument can be considered reliable, one of the ways that can be used is to set a limit of alpha value > 0.60. If the alpha value obtained is <0.60, then the instrument is considered unreliable, and it is necessary to redistribute the questionnaire or delete several inconsistent statement items. Conversely, if the alpha value is >0.60, the instrument is declared reliable and can be used, because it shows consistency in measurement. The results of the reliability test in this study

can be seen in Table 4.6. The research instrument used has an alpha value > 0.60, so it can be said that the instrument used is reliable or has consistent results.

Table 4. Reliability Test

	N	Alpha Value	Cronbach Alpha	Description
Impulsive Buying	126	0,888	0,60	Reliable

Source: Data processed by researchers (2024)

The results of the reliability test in this study can be seen in Table 4. The research instrument used has an alpha value > 0.60, so it can be said that the instrument used is reliable or has consistent results.

4.3 Pure Impulse Buying

The pure impulse buying dimension describes respondents who have buying patterns outside of normal buying patterns, this purchase occurs because of emotional or irrational product attraction to Shopee. There are three statement items in this dimension.

Table 5. Frequency of Answer to Pure Impulse Buying

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	When browsing Shopee, have the desire to buy products other than the products needed	Wi	1	2	3	4
		Fi	32	46	21	27
		∑ Wifi	295			
		%	25,4%	36,5%	16,7%	21,4%
		Total	78		48	
			61,9%		38,1%	
		Average	2,34			
2	Having the urge to buy items that are not related to the shopping purpose when I browse Shopee	Wi	1	2	3	4
		Fi	37	41	23	25
		∑ Wifi	288			
		%	29,4%	32,5%	18,3%	19,8%
		Total	78		48	
			61,9%		38,1%	
		Average	2,28			
3	Having a tendency to purchase items outside of shopping purposes when browsing Shopee	Wi	1	2	3	4
		Fi	35	42	24	25
		∑ Wifi	291			
		%	27,8%	33,3%	19%	19,8%
		Total	77		49	
			61,1%		38,9%	

No	Statement		Alternative Answers			
			STS	TS	S	SS
		Average	2,30			
	Average Percentage		62,1%		37,9%	
	Dimensional Average		2,31			

Source: Data processed by researchers (2024)

The Pure Impulse Buying dimension has an average percentage of disagree and strongly disagree answers of 62.1% and when viewed in the weighted score of the criteria and the achievement weight of the impulsive buying level, it is included in the “Agree” category (51%-75%). This is supported by statement number one, which is 61.9% with “When browsing Shopee, have the desire to buy products other than the products needed”. In addition, this is also supported by statement number two, which is 61.9% with “Having the desire to buy items that are not related to shopping goals when I browse Shopee”. Based on the average calculation approach, the Pure Impulse Buying dimension has a value of 2.31 which can be concluded from the interval scale range score, this value is in the scale range (1.76 - 2.50) included in the “Very Low” category. This shows that respondents are not included in the Pure Impulse Buying type category who make purchases because of emotional or irrational product interest in Shopee.

4.4 Reminder Impulse Buying

The reminder impulse buying dimension describes respondents who have impulse buying patterns that arise when buyers see products on Shopee and remember that product supplies are running low, or remember advertisements/information about products and previous decisions to buy. There are three statement items in this dimension.

Table 6. Frequency of Answer to Reminder Impulse Buying

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	Having the desire to buy a product when information from Shopee reminds of a satisfying product	Wi	1	2	3	4
		Fi	30	45	23	28
		∑ Wifi	301			
		%	23,8%	35,7%	18,3%	22,2%
		Total	75		51	
			59,5%		40,5%	
		Average	2,38			
2	Desire to buy items that are unrelated to the shopping purpose when I browse Shopee	Wi	1	2	3	4
		Fi	36	41	21	28
		∑ Wifi	293			
		%	28,6%	32,5%	16,7%	22,2%

No	Statement		Alternative Answers			
			STS	TS	S	SS
3	Tendency to purchase items outside of shopping goals when browsing Shopee	Total	77		49	
			61,9%		38,1%	
		Average	2,32			
		Wi	1	2	3	4
		Fi	30	44	26	26
		∑ Wifi	291			
		%	23,8%	34,9%	20,6%	20,6%
	Average Percentage	Total	74		52	
			58,7%		41,2%	
		Average	2,38			
		60,1%		39,9%		
		2,36				

Source: Data processed by researchers (2024)

The Impulse Buying Reminder dimension has an average percentage of disagree and strongly disagree answers of 60.1% and when viewed in the weighted criteria score, it is included in the “Agree” category (51%-75%). This is supported by statement number two, which is 61.9% with “The desire to buy items that are not related to shopping goals when I browse Shopee”. Based on the average calculation approach, the Impulse Buying Reminder dimension has a value of 2.36 which can be concluded from the interval scale range score, this value is in the scale range (1.76 - 2.50) included in the “Very Low” category. This shows that respondents are not included in the Reminder Impulse Buying type category, which has an impulse buying pattern that arises when the buyer sees a product on Shopee and remembers that the product is running low, or remembers an advertisement/information about the product and a previous decision to buy.

4.5 Suggestion Impulse Buying

The suggestion impulse buying dimension describes respondents who have impulse buying patterns that arise when buyers see products on Shopee and imagine needing the product, even though they have no prior knowledge of the product. There are three statement items in this dimension.

Table 7. Frequency of Answer to Suggestion Impulse Buying

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	Have a desire to buy a product if it provides good quality when seeing the product for the first time	Wi	1	2	3	4
		Fi	1	3	54	68
		∑ Wifi	441			
		%	0,8%	2,4%	42,8%	54%

No	Statement		Alternative Answers			
			STS	TS	S	SS
		Total	4		122	
			3,2%		96,8%	
		Average	3,5			
2	Practicality is the main reason for having the desire to buy when browsing products for the first time	Wi	1	2	3	4
		Fi	2	2	54	68
		∑ Wifi	440			
		%	1,6%	1,6%	42,8%	54%
		Total	4		122	
			3,2%		96,8%	
		Average	3,49			
3	Easily attracted to buy the product based on the function displayed	Wi	1	2	3	4
		Fi	2	3	59	62
		∑ Wifi	433			
		%	1,6%	2,4%	46,8%	49,2%
		Total	74		52	
			4%		96%	
		Average	3,43			
	Average Percentage		3,5%		96,5%	
	Dimensional Average		3,47			

Source: Data processed by researchers (2024)

The Impulse Buying Suggestion dimension has an average percentage of answers agreeing and strongly agreeing of 96.5% and when viewed in the weighted score criteria, it is included in the “Strongly Agree” category (76%-100%). This is supported by statement number one, which is 96.8% with “Having the desire to buy a product if it provides good quality when seeing the product for the first time”. In addition, this is also supported by statement number two, which is 96.8% with “Practicality is the main reason for having the desire to buy when browsing products for the first time”. Based on the average calculation approach, the Suggestion Impulse Buying dimension has a value of 3.47 which can be concluded from the interval scale range score, this value is in the scale range (3.26 - 4.00) included in the “Very High” category. This shows that respondents are included in the Suggestion Impulse Buying type category, which has an impulse buying pattern that arises when buyers see practical and good quality products on Shopee and imagine needing these products, even though they previously had no knowledge of these products.

4.6 Planned Impulse Buying

The planned impulse buying dimension describes respondents who have impulse buying patterns that arise when buyers enter Shopee and think about buying a certain product,

but with the hope and intention of buying depending on special prices, and discount offers. There are three statement items in this dimension.

Table 8. Frequency of Answer to Planned Impulse Buying

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	The tendency to buy other products that provide discounts or better offers, despite having plans to make a specific purchase	Wi	1	2	3	4
		Fi	3	3	48	72
		∑ Wifi	437			
		%	2,4%	2,4%	38,1%	57,1%
		Total	6		120	
			4,8%		95,2%	
		Average	3,5			
2	Desire to buy other products with the sales promotion, despite considering some specific purchases	Wi	1	2	3	4
		Fi	2	4	61	59
		∑ Wifi	429			
		%	1,6%	3,2%	48,4%	46,8%
		Total	6		120	
			4,8%		95,2%	
		Average	3,5			
3	Desire to buy other products that have good reviews, despite having some specific purchases	Wi	1	2	3	4
		Fi	2	7	57	60
		∑ Wifi	433			
		%	1,6%	5,6%	45,2%	47,6%
		Total	9		117	
			4%		96%	
		Average	3,38			
	Average Percentage		4,5%		95,5%	
	Dimensional Average		3,43			

Source: Data processed by researchers (2024)

The Planned Impulse Buying dimension has an average percentage of answers agreeing and strongly agreeing of 95.5% and when viewed in the weighted score criteria, it is included in the “Strongly Agree” category (76%-100%). This is supported by statement number one, which is 96% with “The desire to buy other products that are widely liked and have good reviews, despite having several specific purchases”. Based on the average calculation approach, the Planned Impulse Buying dimension has a value of 3.43 which can be concluded from the interval scale range score, this value is in the scale range (3.26 - 4.00) included in the “Very High” category. This shows that the respondent has an impulsive buying pattern character that arises due to a better offer, even though he has plans to make certain purchases.

4.7 Cognitive Aspect

The Cognitive Aspect dimension describes the lack of consideration and planning elements in purchases made by respondents at Shopee. There are three statement items in this dimension.

Table 9. Frequency of Answer to Cognitive Aspect

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	Lack of planning when shopping	Wi	1	2	3	4
		Fi	36	45	19	26
		∑ Wifi	287			
		%	28,6%	35,7%	15,1%	20,6%
		Total	78		48	
			64,3%		35,7%	
		Average	2,27			
2	Not considering price and value for money when shopping	Wi	1	2	3	4
		Fi	43	38	31	14
		∑ Wifi	268			
		%	34,1%	30,2%	24,6%	11,1%
		Total	81		45	
			64,3%		35,7%	
		Average	2,12			
3	Not making comparisons between products before buying	Wi	1	2	3	4
		Fi	44	37	25	20
		∑ Wifi	273			
		%	34,9%	29,4%	19,8%	15,9%
		Total	81		45	
			61,1%		38,9%	
		Average	2,16			
	Average Percentage		63,2%		36,8%	
	Dimensional Average		2,19			

Source: Data processed by researchers (2024)

The Cognitive Aspect dimension has an average percentage of disagree and strongly disagree answers of 63.2% and when viewed in the weighted score criteria, it is included in the “Agree” category (51%-75%). This is supported by statement number one, which is 64.3% with “Lack of planning when shopping”. In addition, this is also supported by statement number two, which is 64.3% with “Not considering price and use value when shopping”. Based on the average calculation approach, the Cognitive Aspect dimension has a value of 2.19 which

can be concluded from the interval scale range score, this value is in the scale range (1.76 - 2.50) included in the “Low” category. This shows that the Cognitive Aspect, which describes the lack of consideration and planning elements in purchasing, is not an element driving respondents to make impulse purchases.

4.8 Affective Aspect

The Affective Aspect dimension describes respondents who have spontaneous emotional impulses, as well as feelings of pleasure and joy experienced by consumers after buying without careful planning at Shopee. There are three statement items in this dimension.

Table 10. Frequency of Answer to Affective Aspect

No	Statement		Alternative Answers			
			STS	TS	S	SS
1	Feeling happy and excited when making a purchase	Wi	1	2	3	4
		Fi	1	1	43	81
		∑ Wifi	456			
		%	0,8%	0,8%	34,1%	64,3%
		Total	2		124	
			1,6%		98,4%	
		Average	3,61			
2	Buying things spontaneously	Wi	1	2	3	4
		Fi	1	4	76	45
		∑ Wifi	417			
		%	0,8%	3,2%	60,3%	35,7%
		Total	5		121	
			4%		96%	
		Average	3,3			
3	It's hard to ignore the good stuff when shopping	Wi	1	2	3	4
		Fi	2	3	47	74
		∑ Wifi	445			
		%	1,6%	2,4%	37,3%	58,7%
		Total	5		121	
			4%		96%	
		Average	3,53			
	Average Percentage		3,2%		96,8%	
	Dimensional Percentage		3,48			

Source: Data processed by researchers (2024)

The Affective Aspect dimension has an average percentage of answers agreeing and strongly agreeing of 96.8% and when viewed in the weighted score criteria, it is included in

the “Strongly Agree” category (76%-100%). This is supported by statement number one, which is 98.4% with “Feeling feelings of pleasure and joy when making purchases”. Based on the average calculation approach, the Affective Aspect dimension has a value of 3.48 which can be concluded from the interval scale range score, this value is in the scale range (3.26 - 4.00) included in the “Very High” category. This shows that the Affective Aspect, which is a spontaneous emotional impulse, as well as the feelings of pleasure and joy experienced by consumers after buying without planning, is a driving element for respondents in making impulse purchases.

Based on the per-dimension analysis, the average score of the impulsive buying level at Shopee is 67.2% and is included in the “Agree” category, supported by the Suggestion Impulse Buying dimension with a percentage of 96.5%, the Planned Impulse Buying dimension with a percentage of 95.5%, and the Affective Aspect dimension with a percentage of 96.8%. And based on this, the majority of Shopee users who are generation Z in the Special Region of Jakarta are included in the Suggestion Impulse Buying type category, and Planned Impulse Buying, and the Affective Aspect strongly encourages them to make impulse purchases.

4.9 Impulsive Buying Average Analysis

After knowing the average number of each dimension of impulsive buying on the Shopee application. After that, the next step is to calculate based on the overall dimensions of impulsive buying on Shopee (Pure Impulse Buying, Reminder Impulse Buying, Suggestion Impulse Buying, Planned Impulse Buying, Cognitive Aspects, and Affective Aspects) to find out the final average number.

Table 11. Impulsive Buying Average Analysis

Dimension	Average	Description
Pure Impulse Buying	2,31	Low
Reminder Impulse Buying	2,36	Low
Suggestion Impulse Buying	3,47	Very High
Planned Impulse Buying	3,43	Very High
Cognitive Aspect	2,19	Low
Affective Aspect	3,48	Very High
Average	$\frac{2,31 + 2,36 + 3,47 + 3,43 + 2,19 + 3,48}{6} = 2,87$	

Source: Data processed by researchers (2024)

Based on the values that have been obtained from the five research dimensions, the average score of the impulsive buying level is 2.87 based on the scale range (2.51 - 3.25), it can be concluded that the six dimensions of impulsive buying for Shopee users are in the “High” category. This shows that generation Z in the Special Region of Jakarta makes

impulsive purchases that tend to be high on Shopee. This is supported by Suggestion Impulse Buying with impulse buying patterns that arise when buyers see products on Shopee and imagine needing these products. Planned Impulse Buying with impulse buying patterns that arise when buyers enter Shopee and think they will buy a certain product, but with the hope and intention of buying depending on special prices, and coupon offers. Affective aspects with spontaneous emotional impulses, as well as feelings of pleasure and joy experienced by consumers after buying without careful planning at Shopee.

5. Conclusion

Based on the results of the analysis of impulsive buying on Shopee users, it can be said that the level of impulsive buying on Shopee for generation Z in the Special Region of Jakarta is categorized as “Agree” and “High”. The majority of Shopee users who are generation Z in the Special Region of Jakarta are included in the Suggestion Impulse Buying type category, and Planned Impulse Buying, and Impulsive Buying behavior is strongly driven by the Affective Aspect. This statement is supported by:

1. Suggestion Impulse Buying shows that product quality and function can increase the level of impulsive buying of Shopee users. Suggestion Impulse Buying can be measured by the desire to buy a product if it provides good quality, practicality is the main reason for having a desire to buy, and is easily attracted to buying products based on the functions displayed.
2. Planned Impulse Buying shows that discounts, sales promotions, and good reviews can increase the level of impulsive buying of Shopee users. Planned Impulse Buying can be measured by the tendency to buy other products that provide better discounts or offers, the desire to buy other products with sales promotions, and the desire to buy other products that have good reviews.
3. The Affective aspect shows the spontaneous emotional impulse, as well as the feelings of pleasure and joy that consumers experience after buying without planning greatly encourages Shopee users to make impulsive purchases. Affective aspects can be measured by feelings of pleasure and joy when making purchases, buying goods spontaneously, and it is difficult to ignore good things when shopping.

6. Implication and Recommendation

This study analyzes the level of impulsive buying of generation Z at Shopee in the Special Region of Jakarta and which type of impulsive buying category they belong to. To measure this, researchers used the dimensions developed by Stern (1962), namely Pure Impulse Buying, Reminder Impulse Buying, Suggestion Impulse Buying, and Planned Impulse Buying, as well as dimensions from Verplanken & Herabadi (2001), namely Cognitive Aspects and Affective Aspects.

Practical implications related to Pure Impulsive Buying are that Shopee can increase external factors that influence consumers' emotional impulses, such as flash sale offers and attractive product displays, to encourage impulse purchases. The practical implication related to Reminder Impulse Buying is that Shopee can improve advertisements and product information that remind consumers about products that are in short supply, such as restock notifications or recommendations based on purchase history. Practical implications related to Suggestion Impulse Buying, namely Shopee can improve product quality and function and

provide personalized recommendations, so that consumers are more likely to choose and buy products impulsively. Practical implications related to Planned Impulse Buying, namely Shopee can offer more discounts and other attractive offers that can encourage consumers to make planned but still impulsive purchases. Practical implications related to Cognitive Aspects, namely Shopee can optimize the factors that shape impulse shopping, such as ease of site navigation and relevant product recommendations, to influence impulse shopping decisions. The practical implication related to the Affective Aspect is that Shopee can improve external factors that influence consumers' emotional drive, such as a fun and interactive shopping experience, to encourage impulse shopping.

Based on the results of this study, the recommendations for business actors at Shopee from researchers are increasing Pure Impulse Buying at Shopee, business actors are expected to improve external factors that influence consumers' emotional impulses, such as flash sale offers and attractive product displays. Increasing Reminder Impulse Buying at Shopee, for business actors, it is hoped that they can increase advertisements and product information that reminds consumers about products that are in short supply, such as restock notifications or recommendations based on purchase history. Increasing Suggestion Impulse Buying at Shopee, for business actors, it is hoped that they can improve product quality and function and provide personalized recommendations, so that consumers are more likely to choose and buy products impulsively. Increasing Planned Impulse Buying at Shopee, business actors are expected to offer more discounts and other attractive offers that can encourage consumers to make planned but still impulsive purchases. Increasing Cognitive Aspects at Shopee, for business actors, it is hoped that they can optimize the factors that shape impulse shopping, such as ease of site navigation and relevant product recommendations, to influence impulse shopping decisions. Improving the Affective Aspects of Shopee, for businesses is expected to improve external factors that influence consumers' emotional drives, such as a fun and interactive shopping experience, to encourage impulsive shopping.

Based on the limitations of this study, the recommendation for future researchers from researchers is that further research is expected to add research samples, to be able to increase data accuracy and describe a more representative situation. It is hoped that future researchers will expand the research subjects so that they can find other categories of impulsive buying types at Shopee. It is hoped that further research can enrich the research by adding theory to analyze impulsive buying on Shopee, in order to deepen knowledge about impulsive buying.

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