THE EFFECT OF IMPULSIVE BUYING, AND HEDONISM ON PURCHASE DECISIONS IN ONLINE MARKETPLACE WITH SELF CONTROL AS INTERVENING VARIABLES

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Abstract: This research uses quantitative research; the aim is to determine the influence of impulsive buying and hedonism on Purchasing Decisions in the Online Marketplace with Self Control as an Intervening Variable. The sample used in this study was 200 Online Marketplace Users in the South Tangerang City area. This study uses primary data with a questionnaire. The analytical method used to test the hypothesis is path analysis. The results showed that there was a direct effect of impulsive buying and hedonism on Purchasing Decisions at the Online Marketplace. Based on the path analysis test, the results of the direct and indirect effect of Impulsive buying,

Keywords: Impulsive Buying, Hedonism, Self Control, Purchasing Decisions, Online Marketplace.

I. Introduction

1.1 Background

The increasing economic growth and the needs of consumers with high purchasing power have made shopping patterns in Indonesia now change and become a reflection of a more modern lifestyle that emphasizes the aspects of pleasure, enjoyment and entertainment when shopping (Parwanto, 2006: 30 in Anak Agung Wife Sandya Kharisma, et al. 2018).

Lifestyle is defined as how a person lives (how one lives), including how someone uses their money, how to allocate their time, and so on. Lifestyle is a pattern of life – someone who is identified by how people spend their time (activities), what they consider important in their environment (interests) and what they think about themselves and also the world around them. (Intan Ayu, 2020)

The most basic human needs are physiological needs or physiological needs namely the needs of staples, clothing, boards to biological needs (Goble, 2010: 85). Every human being must be trying to fulfill all his needs so that they can survive. One way is to make a purchase of an item. Purchasing activities carried out by consumers are not based solely on meeting their needs but are also supported by stimulus from producers. So that the more variations issued by the producer, the greater the consumptive behavior (Parwanto, 2006: 28 in Anak Agung Wife Sandya Kharisma, et al. 2018)

Development Artificial Intelligence along with the growth of new businesses (start-ups), especially in the field of e-commerce, with the rise of online marketplaces, especially during the Covid-19 Pandemic. It is undeniable that people's lifestyle changes by making it easier to get various needs through online transactions; it is also possible to increase Impulse buying supported The hedonic value when shopping online is the pleasure and happiness of the online shopping experience. This requires a strong self-control from society so as not to be trapped in a consumptive attitude. As a result, Indonesians, especially in the city of South Tangerang, have started to switch shopping from traditional markets and modern retail stores to the Online Marketplace. The more rapid growth of the Online Marketplace at this time is based on the desire of companies to meet consumer needs with the ease of shopping without leaving the house during the Covid-19 pandemic and saving time which is expected to be effective and efficient. Besides that, another reason for consumer behavior in Indonesia today is that they prefer shopping at the Online Marketplace compared to modern retail stores and traditional markets.

Impulse buying is defined as the act of buying previously not consciously recognized as the result of a consideration or purchase intention that was formed prior to entering the store. Emotionally attracted consumers
often no longer involve rationality in the purchasing decision-making process. As most people have experienced, they often shop more than originally planned. Some people even buy things that are not on the prepared shopping list. This is a positive indicator that Indonesians are people who like to buy unplanned products. (Mowen and Minor 2002: 10 in Binar Utami 2016).

Impulse buying behavior or impulse buying is an important phenomenon in the context of online retail and marketing businesses. It is this behavior that determines a purchase decision as well as contributes a large volume of goods sold annually in various product categories. Currently, most consumers in Indonesia are more recreational oriented when shopping. This is the same as consumers are more concerned with hedonic value when shopping, namely the pleasure and happiness of the shopping experience. Hedonic shopping value reflects instruments that provide direct benefits from an experience in spending, such as: fun and new things. Hedonic consumption includes aspects of behavior related to multi-sensory, fantasy and controlled emotional consumption by benefits such as pleasure in using products and aesthetic approaches. (Binar Utami 2016)

Self control is the ability to guide one's own behavior, as well as the ability to suppress or block impulses or impulsive behavior. This definition means that self-control is an individual's ability to direct his behavior so that it can reduce or avoid behavior that is detrimental to him (Chaplin, 2015).

With the development of technology coupled with a pandemic situation that requires people to be at home, external aspects such as the physical location of the shop are no longer the main focus of consumers. Manufacturers compete with marketing strategies through procuring discounts, advertising, launching store-specific merchandise and periodically releasing new products online. This strategy is proven to be able to make the brand better known to the public and increase sales of its products.

![Top 10 Lalu Lintas Situs E-commerce Terbanyak di Indonesia Kuartal ke 2 Tahun 2020 (Dalam Juta Klik)](image)

Source: Statista.com

Based on data published by statista.com, the number of visitors to e-commerce sites in September 2020 was mostly at Shopee, followed by Tokopedia, Bukalapak, and Lazada Indonesia. The e-commerce users are increasing every day. Of course, to attract more potential buyers, every e-commerce provides a promotion that can be said to be absurd. Call it a flash sale where goods are sold at the cheapest prices up to Rp. 99, big discounts, and regular monthly events starting from 9.9, 10.10, etc. The marketing strategy of "Free delivery today only" seems to have succeeded in attracting consumers, as evidenced in February 2016 when Shopee released its free shipping service throughout Indonesia, doubling Shopee users. These are done to attract a wider range of potential buyers and are expected to continue shopping at e-commerce. Apart from discounts, visual website design, available features, layout, easy search for goods, and website navigation are also factors that are considered by e-commerce (https://kandankilmu.org/2020)
A preliminary study conducted by Ahmadi (2020) shows that e-commerce, sales promotion has a positive and significant direct influence on lifestyle. In addition, there is also a direct influence of e-commerce, sales promotion, and lifestyle on impulsive buying behavior. Sarbitj (2020) The results show that hedonic shopping motivation has a significant effect on impulsive buying. Consumers with high hedonic shopping motivation tend to make spontaneous purchases. The value shopping indicator has the highest influence on impulsive buying. In this study, price is one of the main factors for consumers in making purchases. The gratification shopping indicator has the lowest influence on impulsive purchases at online stores on Instagram, because online stores on Instagram only upload photos or videos about the products being sold and don't provide anything new or interesting, so consumers feel bored, and don't make their mood change for the better. Ro'is, et al. (2020) The results show that self-control variables significantly influence impulsive buying and attitudes. Self-control has a positive effect on attitudes and has a negative effect on impulsive purchases. Intan Ayu (2020) The results of this study show that from the original sample test there are four variables that have a positive effect and seven variables have a negative effect. Partially, the religiosity variable has a negative and insignificant effect on purchasing decisions; the impulsive buying variable has a positive and insignificant effect on purchasing decisions. Hedonism variable has a positive and significant effect on purchasing decisions, price variables have a negative and insignificant effect on purchasing decisions, lifestyle variables have a negative and insignificant effect on self control, the religiosity variable has a negative and insignificant effect on self control, the variable impulsive buying has a negative effect and not significant to self control, hedonism variable has a positive and significant effect on self control, price variables have a positive and significant effect on self control and self control variables have a negative and insignificant effect on purchasing decisions. Anak Agung, et al (2018) The results showed that each personality variable and shop enjoyment had a positive and significant effect on the impulse buying tendency. This study also states that impulse buying tendency has a significant positive effect on impulse buying behavior, besides that impulse buying tendency also significantly mediates the relationship between personality and impulse buying behavior and shop enjoyment on impulse buying behavior. The study found that each of the personality and shop enjoyment variables had a positive and significant effect on impulse buying behavior. Binar Utami (2016) The results showed that the hedonic shopping value had a significant effect on impulse buying, the hedonic shopping value had a significant effect on positive emotions on the consumers of Ambaruko Plaza Yogyakarta. Positive emotions have a significant effect on impulse buying at Ambaruko Plaza Yogyakarta consumers. Nurmadina (2016) Research Results Show that the variable product (product), price (price), promotion (promotion), distribution (place), people (people), process (process) and the physical environment (physical evidence), simultaneously have a significant effect on purchasing decisions online. Partially the product variable (product), price (price), promotion (promotion), distribution (place), people (people), and process (process) have a significant effect while the physical environment variables (physical evidence) have no significant effect on purchasing decisions. Partially the religiosity variable has a negative and insignificant effect on self control, price variable has a negative and insignificant effect on self control, and not significant to self control, the religiosity variable has a negative and insignificant effect on self control, the variable impulsive buying has a negative effect and not significant to self control, hedonism variable has a positive and significant effect on self control, price variables have a positive and significant effect on self control and self control variables have a negative and insignificant effect on purchasing decisions.

1. The effect of impulsive buying on Purchasing Decisions at the Online Marketplace in South Tangerang City
2. The influence of hedonism on Purchasing Decisions at the Online Marketplace in South Tangerang City.
3. The effect of impulsive buying on Self Control in South Tangerang City
4. The influence of hedonism on Self Control in South Tangerang City
5. The Effect of Self Control on Purchasing Decisions at the Online Marketplace in South Tangerang City

This research is expected to provide additional information and theory development related to the effect of impulsive buying and hedonism on Purchasing Decisions in the Online Marketplace with Self Control as an Intervening Variable. It also deals with Marketing and Consumer Behavior. This research is expected to help people in making Purchasing Decisions on the Online Marketplace. In addition, companies engaged in the Online Marketplace are also expected to be able to maintain and increase the trust of their users, and for the public it is also hoped that this research will further improve the quality of self-control in making Purchasing Decisions on the Online Marketplace, and can increase their ability to wisely respond to technological developments. Artificial Intelligence,

II. LITERATURE REVIEW

2.1. Purchase Decisions at MarketPlace Online
2.1.1 Marketplace Online

Sarjanaekonomi.co.id (2020) marketplace is an application or website that acts as an intermediary between sellers and buyers in cyberspace, as well as acting as a third party that not only provides a meeting place between sellers and buyers but also payment transactions. According to Opiida (2014) in Sarjanaekonomi.co.id (2020) Marketplace is one of the internet-based (web-based) online media providers that conduct business activities and transactions between buyers and sellers. Buyers can find as many suppliers as possible with the desired criteria, so that they get according to market prices.

soulofren.com (2020) As users, we can choose items to sell from various stores that provide these items online. If you remember shopping at traditional markets, this concept is probably more or less the same. It's just that, if you shop at a market you have to go and come directly to the market to see and buy. Meanwhile, when using the marketplace, of course you can do it easier because you only need to use gadgets. The ease of shopping online through the marketplace also includes transaction security. So, you don't have to worry about being cheated until the item you ordered doesn't arrive even though you have paid. The marketplace service provider will regulate all matters and obligations for each seller and buyer who becomes its user. The use of the marketplace itself has become popular since 1995. Its popularity makes many people interested in enjoying the convenience the technology has to offer. In the Asian region, Alibaba's emergence as the first marketplace also became very popular in 1999. Until now, marketplace development continues. In Indonesia, there are currently several well-known and frequently used local marketplaces. Call it Tokopedia, Bukalapak, Blibli, Shopee, Lazada, and several other marketplaces. You can buy and sell a wide variety of products through the marketplace, including various food products.

In general, there are 2 types of marketplaces, namely horizontal marketplaces and vertical marketplaces as follows:

1. Horizontal Marketplace
   Horizontal marketplace is a marketplace that can trade several types of products that are still related to one another. Generally, the horizontal marketplace can present itself as a one-stop shop so that it can raise convenience as its selling point. For example in a marketplace that can sell computer products and accessories. In the media marketplace, this marketplace not only sells various computer brands but also the marketplace sells supporting accessories, computer spare parts and others.
2. Vertical Marketplace
   A vertical marketplace is a media marketplace that can buy and sell one type of product obtained from various sources. In other words, the products sold come from many suppliers, but the type of product must be one type. For example, a marketplace that only sells car products from used to new cars.

The Marketplace Benefits are as follows:
1. Wider reach
2. Have many relationships between traders
3. Is a gathering place for buyers
4. Free shipping
5. Promotion is free of charge
6. Can exchange information & strategies

The advantages of the Marketplace are as follows:
1. The market potential is much bigger and wider
2. More convincing buyers
3. Does not require a marketing strategy
4. There is no need to spend more to be able to sell or buy goods
5. Management of the marketplace site is much easier.
6. The system is available

The Cons of Marketplace are as follows:
1. Weak brand awareness
2. Search feature that is not targeted
3. Intense competition
4. Weak marketplace controls
5. Limited Market

2.1.2 Purchase Decisions on the Online Marketplace

A decision is a choice among alternatives. This definition contains three definitions, namely:
1. There are choices based on logic or reason
2. There are several alternatives to choose one of the best
3. There is a goal to be achieved and the decision is getting closer to that goal.

Decision making is a process used to select an action as a way of solving problems. (Stoner, James AF 2012 in Nurmadina. 2016)

It can be concluded that decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems.

According to Prof. DR.H. Bachari Alma (2009: 104) in Nurmadina (2016) There are several processes in buyer decision making, namely:

![Figure 2.1: The Purchasing Decision Process](image)

1. Need Recognition (Introduction of Needs)
   The emergence of needs is the first process of demand, because of the unfulfilled and unfulfilled wants and needs of consumers. Assauri (2013: 141) in Nurmadina (2016)

2. Information Search (Information Search)
   Information search is a stage of the purchasing decision process where consumers want to find more information; consumers may only increase their attention or perform information searches more actively.

3. Evaluation of alternatives (Alternative Evaluation)
   In this case, the evaluation of consumers is very different because it depends on the choice of product attributes, according to their wishes or not. Also consumers have different levels of meeting their needs, some are very urgent, some are not that urgent, and can still be postponed at other times.

4. Purchase Decision (Buying decision)
   The purchase decision is the stage that must be taken after going through the steps above. When the consumer makes a decision, he will have a series of decisions regarding the type of product, brand, quality, model, time, price, method of payment, etc.

5. Post purchase Behavior (Post Purchase Behavior)
   This post-purchase behavior is largely determined by the consumer's experience in consuming the products he buys. Whether he will be satisfied or disappointed, it depends on the distance between the expectations and the reality at hand. If he is not satisfied, then he will be disappointed. If the match between what is expected and what is experienced, it means that he is satisfied, and if the reality is better than expected, he will be very happy.

According to Hardiawan (2012: 23) in Nurmadina (2016) Online purchasing decisions are influenced by:

- a. Efficiency for searching (fast time, easy to use, and easy search effort).
- b. Value (competitive price and good quality).
- c. Interaction (information, security, load time and navigation).

Trust in sellers is able to form a good cooperative relationship between buyers and sellers and is the key to maintaining this cooperative relationship. Furthermore, the buyer's trust in the online seller is related to how the seller with his expertise can convince the buyer to guarantee security when making a payment transaction.
ensuring that the transaction will be processed immediately. This constraint is related to the existence of online sellers. Technology is increasingly developing, as well as the mode of fraud based on technology in online shopping is also developing. Not a few fictional online sellers sell and market fictitious products on online shopping sites. Therefore, before buying a buyer must first check the existence of an online seller. In an online shopping site, usually the site will display information about the sellers whose stalls are frequently accessed by visitors. That's where buyers can take advantage of this service and information when buying online to find out the status of the seller

2.2 Impulsive Buying

Impulse buying (impulsive buying) is a shopping style that is based on emotions that come from within the individual consumer itself, thus ignoring social factors and interactions in the decisions they make. The emotional factor is the most important thing in carrying out these activities. Impulsive buying is synonymous with unplanned purchases. Impulse buying activities are generally carried out by consumers or buyers when the state situation is safe and conducive. This is related to the situation where people shop, whether in a retail situation such as a convenient supermarket or hypermarket, or convenient transportation access to reach their destination (Ria Arifianti, 2020)

Impulsive buying is defined as the act of buying previously not consciously recognized as the result of a consideration or purchase intention that was formed prior to entering the store. Shopping is a fun activity for most people so that for some people it is difficult to separate it from shopping habits. For some people, the spending model has experienced shifts and changes. People make purchases not based on need alone, but because they want to fulfill the desires that arise within them. This shopping activity is called a purchase based on impulsivity, or the process of buying an item, where the buyer has no prior intention to buy, it can be said to be a purchase without a plan or an instant purchase. (Intan Ayu, 2020).

The indicators used to measure impulsive buying are as follows:

1. Impulsive buying is a situation where customers often buy something without having planned it first.
2. Purchasing without thinking consequences, is a situation where customers often make purchases without first thinking about the consequences of the purchases made.
3. Rush purchases, is a situation where customers often feel that they are too rushed to buy something.
4. Purchasing is influenced by emotional states, is a customer assessment where customers do shopping activities are influenced by the emotional state they feel. (Apriliya Eka. 2014)

2.3. Hedonism

Many people think that shopping is an exciting activity. The hedonic nature must exist in the buyer or consumer. The hedonic nature will arise when consumers make purchases or shopping at a shopping center. Those who often multiply the shopping hedonistically are people with a high enough emotional level. (Hirschman and Holbrook in Dwi Alfi Rahmi 2018).

Hedonic shopping can describe a shopping experience value that includes fantasy, stimulation censorship, joy, pleasure, curiosity, and delusion of joy (Scarpi 2006: 7 in Dwi Alfi Rahmi 2018)

Hedonic comes from the Greek word hedone which means pleasure or enjoyment. Hedonic value as the overall evaluation of a consumer which is based on the fulfillment of pleasure. There are six dimensions to measure a consumer’s hedonic level, namely:

1. Adventure, consumers shop because of the experience and by shopping, consumers feel like they have their own world.
2. Social shopping, consumers assume that enjoyment in shopping will be created when consumers spend time with family or friends. There are also consumers who feel that shopping is a socialization activity, both between consumers and employees who work in outlets. Consumers also assume that by shopping together with family or friends, consumers will get a lot of information about the products to be
3. Gratification shopping, shopping is an alternative to reduce stress over a bad problem, and a means to forget about the problems at hand.
4. Idea shopping, consumers shop to follow new fashion trends and to see new products or things. Usually because they see advertisements offered through the mass media.
5. Shopping role, consumers prefer to shop for others than for themselves so that consumers feel that shopping for others is a fun thing to do.
6. Value shopping, consumers assume that shopping is a game when bargaining prices, or when consumers are looking for places to shop that offer discounts, sales, or places to shop at low prices. (Intan Ayu, 2020)

2.4 Self Control

Self control as a regulation of a person's physical, psychological, and behavioral processes, or a series of processes that shape themselves. Self control or self-control is a personality trait where this trait can influence a person in buying goods and services (Savitri Aprilyana Putri, 2017)

Based on the description above, there are indicators of self control, namely:

1. Able to respond to a stimulus that directly gets an unpleasant situation and immediately anticipates it.
2. Able to process unwanted information, by assessing or relating an event by reducing pressure.
3. Able to choose a result or an action based on a belief (S Chatimah and Purwadi, 2007)

The framework in this study describes the influence between the independent variables and the dependent variable as follows:

Figure 2.1 Research Conceptual Framework

Some of the preliminary studies include:

1. Ahmadi (2020) shows that e-commerce, sales promotion has a positive and significant direct influence on lifestyle. In addition, there is also a direct influence of e-commerce, sales promotion, and lifestyle on impulsive buying behavior.
2. Sarbitj (2020) The results show that hedonic shopping motivation has a significant effect on impulsive buying. Consumers with high hedonic shopping motivation tend to make spontaneous purchases. The value shopping indicator has the highest influence on impulsive buying. In this study, price is one of the main factors for consumers in making purchases. The gratification shopping indicator has the lowest effect on impulsive purchases at online stores on Instagram, because online stores on Instagram only upload photos or videos about the products being sold and do not provide anything new or interesting, so consumers feel bored, and do not make the heart feel they change for the better.
3. Ro'is, et al. (2020) The results show that self-control variables significantly influence impulsive buying and attitudes. Self-control has a positive effect on attitudes and has a negative effect on impulsive purchases.
4. Intan Ayu (2020) The results of this study show that from the original sample test there are four variables that have a positive effect and seven variables have a negative effect. Partially, the religiosity variable has a
negative and insignificant effect on purchasing decisions; the impulsive buying variable has a positive and insignificant effect on purchasing decisions. Hedonism variable has a positive and significant effect on purchasing decisions, price variables have a negative and insignificant effect on purchasing decisions, lifestyle variables have a negative and insignificant effect on self control, the religiosity variable has a negative and insignificant effect on self control, the variable impulsive buying has a negative effect and not significant to self control, The hedonism variable has a positive and significant effect on self-control, the price variable has a positive and significant effect on self-control and the self-control variable has a negative and insignificant effect on purchasing decisions.

5. Anak Agung, et al (2018) The results showed that each personality variable and shop enjoyment had a positive and significant effect on the impulse buying tendency. This study also states that impulse buying tendency has a significant positive effect on impulse buying behavior, besides that impulse buying tendency also significantly mediates the relationship between personality and impulse buying behavior and shop enjoyment on impulse buying behavior. The study found that each personality variable and shop enjoyment had a positive and significant effect on impulse buying behavior.

6. Binar Utami (2016) The results showed that the hedonic shopping value had a significant effect on impulse buying, the hedonic shopping value had a significant effect on positive emotions on the consumers of Ambaruko Plaza Yogyakarta. Positive emotions have a significant effect on impulse buying at Ambaruko Plaza Yogyakarta consumers.

7. Nurmadina (2016) Research Results Show that the variable product (product), price (price), promotion (promotion), distribution (place), people (people), process (process) and the physical environment (physical evidence), simultaneously have a significant effect on purchasing decisions online. Partially the product variable (product), price (price), promotion (promotion), distribution (place), people (people), and process (process) have a significant effect while the physical environment variables (physical evidence) have no significant effect on purchasing decisions. online.

8. Fathia Nur Azizah, et al (2015) The results of data analysis showed a negative and significant relationship between self-control and a hedonic lifestyle among students of the Faculty of Economics and Business, Diponegoro University (r = -0.480; pp <0.001). The higher the student's self-control, the lower the hedonic lifestyle, and conversely the lower the self-control, the higher the hedonic lifestyle of the research subject. The effective contribution of self-control to a hedonic lifestyle is 23%. These results indicate that there are 77% other factors that influence the hedonic lifestyle that is not disclosed in this study.

2.5. Hypothesis

The hypotheses that can be presented are:

H1: Impulsive buying take effect against the Online Marketplace Purchase Decision
H2: Hedonism affects the Online Marketplace Purchase Decision
H3: Impulsive buying take effect against Self Control
H4: Hedonism effect on Self Control
H5: Self Control take effect against the Online Marketplace Purchase Decision

III. RESEARCH METHODS

3.1 Research Methods

This study uses a causal research method that aims to test the effect between a variable (independent / Xn) and another variable (dependent variable / Yn). In this study, the Intervening variable (Y1) and the dependent variable (Y2) used were Self Control and Online Marketplace Purchase Decisions, while the dependent variables were Impulsive buying (X1), and Hedonism (X2). This research requires hypothesis testing with statistical tests.

3.2. Population and Research Sample

Population can be defined as a generalization area consisting of: objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then draw conclusions. So Population is not
only people, but also objects and other natural objects. Population is also not just the number that is in the object / subject being studied, but includes all the characteristics / properties possessed by that subject or object. (Sugiyono 2018). The population used in this research is Online Marketplace Application Users (Lazada, Shoppee, Tokopedia, Bibli, Bukalapak, Zalora, JD.id, etc.) in the city of South Tangerang. The sampling technique in this study is the Convenience Sampling technique, by distributing questionnaires to Online Marketplace Application Users in the city of South Tangerang. The sample is a part of a certain population that is of concern (Suharyadi and Purwanto, 2004: 323 in Annisa Heny 2018). The sample in this research is the Fintech Online Loan Application Users who have the characteristics that are required in the research and can be used as respondents. Determination of the number of representative samples according to Hair et al. (1995 in Annisa Heny 2018) the required sample size is between 5 - 10 times the number of parameters. With the number of research parameters, in this case the number of construct indicators is 20, then the ideal number of respondents is between 100-200 respondents.

3.4 Data Analysis Methods

Path analysis is an analytical technique used to analyze the inherent causal relationship between variables arranged based on temporary order by using path coefficient as a value measure in determining the magnitude of the influence of exogenous independent variables on endogenous dependent variables. (Jonathan Sarwono, 2011). Data analysis used to test the hypothesis of this study is to use path analysis with the structural equation model as follows:

\[
Y_1 = \rho_{X1Y1}X1 + \rho_{X2Y1}X2 + \varepsilon_1Y1 \\
Y_2 = \rho_{X1Y2}X1 + \rho_{X2Y2}X2 + \rho_{Y1Y2}Y1 + \varepsilon_2Y2
\]

Description of the formula.

\(\rho_{X1Y1}\): Standardized coefficients, the path coefficient of direct influence of \(X_1\) to \(Y_1\).
\(\rho_{X2Y1}\): Standardized coefficients, the path coefficient of \(X_2\)'s direct influence on \(Y_1\).
\(\rho_{X1Y2}\): Standardized coefficients, the path coefficient of direct influence of \(X_1\) on \(Y_2\).
\(\rho_{X2Y2}\): Standardized coefficients, the path coefficient of \(X_2\)'s direct influence on \(Y_2\).
\(\rho_{Y1Y2}\): Standardized coefficients, the path coefficient of direct influence of \(Y_1\) to \(Y_2\).
\(\varepsilon_1\): The magnitude of the influence of other variables.
\(\varepsilon_2\): The magnitude of the influence of other variables.

\(X_1\): Buying Impulsive
\(X_2\): Hedonism
\(Y_1\): Self Control
\(Y_2\): Online Marketplace Purchase Decisions

IV. ANALYSIS OF RESULTS AND DISCUSSION

This research was conducted on Online Marketplace Application Users in South Tangerang City. The people participating in this research include, Online Marketplace Application Users (Lazada, Shoppee, Tokopedia, Bibli, Bukalapak, Zalora, JD.id, etc.).
Descriptive statistical analysis is used to find out the descriptive or general description of the data that has been collected in the study. This analysis is shown to make it easier to find out the responses of respondents in general to the variables studied in this study. The variables studied were the Intervening variable (Y1) and the dependent variable (Y2) used were Self Control and Purchasing Decisions at the Online Marketplace, while the dependent variables were Impulsive buying (X1), and Hedonism (X2). In Table 4.1 below, we can see the summary results of descriptive statistical analysis of each variable used in this study.

Table 4.1 Descriptive Statistics Test Results

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The first variable is Impulsive buying (X1). Of the 200 respondents analyzed, they had a total score of a minimum answer score of 15, a maximum value of 20, an average value of 22.43 and a standard deviation of 2.343. This condition shows the Impulsive Buying behavior of purchasing users on the Online Marketplace Application in the South Tangerang city area in general, which is 22%. Almost close to the maximum value, meaning that each study sample has almost the same level of Impulsive Buying behavior.

The second variable is Hedonism (X2). Of the 200 respondents analyzed, the total score for the minimum answer is 10, the maximum score is 18, the average value is 20.11 and the standard deviation is 2.251. This condition shows that the online shopping hedonism of purchasing users on the Online Marketplace Application in the South Tangerang city area is generally high at 20%, almost close to the maximum value, meaning that each research sample has a similar level of hedonistic behavior.

The third variable is Self Control (Y1). Of the 200 respondents who were analyzed, the total score of the minimum answer was 10, the maximum score was 20, the average value was 21.19 and the standard deviation was 2.274. This condition shows that the Self Control of purchasing users on the Online Marketplace Application in the South Tangerang city area is generally high at 21%, almost close to the maximum value, meaning that each research sample has almost the same Self Control.

The fourth variable is the purchase decision on the Online Marketplace Application (Y2). Of the 200 respondents analyzed, they have a total score of a minimum answer score of 15, a maximum value of 20, an average value of 22.21 and a standard deviation of 2.434. This condition shows that the online purchase decisions of Online Marketplace Application users in the South Tangerang city area are generally high, namely 22%, almost close to the maximum value, meaning that each research sample has almost the same purchase decision on the Online Marketplace Application.

The purpose of the results of this descriptive statistical test is to see the quality of the research data indicated by the criteria if the mean value is greater than the standard deviation then the data quality is good. Based on the data obtained, it shows that all variables have good data quality. The Hypothesis Testing Results are as follows:

1. Model Path Analysis Equation 1

\[ Y1 = 0.389 \times X1 + 0.322 \times X2 + 0.6928 \times \varepsilon1 \]
The coefficient of determination for the path analysis equation model 1 is equal to 0.520 or 52% of the Self Control variable can be explained by the Impulsive Buying and Hedonism variables. Meanwhile, the amount of variance of the Self Control variable that cannot be explained by Impulsive Buying and Hedonism or in other words is influenced by other variables is 0.480 or 48%. The results of the F statistical test for the path analysis equation model 1 are with an F value of 2.477 and a probability value (sig) of 0.000 because of the sig value <0.05, then the decision, meaning that the path analysis coefficient is significant, so that an individual test (t) can be carried out.

### Table 4.2 Hasil T test Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>7.336</td>
<td>2.761</td>
<td>1.221</td>
</tr>
<tr>
<td>1</td>
<td>Impulsive buying</td>
<td>.634</td>
<td>.477</td>
<td>.389</td>
</tr>
<tr>
<td>1</td>
<td>Hedonism</td>
<td>.653</td>
<td>.464</td>
<td>.322</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Self Control  
Sumber: Data processed in 2021

Based on the table above it can be explained that the results of the partial test are as follows:

1) Buying Impulsive Variable (X1)  
   From the results of the t statistical test, the t value is 1.123 with a significant level of 0.031. This means that t count > t table (1.123 > 0.675) and a significant level <0.05 (0.031 <0.05) means that Impulsive Buying has a positive and significant effect on Self Control of Online Marketplace Purchase Decisions in the City of South Tangerang.

2) Variable Hedonism (X2)  
   From the results of the t statistical test, the t value is 1.235 with a significant level of 0.022. This means that t count > t table (1.235 > 0.675) and a significant level <0.05 (0.022 <0.05) means that Hedonism has a positive and significant effect on Self Control on Online Marketplace Purchase Decisions in the City of South Tangerang.

Model I Path Coefficient: Referring to the Regression Model I output in table 4.2, it is known that the significance value of the four variables, namely X1 = 0.031 and X2 = 0.022, is smaller than 0.05. These results offer the conclusion that the Regression Model I, namely the variables X1, and X2 are significant to Y1. The value of R2 or R Square found in the Model Summary table is 0.520, this shows that the contribution of variables X1 and X2 to Y1 is 52.0% while the remaining 48.0% is a contribution from other variables that are not included in research. Meanwhile, the value of e1 can be calculated with the formula e1 = \( \sqrt{1-0.520} = 0.6928 \). The Path diagram for Model 1 is as follows:

**Picture. 4.1 Model Path Diagram 1**
The results of the discussion are as follows:

1. **The Influence of Impulsive Buying on Self Control of Purchasing Decisions at the Online Marketplace in the City of South Tangerang**

   Impulse buying (impulsive buying) is a shopping style that is based on emotions that come from within the individual consumer itself, thus ignoring social factors and interactions in the decisions they make. The emotional factor is the most important thing in doing these activities. Impulsive buying is synonymous with unplanned purchases. Impulse buying activities are generally carried out by consumers or buyers when the state situation is safe and conducive. Self control is a regulation of a person's physical, psychological, and behavioral processes, or a series of processes that shape themselves. Self control or self-control is a personality trait where this trait can influence a person in buying goods and services. This research is in line with Ro'is, et al (2020). The results showed that the self-control variable had a significant influence on impulsive buying and attitude. Self-control has a positive effect on attitudes and has a negative effect on impulsive purchases.

2. **The Influence of Hedonism on Self Control of Purchasing Decisions at Online Marketplaces in the City of South Tangerang**

   The hedonic nature must exist in the buyer or consumer. The hedonic nature will arise when consumers make purchases or shopping at a shopping center. Those who often multiply the shopping hedonistically are people with a high enough emotional level. (Hirschman and Holbrook in Dwi Alfi Rahmi 2018). Hedonic comes from the Greek word hedone which means pleasure or enjoyment. Hedonic value as the overall evaluation of a consumer which is based on the fulfillment of pleasure. Self control is a regulation of a person's physical, psychological, and behavioral processes, or a series of processes that shape themselves. Self control or self-control is a personality trait where this trait can influence a person in buying goods and services. This research is in line with Sarbijt (2020). The results showed that hedonic shopping motivation had a significant effect on impulsive buying. Consumers with high hedonic shopping motivation tend to make spontaneous purchases. However, this research is not in line with Fahtia Nur Azizah, et al. (2015). The results of the data analysis show that there is a negative and significant relationship between self-control and a hedonic lifestyle in students of the Faculty of Economics and Business, Diponegoro University. The higher the student's self-control, the lower the hedonic lifestyle. And vice versa, the lower the self-control, the higher the hedonic lifestyle the research subjects have.

2. **Model Path Analysis Equation 2**

   \[ Y_2 = 0.473 X_1 + 0.452 X_2 + 0.301 Y_1 + 0.6284 \varepsilon_2 \]

   The result of the coefficient of determination for the path analysis equation model 2 is 0.605 or 60.5% of the Online Marketplace Purchase Decision variable in the South Tangerang City area can be explained by the variables of Impulsive buying, Hedonism and Self Control. While the variance of the Online Marketplace Purchase Decision variable in the South Tangerang City area that cannot be explained by Impulsive buying, Hedonism and Self Control or in other words, is influenced by other variables, is 0.395 or 39.5%. The results of the F statistical test for the path analysis equation model 2 are with an F value of 4.127 and a probability value (sig) of 0.000 because of the sig value. <0.05, then the decision, meaning that the path analysis coefficient is significant, so that an individual test (t) can be carried out.

   **Table 4.3 Hasil T test Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>8,337</td>
<td>3,176</td>
<td>1,976</td>
</tr>
<tr>
<td>1</td>
<td>Impulsive buying</td>
<td>.667</td>
<td>.529</td>
<td>.473</td>
</tr>
<tr>
<td>1</td>
<td>Hedonism</td>
<td>.573</td>
<td>.477</td>
<td>.452</td>
</tr>
</tbody>
</table>

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a. Dependent Variable: Online Marketplace Purchase Decisions

Based on the table above it can be explained that the results of the partial test are as follows:

1) Buying Impulsive Variable (X1)
   From the results of the t statistical test, the t value is 1.981 with a significant level of 0.003. This means that t count > t table (1.981 > 0.675) and a significant level < 0.05 (0.003 < 0.05) means that Impulsive Buying has a positive and significant effect on Online Marketplace Purchase Decisions in the City of South Tangerang.

2) Variable Hedonism (X2)
   From the results of the t statistical test, the t value is 1.162 with a significant level of 0.002. This means that t count > t table (1.162 > 0.675) and a significant level < 0.05 (0.002 < 0.05) means that hedonism has a positive and significant effect on Online Marketplace Purchase Decisions in the City of South Tangerang.

3) Variable Self Control (Y1)
   From the results of the t statistical test, the t value is 0.584 with a significant level of 0.311. This means that t count < t table (0.584 < 0.675) and a significant level > 0.05 (0.311 > 0.05) means Self Control has no positive and significant effect on Online Marketplace Purchase Decisions in the City of South Tangerang.

Model Path Coefficient 2: Referring to the Regression Model 2 output in table 4.3, it can be seen that the significance value of the four variables, namely X1 = 0.003 and X2 = 0.002, is less than 0.05 but for Y1 = 0.311 is greater than 0.05. These results offer the conclusion that the Regression Model 2, namely the variables X1 and X2 are strongly significant to Y2, but the variable Y1 can be concluded that it is not strong and significant to Y2. The value of R2 or R Square found in the Model Summary table is 0.605, this shows that the contribution of variables X1, X2 and Y1 to Y2 is 60.5% while the remaining 39.5% is a contribution from other variables that are not included in the study. Meanwhile, the value of e2 can be calculated with the formula e2 = √ (1 - 0.605) = 0.6284. The Path diagram Model 2 is as follows:

The results of the discussion are as follows:

1. The Effect of Impulsive Buying on Online Marketplace Purchase Decisions in the City of South Tangerang
   Impulsive buying (impulsive buying) is a shopping style that is based on emotions that come from within the individual consumer itself, thus ignoring social factors and interactions in the decisions they make. The emotional factor is the most important thing in doing these activities. Impulsive buying is synonymous with unplanned purchases. Impulsive buying is defined as the act of buying that was not previously recognized consciously as a result of a consideration or purchase intention that was formed before entering a store. Decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems. Decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems.
The results of this study indicate that Impulsive buying affects the Online Marketplace Purchase Decision in the City of South Tangerang. This research is in line with Anak Agung, et al (2018). The results showed that each personality variable and shop enjoyment had a positive and significant effect on the impulse buying tendency. It is also in line with Nurmadina's research (2016). Research Results Show that the variable product (product), price (price), promotion (promotion), distribution (place), people (people), and process (process) have a significant effect while the physical environment variables (physical evidence) have no significant effect on purchasing decisions. by online.

2. The Influence of Hedonism on Online Marketplace Purchase Decisions in the City of South Tangerang

The hedonic nature must exist in the buyer or consumer. The hedonic nature will arise when consumers make purchases or shopping at a shopping center. Those who often multiply the shopping hedonistically are people with a high enough emotional level. (Hirschman and Holbrook in Dwi Alfi Rahmi 2018). Hedonic comes from the Greek word hedone which means pleasure or enjoyment. Hedonic value as the overall evaluation of a consumer which is based on the fulfillment of pleasure. Decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems. The results of this study indicate that Hedonism affects the Online Marketplace Purchase Decision in the City of South Tangerang. This research is in line with Anak Agung, et al (2018). The results showed that each personality variable and shop enjoyment had a positive and significant effect on the impulse buying tendency. It is also in line with Nurmadina's research (2016). Research Results Show that the variable product (product), price (price), promotion (promotion), distribution (place), people (people), and process (process) have a significant effect while the physical environment variables (physical evidence) have no significant effect on purchasing decisions. by online.

3. The Influence of Self Control on Online Marketplace Purchase Decisions in the City of South Tangerang

Self control as a regulation of a person's physical, psychological, and behavioral processes, or a series of processes that shape themselves. Self control or self-control is a personality trait where this trait can influence a person in buying goods and services. Decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems. Decision making is a process of selecting the best alternative from several alternatives systematically to be followed up (used) as a way of solving problems. The results of this study indicate that Self Control has no effect on Online Marketplace Purchase Decisions in the City of South Tangerang. This research is in line with Intan Ayu (2020). The results showed that partially the self control variable had a negative and insignificant effect on purchasing decisions.

Based on the picture 4.2. then it can be explained the influence direct and indirect of the variable from Impulsive buying and Hedonism to Online Marketplace Purchase Decisions through Self Control as follows:

1. Direct influence Impulsive buying, and Hedonism to Online Marketplace Purchase Decisions is as follows:
   a) Impulsive buying amounting to 0.473 or 47.3%,and
   b) Hedonism in the amount of 0.452 or 45.2%,

2. Indirect influence Impulsive buying, and Hedonism to Online Marketplace Purchase Decisions through Self Control are as follows:
   a) Impulsive buying of 0.389 X 0.301 = 0.117 or 11.7%.
   b) Hedonism of 0.322 X 0.301 = 0.096 or 9.6%.

3. Total effect Impulsive buying, and Hedonism to Online Marketplace Purchase Decisions through Self Control, namely:
   a) Impulsive buying equal to 0.473 + 0.117 = 0.590 or 59.0%.
   b) Hedonism equal to 0.452 + 0.096 = 0.548 or 54.8%.

Based on the path analysis test, the results of the direct and indirect effect of Impulsive buying, and Hedonism to Online Marketplace Purchase Decisions through Self Control, the result shows that the direct effect is greater than the indirect effect. This proves the community in making decisions Purchase on the Online Marketplace in the area of South Tangerang City, it is not able to maximize Self Control in take Purchase Decisions on the Online Marketplace so that it impacts people's consumptive behavior.
V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the path analysis test, the results of the direct and indirect effect of Impulsive buying, and Hedonism to Online Marketplace Purchase Decisions through Self Control, the result shows that the direct effect is greater than the indirect effect. Hasil analysis and research discussion, the following conclusions can be drawn:

1. Impulsif Buying affect the Online Marketplace Purchase Decision in the South Tangerang City area.
2. Hedonism affect the Online Marketplace Purchase Decision in the South Tangerang City area.
3. Impulsif Buying influences Self Control on Online Marketplace Purchase Decisions in the South Tangerang City area.
4. Hedonism influences Self Control on Online Marketplace Purchase Decisions in the South Tangerang City area.
5. Self control has no effect on the Online Marketplace Purchase Decision in the South Tangerang City area.

5.2. Saran

The behavior of impulse buying during a pandemic has increased by the community. This is due to limited mobility, due to the Covid-19 virus outbreak which has prevented people from doing outside activities. Changes in behavior, among others, have an impact on purchasing decisions in the online marketplace, including:

1. A spontaneous decision that is made unexpectedly and motivates consumers to buy right away.
2. Reflex decisions are made unconsciously and are an immediate response to the surrounding stimuli.
3. Sudden decisions based on impulses,
4. Automatic is a decision based solely on reflex or instinct. Impulse buying behavior occurs because of stimulation from stores or retailers that offer attractive goods, resulting in an urge to buy more. During a pandemic, the items that sell are related to personal protective equipment and food.

Hedonism motivates an increase in impulsive purchases and the value of self-control is minimal in controlling purchase decisions in online marketplaces which increasingly offer all products and the conveniences of browsing online shopping.

The suggestions that can be given are as follows:

1. Online marketplace organizing companies to further improve the quality of both their products and services and prioritize security in transactions and public trust so that consumers are not mistaken or disadvantaged in making purchase decisions on online marketplaces.
2. The next researcher should make the variables of other influencing factors Online Marketplace Purchase Decisions, so as to get stronger conclusions for the community in making good and right decisions.

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