

ONLINE REVIEW AND SOCIAL INFLUENCE: KEY FACTORS IN INCREASING IMPULSIVE BUYING AND SELF CONTROL AS MODERATION

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Abstract

Background – Lack of self-control that exists in consumers in making a purchase decision so that impulsive buying often occur which are influenced by external factors.

Aim – The purpose of this study is to prove the relationship between online review variables and social influence on impulsive buying and how the role of self-control as a moderation variable on the influence of online reviews and social influence on impulsive buying of Shopee consumers.

Design/ methodology/ approach – This research is a quantitative research with a data collection method using a questionnaire distributed via google form to 100 respondents with purposive sampling techniques. Data measurement uses a Likert scale of one to five. The data analysis used in this study is SEM (Structural Equation Modelling) through the SMART PLS 4.0 application with a moderating analysis model.

Findings – The results showed that online reviews had a significant effect on impulsive buying of Shopee consumers, social influence not have a significant effect on impulsive buying of Shopee consumers, and self control acted as moderation in the influence of online reviews on impulsive buying, as well as self control doesn't act as moderation on the influence of social influence on impulsive buying of Shopee consumers.

Conclusion - Impulsive buying in e-commerce is solely influenced by online reviews, self-control cannot have an influence on this impulsive buying. So the rhythm of impulsive buying will remain in e-commerce and cannot be stopped.

Research implication – This research has important implications for consumers and Shopee companies, it will be useful for consumers when consumers can reduce impulsive habits and strengthen self-control that exists in themselves so that they are able to distinguish buying an item based on needs not wants. Then, it will be useful for the Shopee company, judging from the impulsive habits of Shopee consumers, this can be used as an improved strategy for Shopee to increase sales at the Shopee company.

Limitations – This study shows that the results of R-Square are included in the moderate category, so that the influence of the independent variable on the dependent variable is only 29.7%, of which the remaining 70.3% is influenced by other variables.

Keyword : online, review, social, influence, impulsive, buying.

Abstrak

Latar Belakang - Kurangnya *self control* yang ada dalam diri konsumen dalam melakukan suatu keputusan pembelian sehingga sering terjadi pembelian secara *impulsive* yang dipengaruhi oleh faktor – faktor eksternal.

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Tujuan - Tujuan penelitian ini adalah ingin membuktikan hubungan variabel *online review* dan *social influence* terhadap *impulsive buying* serta bagaimana peran *self control* sebagai variabel moderasi pada pengaruh *online review* dan *social influence* terhadap *impulsive buying* konsumen Shopee.

Desain/ metodologi/ pendekatan - Penelitian ini merupakan penelitian kuantitatif dengan metode pengambilan data menggunakan kuesioner yang dibagikan melalui google form kepada 100 responden dengan teknik pengambilan sampel *purposive sampling*. Pengukuran data menggunakan skala likert satu sampai lima. Analisis data yang digunakan dalam penelitian ini adalah *SEM (Structural Equation Modelling)* melalui aplikasi *SMART PLS 4.0* dengan model analisis *moderating*.

Temuan - Hasil Penelitian menunjukkan bahwa *online review* berpengaruh signifikan terhadap *impulsive buying* konsumen Shopee, *social influence* tidak berpengaruh signifikan terhadap *impulsive buying* konsumen Shopee, dan *self control* berperan sebagai moderasi pada pengaruh *online review* terhadap *impulsive buying*, serta *self control* tidak berperan sebagai moderasi pada pengaruh *social influence* terhadap *impulsive buying* konsumen Shopee.

Kesimpulan - *Impulsive buying* dalam *e-commerce* tunggal dipengaruhi oleh *online review*, *self control* tidak dapat memberikan pengaruh pada *impulsive buying* ini. Sehingga ritme *impulsive buying* akan tetap ada didalam *e-commerce* dan tidak dapat dibenung.

Implikasi penelitian - Penelitian ini memiliki implikasi penting bagi konsumen maupun perusahaan Shopee, akan bermanfaat bagi konsumen ketika konsumen dapat mengurangi kebiasaan *impulsive* dan memperkuat *self control* yang ada pada dirinya sehingga mampu membedakan membeli suatu barang atas dasar kebutuhan bukan keinginan. Kemudian, akan bermanfaat bagi perusahaan Shopee, ditinjau dari kebiasaan *impulsive* konsumen Shopee hal ini dapat dijadikan sebagai peningkatan strategi bagi Shopee untuk meningkatkan penjualan pada perusahaan Shopee.

Batasan penelitian - Penelitian ini menunjukkan hasil R-Square termasuk dalam kategori moderat, sehingga pengaruh variabel independen terhadap variabel dependen hanya sebesar 29,7% yang sisanya sebesar 70,3% dipengaruhi oleh variabel lain.

Kata kunci : *online, review, social, influence, impulsive, buying.*

INTRODUCTION

The development of technology in the world has experienced a very significant development. Many of the latest inventions are used to help facilitate activities carried out by humans such as internet network-based technology that develops into information technology. Developments in the field of technology and information have an impact on changing people's behavior in the era of society 5.0 which cannot be separated from the use of the internet. With the increase in this growth rate, it can be said that the internet is increasingly minified by many users every year. The ease of access to the internet has made many changes in aspects of life in Indonesia. One of the

changes that occurred was in the business sector, this was marked by the emergence of *e-commerce* (Setiawan, 2018).

According to (Apidana & Kholifah, 2022), *e-commerce* is a place to buy, sell, exchange their products, goods or services, either directly by using access from their applications or access through other social media networks. The research also mentioned that there are various kinds of *e-commerce* including social media, *websites* and *online marketplaces*. In this study, researchers will focus more on the *market place*. *Marketplaces* in Indonesia are very diverse, including Lazada, Tokopedia, Bukalapak and Shopee. Shopee is one of the *marketplaces* that still has



the opportunity to become a superior player in this industry. The following is *the marketplace* data with the most visitors in Indonesia in the first quarter of 2023 which shows that according to data quoted from similarweb.com, Shopee is the marketplace with the highest number of visits in Indonesia throughout the first quarter of 2023 by achieving an average of 157.9 million visits per month during the January – March period this year. Behavior in online shopping in the community that is increasing every year can make it easier for consumers to find consumer needs (Aprilliya, 2020). The lack of access to online shopping makes 82% of Indonesians prefer to shop *online*, but the result of this ease of access has a negative impact on the Indonesian people (Kurniawan, 2022). In fact, few of them shop *online* to meet basic needs, it is more likely to lead to *impulse purchases*.

According to (Theodoridis & Kraemer, 2020) in their research stated that impulse purchases are often purchase driven by a stimulus from outside the consumer, so that external factors are recognized to have a large impact on *impulse purchases*. In this study, researchers will focus on external factors, namely *online reviews* and *social influence*. According to (Fileri, 2016) *online review* is a direct assessment from individuals or consumers that is not an advertisement. *Positive online reviews* will further facilitate *increased impulsive buying*. Research (Fitri & Syaefulloh, 2023) states that *online reviews* have a positive and significant effect on

impulsive buying. Meanwhile, research conducted by (Ramanda, 2022) states that *online reviews* have a positive but not significant effect on *impulsive buying*.

In addition to *online reviews*, external factors that can influence *impulsive buying* are *social influence*, which is a process by which individuals change thoughts, feelings, attitudes or behaviors as a result of interactions with other individuals (Haryono, 2015). Research conducted by (Hafidz & Tamzil, 2021) states that *social influence* variables have a positive and significant effect on *impulsive buying* in shopping activities in shopping centers. Meanwhile, according to (San Seaver Bukidz & J Tielung, 2014) states that *social influence* has a positive effect not significant in impulse purchases.

Based on the *research gap* that has been described, it can be concluded that there are still inconsistencies between *online review* variables and *social influence* on *impulsive buying*, so it is necessary to present *moderating* variables to obtain empirical data. One factor that can influence *impulsive buying* is *self-control*. A person with low self-control has a spontaneous and reckless impulse trait that makes decisions briefly (Handayani & Julianti, 2023). A person's failure to control themselves can lead to *impulsive buying* (Tangney et al., 2018). According to (Halim et al., 2023) in their research stated that the current phenomenon is that people or consumers are less able to refrain from buying products when there are discounts, weighing

less benefits when purchasing a product than saving. Therefore, through self-regulation, people can control the urge to buy unnecessary goods *impulsively* (Sultan et al., 2012).

LITERATUR REVIEW

Theory Stimuli–Organism–Response (SOR)

The theory of SOR (*Stimuli Organism Response*) was proposed by (Mehrabian, 1974) the development of this theory began with environmental psychology, but now it is experiencing developments not only in psychology. The SOR theory model includes three stages, namely *stimuli* (S), *organisms* (O), and *responses* (R). According to (Eroglu et al., 2001) the notion of stimulus (S) is a cause that is influenced by a person's internal state or can be described as an influence that can stimulate a person. According to (Bagozzi, 1986) consumer behavior described in SOR theory states that the stimuli produced are from outside the person. *Ogranism* (O) refers to an individual's affective and cognitive intermediate state that mediates the influence of a stimulus on an individual's response (Wu et al., 2020). Furthermore, according to the model, SOR theory also explains that *response* (R) becomes the final result or final decision of a person, which is described from approach or avoidance behavior (Donovan et al., 2019). The SOR theory model builds human behavior methods by analyzing human cognitive and affective states that are influenced by environmental stimuli (Shah et al., 2021).

Hypothesis

Online review is a form of *word of mouth communication* in *online sales* (Fileri, 2016) where prospective buyers get information about the product from consumers who have benefited from the product. As a result, consumers will find it easier to find comparisons with similar products sold to other online sellers. *Online review* indicators according to (Putri & Wandebori, 2016) are: *perceived usefulness, source credibility, argument quality, valance, volume of review*. *Online review* sering muncul pada platform *online* written by customers who have made a purchase. Sometimes *online* reviews are positive and negative statements, sometimes someone with these positive reviews can cause someone's desire to buy without being based on prior planning.

H₁. *Online reviews* have a significant effect on *impulsive buying*.

As social creatures, humans will always interact and socialize with others. It is undeniable that in social interaction, they will influence each other. One of the factors that will influence consumer decision attitudes is *social influence*. *Social influence* indicators according to (Priyatmoko, 2015) are: reference group, family, role and status. In making purchasing decisions, sometimes we want to look the same as our environment. This can be felt when in our environment using a certain brand, we tend to make purchases similar to that



environment to get social recognition or do the same with surrounding environment. This is supported by research (Hafidz & Tamzil, 2021) which states that *social influence* has a significant positive effect on *impulsive buying*. Then the basis of the hypothesis can be built as follows:

H₂. *Social influence* has a significant effect on *impulsive buying*.

According to (Chaplin, 2015) states that *self-control* is the ability to guide one's own behavior, as well as the ability to suppress *impulsive behavior*. According to (Shlapa et al., 2016) states that *self-control* is a person's ability to regulate his own behavior when faced with severe interference or temptation or pressure from the environment. Indicators of *self-control* according to (Ghufron, 2010) are: behavioral control, cognitive control, decision control. *Self-control* in consumer behavior is key in encouraging or inhibiting *impulsive buying* behavior in consumers. *Online reviews* tend to be seen as having a relationship with *impulsive buying*, this is supported by one study (Waluyo & Trishananto, 2022) which states that *online reviews* have a positive effect on *impulsive buying*. Then the basis of the hypothesis can be built as follows:

H₃. *Self Control* acts as moderation on the influence of *online reviews* on *impulsive buying*.

Individual personality types greatly influence consumer behavior to buy *impulsively*, personality types are also influenced by self-control that exists in consumers before making *impulse purchases* of goods. *Impulsive buying* is a behavior where a person does not plan something in shopping. The stimulus provided by external factors can be sourced from social influences such as reference groups, and peers. According to (Liu et al., 2020) in their research states that the personal or mental aspects of consumers control *impulse purchases online*. Then the basis of the hypothesis can be built as follows:

H₄. *Self Control* acts as moderation on the influence of *online reviews* on *impulsive buying*.

According to Rook in (Ramziya et al., 2020) defines *impulsive purchases* as irrational purchases and quick and unplanned purchases, followed by thought conflicts and emotional impulses. Meanwhile, according to Rook in (Asad Shahjehan, 2012) *impulsive buying* is an unplanned behavior that involves quick decision making and a tendency to immediately acknowledge product content. *Impulsive buying* indicators according to (Eka Sari, 2014) are: spontaneous purchases, purchases without thinking about the consequences, buying in a hurry.

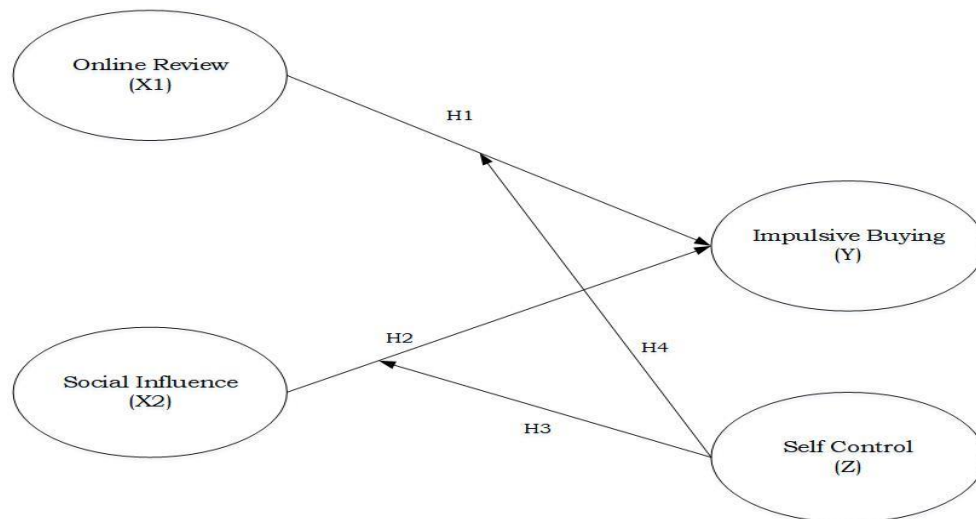


Figure 1. Research Framework

RESEARCH METHODOLOGY

The population in this study is all Shopee consumers who make purchases on Shopee *e-commerce*. The questionnaires were distributed *online* as part of the study. Sample data collection is carried out by *non-probability sampling* method in the form of *purposive sampling*, which is based on criteria determined by researchers (Hair et al., 2017). The number of samples in this study amounted to 100 consumers who had made purchases on Shopee *e-commerce*. The data collection method uses the distribution of questionnaires to research respondents *online* using *Google Fom*. This study used 4 variables measured on a linear scale with 5 points, ranging from one to strongly disagree to five to strongly agree. All items are reported and responded to by respondents themselves honestly and without coercion. The four variables are adapted into a questionnaire with statement items according to the

indicators of each variable and using clear language and easy to understand.

Test the hypothesis in this study using the *Structural Equation Model* (SEM) based on *Partial Least Square* (PLS) with the consideration that the purpose of the study is to identify relationships between variables, complex structural models, small sample numbers and abnormal data distribution (Hair et al., 2017). This test uses 2 measurement models, namely *outer loading* and *inner model*. In this study, outer loading was used to measure the validity and reliability of the study, while *inner model* used the R-square value to determine the strength of exogenous variables against endogenous variables. As well as testing hypotheses through the coefficient path, to see the influence between variables. The operational definition of variables in this study is further described in table 1.

Table 1
 Variable Operational Definition

| No | Variable | Indicator | Source |
|----|--|---|--|
| 1. | <i>Online Review (X1)</i> An assessment about a product or company given by consumers can be either positive or negative, the assessment is made according to the experience of the person conducting the review. | 1. <i>Perceived Usefulness</i> 2. <i>Source credibility</i> 3. <i>Argument Quality</i> 4. <i>Valance</i> 5. <i>Volume of review</i> | Auliya et.al (2017), Latifa.P. and Harimukti W. (2016) |
| 2. | <i>Social Influence (X2)</i> It is an influence that can influence others who can change behavior. | 1. Reference Group 2. Family 3. Roles and status | Vahda et.al (2020), Priyatmoko (2015) |
| 3. | <i>Impulsive Buying (Y)</i> Represents irrational purchases and quick and unplanned purchases. | 1. Spontaneous buying 2. Mindless purchases repercussions 3. Rush purchase | Rook dalam Ramziya <i>et all.</i> , (2020), Apriliya Eka (2014) |
| 4. | <i>Self Control (Z)</i> It is the ability to guide one's own behavior, as well as the ability to suppress <i>impulsive</i> behavior. | 1. Behavioral control 2. Cognitive control 3. Decision control | Chaplin (2015), Ghufron and Risnawati (2010) |

Source : Primary Data Processed, 2023

RESULT AND DISCUSSION

Measurement (Outer) Model

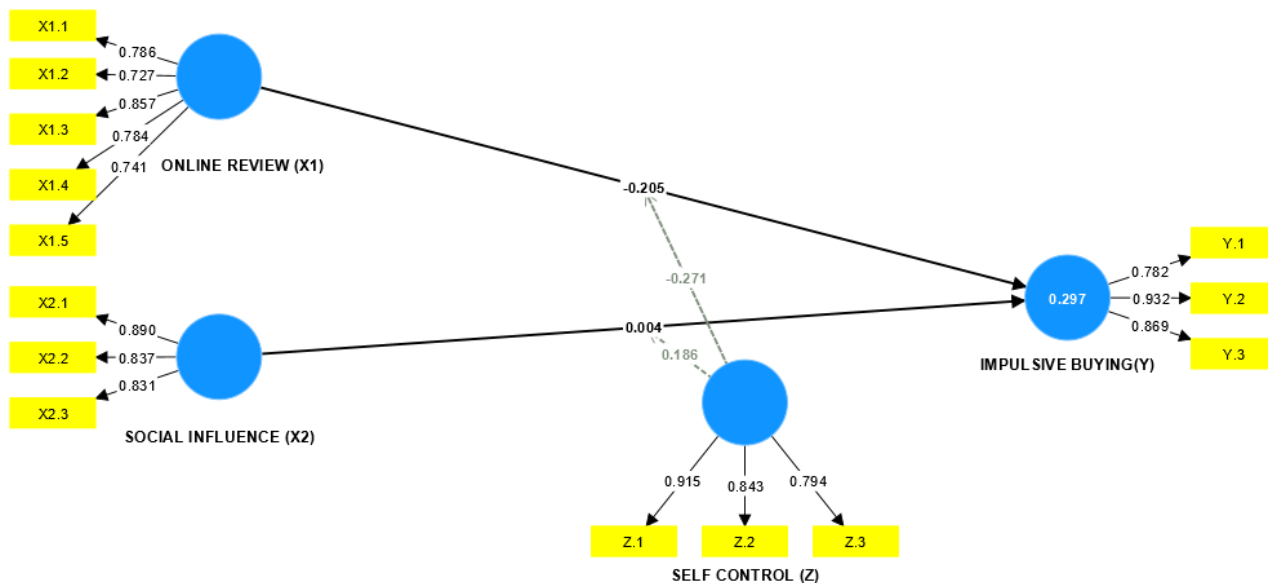
Validity tests include *convergent validity* and *discriminant validity*. *Convergent validity* is seen through outer loading and AVE. Based on the results in tables 2 and 3. The *outer loading* value on all indicators >0.7 so that all indicators are valid and contribute to their variables and all AVE values on all variables >0.5 so that all variables are valid. Reliability tests are seen in table 4. *Comparing Cronbach's Alpha* and Composite Reliability values should be >0.7, so that the criteria are met.

Structural (Inner) Model

Through the results in table 5 it can be indicated that the R-square criterion, a

value of 0.297 is included in the "moderate" category, which means that the model shows that there is a moderate or moderate effect of exogenous variables on endogenous, thus showing that all variables involved in the model are able to influence *impulsive buying* variables 0.297 which means 29.7%, while the remaining 70.3% can be influenced by other variables outside this research model. Based on the results in table 6. It can be seen the relationship between variables through the t test with a significance level of >1.96 and a *significance level* of 5% <0.05 and the direction of the influence is positive or negative. Results of the hypothesis test based on *this path coefficient* can be illustrated using the research model in table 6.





Source: Primary Data Processed SMART-PLS 4, 2023

Table 2.
 Output Outer Loading

| | Online Review | Social Influence | Impulsive Buying | Self Control | Z x X2 | Z x X1 |
|--------|---------------|------------------|------------------|--------------|--------|--------|
| X1.1 | 0,786 | | | | | |
| X1.2 | 0,727 | | | | | |
| X1.3 | 0,857 | | | | | |
| X1.4 | 0,784 | | | | | |
| X1.5 | 0,741 | | | | | |
| X2.1 | | 0,890 | | | | |
| X2.2 | | 0,837 | | | | |
| X2.3 | | 0,831 | | | | |
| Y.1 | | | 0,782 | | | |
| Y.2 | | | 0,932 | | | |
| Y.3 | | | 0,869 | | | |
| Z.1 | | | | 0,915 | | |
| Z.2 | | | | 0,843 | | |
| Z.3 | | | | 0,794 | | |
| Z x X1 | | | | | | 1.000 |
| Z x X2 | | | | | 1.0000 | |

Source : Primary Data Processed SMART-PLS 4, 2023

Table 3
 Nilai Average Variant Extracted

| Variabel | Nilai AVE | Status |
|------------------|-----------|--------|
| Online Review | 0,609 | Valid |
| Social influence | 0,727 | Valid |
| Impulsive Buying | 0,745 | Valid |
| Self Control | 0,727 | Valid |

Source : Primary Data Processed SMART-PLS 4, 2023



Table 4
 Uji Reliabilitas

| Variable | Cronbach's Alpha | Composite Reliability (Rho_A) | Composite Reliability (Rho_C) | Average Variance Extracted (AVE) |
|----------|------------------|-------------------------------|-------------------------------|----------------------------------|
| X1 | 0,841 | 0,861 | 0,886 | 0,609 |
| X2 | 0,818 | 0,876 | 0,889 | 0,727 |
| Y | 0,834 | 0,906 | 0,897 | 0,745 |
| Z | 0,821 | 0,917 | 0,888 | 0,726 |

Source : Primary Data Processed SMARTPLS-4, 2023

Table 5.
 Nilai R-Square

| Variabel | R-Square | Adjusted R-Square |
|-----------------------------|----------|-------------------|
| (Y) <i>Impulsive Buying</i> | 0,297 | 0,259 |

Source : Primary Data Processed SMARTPLS-4, 2023

Table 5
 Path Coefficient

| Variables | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T statistics (O/STDEV) | P- Values |
|------------|---------------------|-----------------|----------------------------|------------------------|-----------|
| X1 -> Y | -0.205 | -0.231 | 0.094 | 2.187 | 0.029 |
| X2 -> Y | 0.004 | 0.033 | 0.116 | 0.031 | 0.975 |
| Z -> Y | -0.406 | -0.383 | 0.118 | 3.448 | 0.001 |
| Z x X2-> Y | 0,186 | 0.155 | 0.124 | 1.500 | 0.134 |
| Z x X1-> Y | -0,271 | -0.277 | 0.115 | 2.366 | 0.018 |

Source : Primary Data Processed SMART-PLS 4, 2023

Discussion

Online reviews have a negative and significant influence on *impulsive* buying of Shopee consumers. *Negative online reviews* can create uncertainty and doubt in consumers when deciding to buy something. Consumers tend to consider other people's experiences before purchasing, and negative reviews can trigger doubts and ease *impulsive impulses*. The results of this study are not in line with research (Dwike *et al*, 2022) in their research which states that

online reviews have a positive and significant effect on *impulsive buying* in *e-commerce* users in Surakarta City. However, the results of this study are in line with research conducted by (Ria *et al*, 2023) which states that *online reviews* have a negative and significant influence on *online impulsive buying* of Shopee users.

The results showed that the significance value formed in *social influence* was greater than $\alpha = 0.05$, which is 0.975. From these results, it can be seen that T-statistics 0.018



< T-table 1.96 and *P-value* 0.975 > 0.05 so that H_0 is rejected H_a is accepted, and it can be concluded that *social influence* does not have a significant effect on impulsive buying of Shopee consumers. In this study, *social influence* variables had a positive but not significant influence. *Social influence* on *impulsive* buying means that *impulse* buying decisions can be positively influenced by social interaction or influence from others. However, it is said that it is not significant that means that the *social influence* impact is not consistently or statistically strong. This can be due to individual variations in the degree of sensitivity to social influences or other factors that may be more dominant in influencing *impulse* buying decisions. This is not in line with research conducted by (Hafidz & Tamzil, 2021) stating that *social influence* variables have a positive and significant effect on *impulsive buying*. However, the results of this study are in line with research conducted by (Maurista *et al*, 2022) which states that *social influence* has a positive insignificant effect on *impulsive* purchases.

Hypothesis 3 in this study states that *self-control* can play a role as moderation in the influence of *online reviews* on *impulsive buying*. The results of this study used SmartPLS *moderating*. The results of the *self-control* analysis test showed that the significance value formed in the *online review* was smaller than $\alpha = 0.05$, which was

0.018. From these results, it can be seen that the T-statistic is 2.366 > the T-table is 1.96 and the P-value is 0.018 < 0.05 so that H_0 is rejected H_a is accepted. The results of this study show that *self-control* acts as a moderation in the influence of *online reviews* on *impulsive buying* of Shopee consumers, meaning that in this study respondents tend to compare positive and negative reviews before making a purchase decision.

Hypothesis 4 in this study states that *self-control* can strengthen the influence of *social influence* on *impulsive buying*. The results of this study used SmartPLS *moderating*. The results of the *self-control* analysis test showed that the significance value formed in *social influence* was greater than $\alpha = 0.05$, which was 0.134. From these results, it can be seen that the T-statistic 1,500 < T-table 1.96 and *the P-value* 0.134 > 0.05 so that H_0 is accepted H_a is rejected. *Social influence* that conceptually affects *impulsive buying* can be suppressed if consumers have good self-control, in line with Utami in (Yordan *et al*, 2022) regarding self-control, that *impulsive* purchases can be suppressed and reduced if individuals have strong self-control. According to Hirschman in (Jordan, 2022) states that individuals who have low *self-control*, tend not to be able to divert attention to have new products. Consumers who are strongly motivated tend to lead to compulsive behavior. In this study, self-control does not act as moderation, this



means that consumers in making purchasing decisions, tend to ignore the self-control that exists in consumers, so it is easily influenced by other people's directions.

CONCLUSION

This study found that online reviews have a significant effect on impulsive buying, for social influence does not have a significant effect on impulsive buying, then self control acts as moderation on the influence of

online reviews on impulsive buying then self control Does not act as a moderation on the influence of *social influence on impulsive buying*.

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