

CHAPTER I

INTRODUCTION

1.1 Research Background

The current era is one of rapid technological development. The fast-paced progress of technology has made modern life more practical. Advances in this field have impacted many aspects of human life, making many tasks easier and more convenient in today's world.

Today, technology enables humans to accomplish tasks with minimal effort, such as performing activities using a smartphone or other gadgets. The development of this technology goes hand in hand with the growth of interconnection networks, or the internet, in the current era. The internet has transformed many aspects of human life, including communication, technology, education, business, and society. In today's world, the internet, or the 'E-world,' has become a commodity that helps streamline the work processes of individuals and groups.

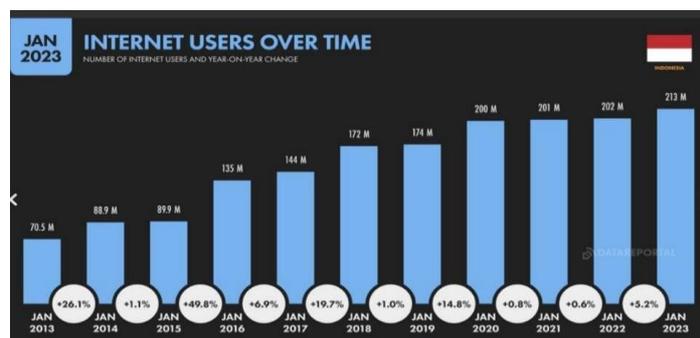


Figure 1. 1 Internet Users in Indonesia

Source: We Are Social, 2023

The use of the internet continues to grow each year. The increasing number of internet users is directly proportional to the rise in users within the marketing world, meaning that online marketing is likely to become more popular as the number of internet users continues to grow.

With advances in technology and the rapid development of the internet, business competition has become increasingly fierce. The presence of advanced technology and internet networks makes direct interaction between consumers and businesses easier. This highlights the important role that technology and the internet play.

One of the key uses of technology and the internet in business today is the existence of e-commerce platforms. The internet provides the opportunity to sell products directly to consumers in the consumer market, industrial market, or business-to-business market. Selling goods and services directly via the internet is known as e-commerce.

Due to the continuous positive and significant developments in technology and the internet, business actors must be careful in determining the right strategies to attract consumer attention. To capture consumers' attention, the key is to understand their purchasing behavior. In reality, not all consumers act rationally and logically when making online purchase decisions. As a result, a phenomenon known as impulse buying has emerged. According to Utami (2010), impulse buying occurs when a consumer sees a particular product or brand and becomes interested in acquiring it. This can be influenced by engaging stimuli from the shop.

The development of technology and the internet has led to the creation of various new features and applications, such as mobile online shopping apps. These mobile shopping applications have contributed to and encouraged the phenomenon of impulse buying among users. This is because mobile online shopping makes it easy for consumers to access and purchase the products they want, as well as complete transactions anytime and anywhere, simply by searching within the app. These applications offer a wide range of products with varying specifications and prices. A 2015 study by Mastercard found that 50 percent of Indonesian millennials were the most impulsive consumers in the Asia Pacific, with at least half of their purchases made spontaneously, well above the regional average of 26 percent (Primadhyta, 2015). This phenomenon of impulsive buying is not unique to Indonesia; it occurs in many countries. However, impulsive buying in Indonesia tends to be higher than in other Southeast Asian countries.

There are many factors that influence impulsive purchases. One of the factors is sales promotion. According to Morrison (2010), sales promotion is a marketing activity that provides added value or incentives to sales personnel, distributors, or consumers, with the goal of increasing sales.

Sales promotions have a significant impact on sales due to consumer behavior trends. Promotions are carried out in various ways, such as through discounts or other incentives. One example of a promotional activity frequently carried out by e-commerce platforms in Indonesia is National Online Shopping Day (Harbolnas), which occurs every year. In 2020, during the Harbolnas 12.12

Birthday Sale, Shopee set a record by selling 12 million products in just 24 minutes, with Shopee Pay transactions experiencing a significant increase of 18 times (DetikNet, 2020). Then, in 2021, at the peak of the Harbolnas 12.12 Birthday Sale, more than 32 million vouchers were claimed by Shopee users in the first two hours (Antara, 2021).

The existence of Harbolnas, organized by Shopee each year, offers attractive discounts and the ease of making transactions, which significantly increases the desire to make purchases on Shopee. Consumers tend to make purchases during Harbolnas compared to regular days (Lestari & Dwijayanti, 2021). Additionally, Panjaitan and Marpaung (2023) revealed in their research findings that Harbolnas at Shopee is an effective promotional event for boosting buying interest due to the variety of promotions, ease of payment, discounted prices, and appealing flash sales on all products sold on Shopee.



Figure 1. 2 National Harbolnas Promotion Form

Source: Shopee, 2024

Sales promotions are very popular among consumers in the modern retail world. According to AC Nielsen (2007), most Indonesian consumers prefer promotional activities that offer direct benefits. In Indonesia, these promotions are often categorized as low-price offers, which is why consumers

tend to be loyal to certain modern retailers. This is what makes sales promotions a strong influence on purchasing decisions, often leading consumers to make impulsive purchases.

Aside from sales promotions, content marketing also plays a significant role in influencing impulsive buying and consumer purchasing decisions in today's fast-paced technological era. Content marketing is a marketing technique that involves creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined target audience, with the goal of encouraging profitable consumer actions (Pulizzi, 2009). Content marketing in the form of design, current news, reading experiences, viewing time, and the relevance of content on e-commerce platforms can influence consumer purchasing decisions. As a result, companies must continuously innovate to strengthen consumer purchasing decisions (Yusuf, et al., 2020). In line with previous research, Kumalasanti (2022) also found that marketing content in e-commerce significantly boosts consumer purchasing decisions, which reflects the success of a company's digital marketing efforts.

Content marketing is not just about continuous selling, nor is it a tactic that produces immediate results; it must be a mindset that is adopted and implemented. This is because it has a significant impact on customer engagement and can also influence purchase intention.

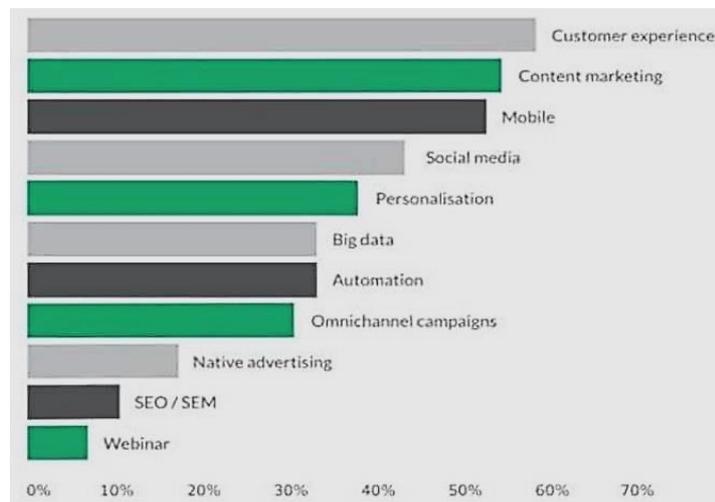


Figure 1. 3 Digital Marketing Growth Opportunities in Indonesia

Source: GetCraft, 2020

Based on existing data, almost 60% of content marketing is a strategy with the potential to attract consumer attention. This means that relevant content can influence consumer behavior by providing useful information, wherever the consumer is in the purchasing process. Content marketing is an essential aspect of digital marketing, involving the art of creating and distributing content that is relevant to a brand. Its goal is to attract consumers by offering engaging content. This content can shape a person's view of purchasing decisions, which may later become a factor in impulsive buying.

Currently, the interest of Indonesian people in online shopping is showing positive and significant growth, presenting a promising opportunity. The Central Statistics Agency reports that the growth of e-commerce in Indonesia continues to increase every year according to the economic census. Given this high growth, business actors are seizing the opportunity and competing to determine the right strategies to excel in business competition

and capture consumer interest.

There are various e-commerce platforms in Indonesia that are frequently used by the public, such as OLX, Tokopedia, Shopee, Bukalapak, Blibli, Zalora, Lazada, and many others. Due to the variety of e-commerce options, competition has led to consumers having many choices when deciding where to make a purchase. As competition increases, consumers face more alternatives in selecting products, comparing prices, and evaluating quality. As a result, consumers seek the highest value among several products (Kotler, 2005).

According to Supriyanto (2018), a survey conducted by Snapchat regarding e-commerce shopping behavior in Indonesia shows that Shopee is the most popular e-commerce platform and the one most frequently used by consumers. Shopee is an electronic trading site that launched in Singapore in 2015 and entered the Indonesian market in 2016. As an online purchasing platform, Shopee has earned recognition, including the Top Brand Awards. In 2018, Shopee ranked third in the Top Brand Index with a score of 14.7%, and in 2019, it moved up to second place with a Top Brand Index score of 15.6%. This indicates that Shopee successfully penetrated the market and grew significantly in 2018 and 2019, outperforming other e-commerce platforms in Indonesia.

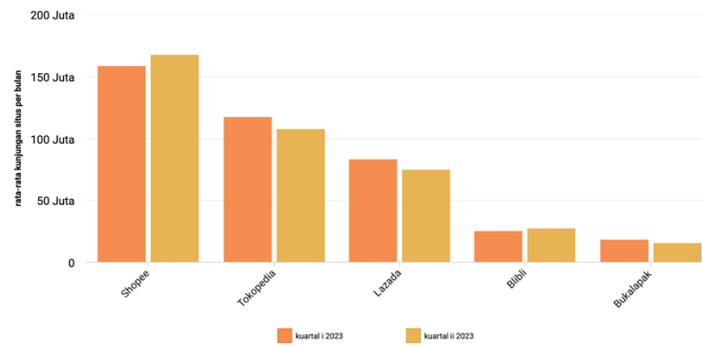


Figure 1. 4 E-commerce Visit Rankings

Source: Katadata (2023)

To win this competition, Shopee conducts marketing communication activities that encourage instant or impulsive purchases. Many factors can influence someone to shop on e-commerce platforms. Unplanned purchases often occur in e-commerce due to stimuli within online stores, such as abundant promotions and engaging content. Among the many purchases made by consumers, they often don't realize that the products they buy on e-commerce platforms are not necessarily things they truly need.

Shopee is a well-known e-commerce platform offering products at low prices, abundant discounts, and numerous free offers, which result in high purchasing interest. However, in a pre-research study conducted with Shopee consumers in Semarang City, there is a noticeable consumer preference for purchasing certain products, as shown in Figure 1.5 below.

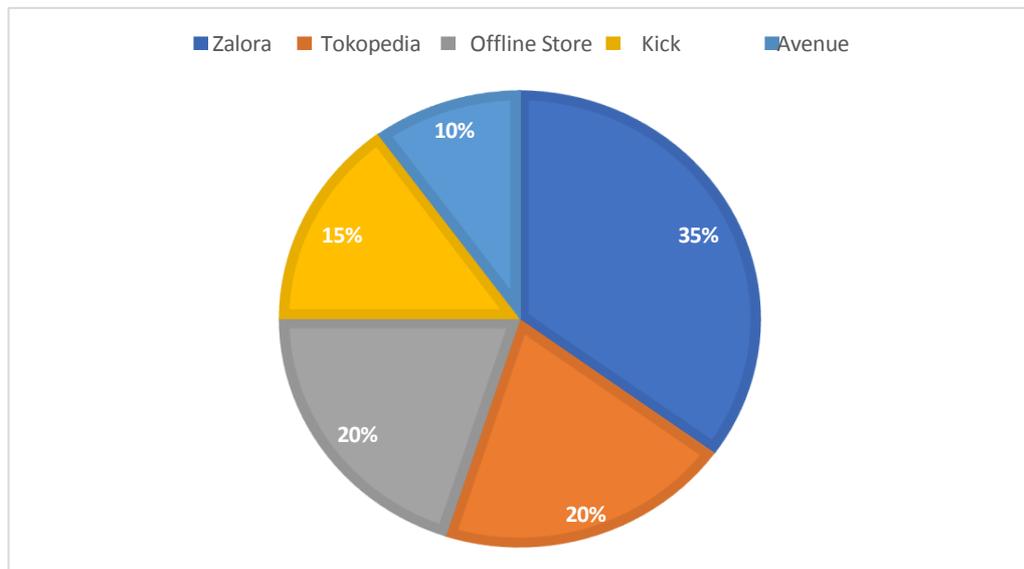


Figure 1.5 Consumer Preference on E-Commerce

Source: Primary Data, 2024

Based on Figure 1.5 above, it is evident that Shopee is not the preferred e-commerce platform for consumers in Semarang City when it comes to purchasing goods to fulfill their needs. It was found that 35% of respondents prefer Zalora for product purchases, 20% prefer Tokopedia or offline stores, 15% feel more comfortable buying through Kick Avenue, and only 10% choose Shopee. This indicates a potential issue with consumer preference for Shopee, as it may not fully meet the needs of certain products for these consumers. Given this, the researcher aims to explore the 'Influence of Sales Promotion and Content Marketing on Impulsive Buying Decisions of Shopee E-commerce: A Study on Shopee Users in Semarang City.

1.2 Problem Statement

Given the increasingly intense and competitive business environment,

all brands strive to develop and improve each year. One of the efforts they make is through Sales Promotion and creating attractive Content Marketing. By implementing these two strategies, brands can attract consumer interest in their products and encourage consumers to make impulsive purchases.

Based on this background, there are several problems that the author will examine, namely as follows:

1. Does Sales Promotion on Shopee affect impulsive buying consumers in Semarang?
2. Does Content Marketing on Shopee affect impulsive buying consumers in Semarang?
3. Does Sales Promotion and Content Marketing on Shopee affect impulsive buying consumers in Semarang?

1.3 Research Objectives

The objectives that researchers want to achieve in this research include:

1. Knowing the influence of Sales Promotion sales marketed on the Shopee marketplace on consumer impulse buying in Semarang City.
2. Knowing the influence of Content Marketing marketed on the Shopee marketplace on consumer impulse buying in Semarang City.
3. Understanding the influence of Sales Promotion and Content Marketing marketed on the Shopee marketplace on impulsive buying in Semarang City.

1.4 Research Contribution

There are three benefits that researchers want to provide in research, namely:

1. Theoretical Benefits

It is hoped that the results of this research will be of added value and provide information or an overview of the importance of Sales Promotion and Content Marketing which influence purchasing decisions, impulsive buying in the Shopee marketplace in Semarang City.

2. Practical Benefits

It is hoped that the results of this research can be used by Shopee to find out how and how important Sales Promotion and Content Marketing are to impulsive buying on the Shopee marketplace.

3. Social Benefits

It is hoped that the results of this research can provide information and knowledge regarding how Sales Promotion and Content Marketing influence impulsive buying decisions. Apart from that, it is hoped that the results of this research can be used as a reference for further research with similar variables.

1.5 Theoretical framework

1.5.1 Marketing

Kotler & Armstrong (2018) define marketing as a business function that establishes a relationship with consumers. In this process, a company engages with its consumers, building and managing customer relationships that benefit the company. The goal of marketing is to attract both new and

existing consumers by offering value and to retain loyal customers by providing satisfaction and value. Through this value, customers are rewarded. This marketing theory serves as the foundation for attracting new consumers and retaining existing ones by providing value that consumers will appreciate.

Kotler & Armstrong (2018) in *Marketing Management* describe marketing as a strategy that involves targeting customers and building relationships that provide benefits and profits for both the company and consumers. In this context, we will present five alternative concepts through which organizations design and implement their marketing strategies, namely:

- The Production Concept

This is the production concept, which holds the view that consumers will prefer products that are available at very affordable prices. Therefore, management within the company must focus on increasing production and distribution efficiency.

- The Product Concept

This is the product concept, which states that consumers will prefer products that offer quality, performance, and other innovative features. Therefore, the company must focus on improving quality and product features.

- The Selling Concept

This is the sales concept, which states that consumers will not purchase a company's product unless the company makes significant sales

and promotional efforts.

- The Marketing Concept

This is the marketing concept, which states that achieving company goals depends on understanding and meeting the needs and desires of the target market. By doing so, the company can provide better satisfaction than its competitors.

- The Social Marketing Concept

This is the societal marketing concept, which states that marketing strategies must provide value to consumers while maintaining or improving consumer welfare.

1.5.2 Marketing Mix

According to Kotler & Armstrong (2018), the marketing mix is classified into four main groups, known as the 4Ps of marketing, namely:

1. Products

These products are goods and services offered by a company to the target market or potential consumers to convey its value proposition. A company must first create a product that satisfies the consumer's needs.

2. Price

Price is the amount of money that a consumer must pay to acquire the product they want. It determines how much will be charged for the offering.

3. Place

Place refers to the location where company activities take place to

produce products for the targeted consumer. It also involves determining the distribution channels and locations where the offerings are made available to the target consumers.

4. Promotion

Promotion refers to activities that communicate the benefits of a product and persuade target consumers to buy it. It also involves engaging target consumers by conveying information about an offer and persuading them of the product's benefits.

Kotler (2015) defines the marketing mix as a marketing tool used to achieve marketing goals in the target market, which includes the key elements: Product, Price, Promotion, and Place. The following is an explanation of each element.

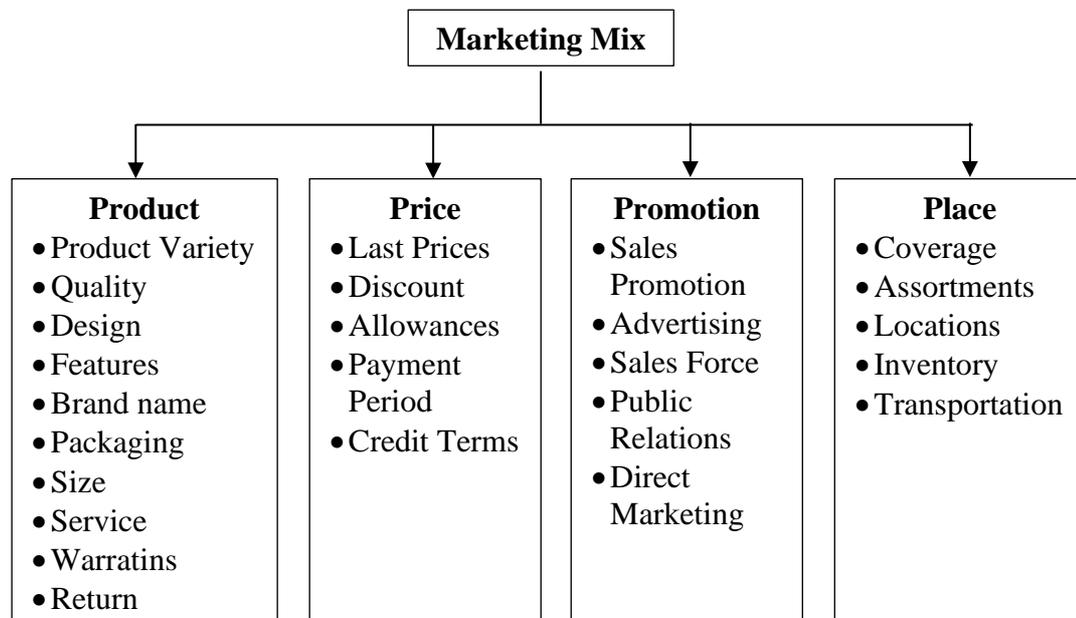


Figure 1. 6 Marketing Mix

Source: Kotler (2015)

The marketing mix is used by marketers to ensure their products enter the target market. The elements of the marketing mix include:

1. Products

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Price is the amount of money that a consumer must pay to acquire the product they want. It determines how much will be charged for the offering.

3. Place

Place refers to the location where company activities take place to produce products for the targeted consumer. It also involves selecting the locations and distribution channels where the offering will be made available to target consumers.

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Promotion refers to activities that communicate the benefits of a product and persuade target consumers to purchase it. It also involves engaging target consumers by conveying information about the offer and persuading them of the product's benefits.

According to Tjiptono (2001), the Marketing Mix consists of four key elements: Product, Price, Promotion, and Place, which are used by companies as tools to market their products and serve consumers. Similarly, Swasta

(2000) defines the Marketing Mix as a combination of four variables or activities that form the core of a company's marketing system: Product, Price, Promotion, and Place.

From the various definitions and explanations provided, it can be concluded that the Marketing Mix is a combination of the 4Ps—Product, Price, Promotion, and Place—that companies use to market their products. The marketing process is about how businesses can influence consumers to become aware of, interested in, and happy with a product, leading them to decide to purchase the product or service. This process aims to ensure consumer satisfaction, encouraging repeat purchases.

1.5.3 Promotion Mix

Promotion is one of the key variables in the marketing mix and is crucial for companies when marketing products or services. It plays a significant role in determining the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it or are not convinced that it will be useful to them, they will not decide to buy it.

Promotion is a form of marketing communication. Marketing communication refers to the activities that aim to disseminate information, influence or persuade, and/or remind the target market about a company and its products, encouraging them to accept, buy, and remain loyal to the products offered.

Stanley (2002) states that the definition of the promotional marketing mix is: The promotional mix is designed to inform and persuade customers,

as well as potential customers, about the merits of a product or service. It can place primary focus on one of the promotion tools while giving the others a secondary role.

Dharmmesta and Irawan (2000) state that the definition of the marketing mix promotion is the optimal strategic combination of advertising, personal selling, and other promotional tools, all of which are planned to achieve the goals of a sales program.

The main purpose of promotions is to inform, influence, persuade, and remind target consumers about the company and its marketing mix. Promotional objectives, according to Tjiptono (2002), include informing, persuading, and reminding, as follows:

Viewed from an economic perspective, the aim of promotion is to shift the demand curve for the company's products to the right, making demand both inelastic and elastic. According to Rossiter and Percy (2003), the promotional objectives as a result of communication are as follows:

1. Growing customer perception of a need (Category Need)
2. Introducing and providing understanding about a product to consumers
(Brand Awareness)
3. Encouraging the selection of a product (Brand Attitude)
4. Persuading customers to buy a product (Brand Purchase Intention)
5. Compensating for weaknesses in other marketing mix elements (Purchase Facilitation)
6. Cultivate product and company image (Positioning)

In short, promotion is related to efforts to guide consumers in getting to know the company's product, understanding it, changing their attitude, developing a liking for it, and ultimately deciding to buy and make repeat purchases. Promotion in the marketing mix takes different forms with the same overarching function, but these forms are differentiated based on their specific tasks. These specific tasks are often referred to as the promotion mix, according to Tjiptono (2002), and include the following:

1. Personal Selling is direct, face-to-face communication between sellers and potential customers, aimed at introducing a product and helping customers understand it, ultimately encouraging them to make a purchase.
2. Mass Selling is an approach that uses communication media to convey information to the general public at once. While this method is less flexible than personal selling, it offers a more cost-effective alternative for reaching a large and widely dispersed target market.
3. Sales Promotion is direct persuasion through the use of various incentives designed to stimulate immediate product purchases and/or increase the quantity of goods purchased by customers. Through sales promotion, companies can attract new customers, encourage them to try new products, and drive purchases without prior planning, also known as impulse buying.
4. Public Relations is a comprehensive communication effort by a company to influence the perceptions, opinions, beliefs, and attitudes of various groups toward the company.
5. Direct Marketing is interactive marketing that utilizes one or more

advertising media to generate measurable responses and/or transactions at any location. In direct marketing, promotional communications are targeted at individual consumers, with the goal of eliciting a response from the intended audience.

1.5.4 Sales Promotion

Activities in marketing communications are closely related to promotional activities. According to Tjiptono (2015), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers about a brand and product of a company. The goal of promotion is to inform, persuade, and remind. This explains that marketing communications, according to Kotler (1997), as quoted by Arianto (2021), is a part of the marketing mix that encompasses various elements or tools that company management can use to influence sales.

The formulation of marketing activities is called the 4Ps (Product, Place, Price, and Promotion), with the following explanation:

1. The product must align with what consumers need, want, and demand, and it should be something that consumers hope to obtain.
2. Distribution (Place) refers to the locations where products must be available to targeted consumers and easy for them to obtain. This can now include online networks or online platforms, such as e-commerce.
3. Price represents the value of a product or the amount of money a consumer spends to obtain it.
4. Promotion can take the form of advertising, sales promotions, and the use

of other social media as communication channels. These media are used to convey informative or emotional messages to consumers in a way that captures their interest.

Sales promotion has several goals, one of which is to encourage consumers to make a purchase as soon as possible. However, there are several main objectives of sales promotion that a company aims to achieve, including (Belch, 2018):

1. Encourage consumers to try a product or service and encourage repeat purchases.
2. Increase sales for well-known brands or established brands.
3. Retain current consumers or consumers who have used the product by providing promotions.
4. Targeting certain market segments or reaching the company's target market

In achieving short-term purchasing goals, sales promotions are divided into two categories: trade-oriented sales promotion, which targets marketers and intermediaries, and consumer-oriented sales promotion, which focuses on activities aimed at consumers. Trade-oriented sales promotion is usually aimed at marketing intermediaries such as distributors and retailers. The tools used by distributors often include sales contests, trade exhibitions, and other similar activities.

Kotler & Armstrong (2014) stated that there are several dimensions of the promotion mix, namely advertising, personal selling, sales promotion, public relations, and direct marketing. In this dimension, sales promotion

plays a key role in determining the success of a marketing program. Sales promotion encompasses all activities intended to communicate a product or service to the target market, encouraging them to take immediate action.

Kotler & Keller (2012), as quoted in Arianto (2021), stated that sales promotion is an incentive tool, mostly short-term, designed to stimulate consumers or traders to purchase certain products or services more quickly and in greater quantities.

Kotler & Keller (2016) stated that there are several indicators in carrying out selling promotions, namely:

- Coupons

Coupons are certificates that offer discounts for purchasing specific products. The purpose of providing these coupons is to encourage consumers to return for repeat purchases.

- Rebates (Price Discounts)

Price discounts are offered during sales promotions or through advertising. During these promotions, products are sold at a reduced price. These price discounts help boost the company's success by enhancing its image and attracting more consumers.

- Cashback

Cashback is an offer where consumers receive a percentage of their purchase back in cash, virtual money, or even in the form of a product, provided they meet certain conditions set by the company.

- Contests and Sweepstakes

This promotion technique involves offering a chance to win prizes such as cash, a trip, or other rewards as determined by the company.

- Continuity Programs

This program offers consumers the opportunity to make continuous purchases with the expectation that they will receive a gift in the future.

1.5.5 Content Marketing

Chan & Astari (2017) define content as something presented through publications, with content marketing being an online strategy executed through these publications. Kotler (2019) describes content marketing as a marketing approach that involves creating, curating, sharing, and expanding content that is interesting, relevant, and valuable for a defined audience. This approach aims to foster conversations around the content, ensuring that the brand message is clearly communicated and resonated in the minds of consumers.

Gunelius (2011) defines content marketing as a form of direct or indirect marketing used to build brand awareness, recognition, influence, and action for a brand, business, product, person, or other entities. This process is carried out through tools from the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Content marketing encourages individuals to promote a website, product, or service through online social channels, engaging with a broader community. This approach offers a unique advantage, as it allows for marketing efforts to be carried out by individuals, rather than solely through traditional

advertising channels.

In today's digital era, the content of a message plays a crucial role in marketing success. Content marketing is a strategy that involves planning, creating, and distributing content designed to attract the right target audience and encourage them to become consumers. The primary objectives of content marketing are to attract an audience and drive them toward making a purchase. According to Kucuk & Krishnamurthy (2007), content marketing can effectively engage consumers by sharing creative, relevant, and meaningful content that resonates with the target audience. This kind of content adds value and inspires potential customers, fostering a strong connection between the brand and its consumers (Karr, 2016).

1. Reader Cognition

The audience for content creation is diverse, and content creators must consider this variety in how they present their messages. To ensure that the content resonates with all segments of the audience, creators incorporate a range of elements such as interactive features, visuals, sounds, and kinesthetic experiences. This diversity in content formats helps engage different types of learners and ensures the message reaches a broader audience.

2. Sharing Motivation

In the social world, it's crucial for content creators to expand their reach to a wider and more relevant audience. There's a specific reason why audiences choose to share content. By sharing, they aim to increase their

value to others, build and express their online identity, engage with their communities, broaden their networks, and raise awareness about certain events or causes.

3. Persuasion

This refers to how a company can persuade individuals or groups within its content audience to transition from one option to another, ultimately guiding them through the process of becoming a consumer.

4. Decision Making

Each individual is influenced differently by various supporting criteria when making decisions. Factors such as trust, facts, emotions, and efficiency all play a role in shaping their choices. Therefore, creating balanced content that considers these criteria is a best practice in every piece of content produced.

Patricia (2015) states that the success of content marketing depends on both the quality and quantity of the content, as well as the relevance and value of the information provided to consumers. High-quality, engaging, and informative content that is consistent and targeted to the right audience will effectively attract, engage, and retain customers, helping build trust and long-term relationships with the brand.

1. Quality

The content created must be of high quality, relevant, valuable, and easy for the audience to understand.

2. Quantity

The quantity of content created must also be considered. Marketers must ensure that the content they create is easy to find, and the information provided is regular and consistent.

According to Aursa (2016) quality content marketing must have several elements

1. Relevance, where Shopee creates content that has relevance for consumer information.
2. Informative, Shopee creates content to provide information to consumers or potential customers about the knowledge, skills and company processes used to create products and services.
3. Reliability, this is reliability which is a key element in creating high quality content.
4. Value, Shopee creates content which will later be implemented through a value.
5. Uniqueness, Shopee creates marketing content that is said to be unique and can be used as a Shopee positioning tool to make it something unique.
6. Emotions, in this case Shopee has something that understands its consumers. This makes create broader content and place emotional and entertainment elements that will excite a consumer.
7. Intelligence, Shopee has the ability to create content that can be digested or understood by consumers.

1.5.6 Purchase Decision

Tjiptono (2014) states that the purchasing decision is a series of

processes that begins with consumers recognizing a problem, searching for information about a particular product or brand, and evaluating the product or brand. Each of these alternatives is considered as a solution to the problem, and the process eventually leads to a purchasing decision.

According to Kotler & Keller (2012), the purchasing decision process is a five-stage process that a consumer goes through. This starts with recognizing the problem, searching for information, evaluating alternatives that can solve the problem, making a purchasing decision, and post-purchase behavior. The process begins long before the actual purchase is made and has an impact long afterward. Factors that can influence purchasing decisions, according to Kotler (2013), are influenced by four factors, namely:

1. Cultural Factors

Culture, subculture, and social class are very important in shaping purchasing behavior. Culture is one of the most fundamental determining factors of a consumer's desires and behavior.

2. Social Factors

- a. Reference Group

This reference group in consumer purchasing behavior can be understood as a group that directly or indirectly influences a person's attitudes or behavior.

- b. Family

This family is divided into two types: the oriental family, which consists of a person's parents and siblings, and can provide religious,

political, and economic orientation, as well as personal ambition, self-esteem, and love.

In the purchasing decision process, there are five stages that buyers go through to reach a purchasing decision, namely:

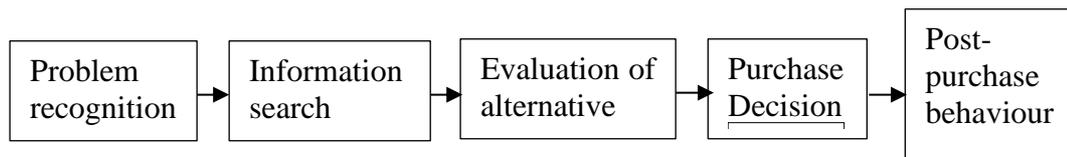


Figure 1. 7 Buying Process Stage Model

Source: Kotler (2013)

1. Problem Recognition

This is the buying process that begins with the recognition of a problem or purchasing need, where the buyer realizes a difference between their current state and desired state. This need can be triggered by stimuli either from within the buyer or from external sources. For example, basic human needs such as thirst and hunger increase until they reach a threshold of stimulation, which then forms into a drive based on the individual's past experiences.

2. Information Search

In this case, consumers may not actively seek information related to their needs. The extent to which a person searches for information depends on factors such as the strength or weakness of the urge, the amount of information available, the ease of obtaining that information, and the satisfaction gained from the information search activity. Typically, the level of information-seeking activity increases as the consumer moves

from a decision-making situation that involves limited problem-solving to one that requires extensive problem-solving.

3. Evaluation of Alternatives

This is the information sought by prospective consumers to gain a clearer understanding of the alternatives they are facing and the attractiveness of each option. Producers must understand how consumers perceive and process the information they gather, and how this influences their decision-making process regarding brand products.

4. Buying decision

This is when a producer must understand that each consumer has their own way of processing the information they gather, narrowing down the alternatives to evaluate and determine which product they will ultimately purchase.

5. Behavior after purchase

If the goods purchased by a consumer do not provide the expected satisfaction, the consumer may develop a negative attitude toward the brand, potentially removing it from their list of preferred options. On the other hand, if the consumer is satisfied with the goods or services, they are likely to become repeat buyers, consistently choosing the same brand. Therefore, producers must work to minimize dissatisfaction or negative feelings by providing information that justifies the consumer's decision, using communication strategies that encourage repeat purchases.

According to Kotler (2012) there are three indicators in determining

a purchasing decision, namely:

1. Steadiness in a product

When making a purchase, a consumer will choose from several available alternatives. This decision will be based on factors such as quality, price, and other attributes that provide confidence in the product. High product quality will build consumer enthusiasm, leading to greater satisfaction and fostering loyalty toward the brand.

2. Habits in purchasing products

This habit refers to the repeated or continuous purchasing of the same product. Once a consumer has made a purchasing decision and experienced the benefits of the product, it becomes ingrained in their mind. As a result, consumers may feel uncomfortable or reluctant to purchase another product, as they have developed a sense of familiarity and satisfaction with the one they are accustomed to.

3. Speed in purchasing a product

4. Consumers often make decisions using simple decision-making rules, known as heuristics. Heuristics refer to a mental shortcut or process by which a person makes a quick decision based on general guidelines, considering only part of the available information.

Consumer decision-making can be influenced by various factors, both internal (individual) and external (environmental). As a result, consumers may prioritize products based on their personal needs and preferences within their life context.

The final stage occurs when consumers make a decision. At this point, consumers recognize a need that must be fulfilled to solve or address a problem. According to Firmansyah (2018), several indicators influence consumers to make a purchasing decision, including:

1. Rational

In this indicator, consumers will decide to purchase goods or services by prioritizing several aspects, such as urgent needs, primary needs, or benefits. The characteristics of rational decision-making are that consumers choose a product according to their needs or priority scale.

2. Irrational

This indicator refers to consumer behavior that is easily influenced by something or persuaded by a marketing offer, in other words, without prioritizing aspects of needs or interests. The characteristic of this behavior is that consumers are easily attracted by advertisements and promotions in the media (whether digital or print).

1.5.7 Impulse Buying

Impulsive buying is a type of consumer purchasing behavior that involves emotional factors and processes. Sari (2014) states that impulse purchases are unplanned purchases, caused by exposure to stimuli and decided directly at the shopping location. Gasiorowska (2011) in Henrietta (2012) explains that an impulsive purchase is an unreflective or unexpected purchase. This impulsive purchase occurs spontaneously and is accompanied by a sudden desire to buy a particular product, triggered by a reaction to a

stimulus from the product.

Bakti (2016) defines impulse buying, or unplanned purchase, as a behavior where someone does not plan their purchase while shopping. Consumers who engage in impulse buying behavior do not premeditate buying a particular product or brand. These consumers make purchases because they are interested in a brand or product at that moment. Impulse buying is a consumer's tendency to make purchases spontaneously, reflexively, suddenly, and automatically. In this way, impulse buying is a natural and fast reaction.

Anggriawan et al. (2016) stated in their research that there are factors influencing impulse buying. These factors consist of four key elements: Psychological Factors, Promotional Activity Factors, Financial Factors, and Kinship Factors, with the psychological factor being the most dominant.

Fadliyah (2015) in his research revealed that product display and personal selling are factors that can influence a consumer to make an impulsive purchase. Sari (2014) in his research stated that the results showed positive mood, hedonic shopping value, peer group, price, shopping response, and consumer interaction as factors that influence impulse buying.

Kancen and Lee (2002) state that impulse buying is defined as an unplanned purchase, characterized by relatively quick and spontaneous decision-making. Another study by Anggraeni (2016) argues that impulse buying is a shopping activity based on emotion, leading to an unplanned purchase due to sudden interest and desire for a particular product. There are

two indicators that measure impulse buying: spontaneous interest in something and immediately buying the item once it is seen.

Novia & Harmon (2017) state that there are several characteristics of impulsive buying, namely:

1. Spontaneity.

While this purchase is unexpected, it motivates consumers to buy immediately, often as a response to visual stimuli at the point of sale.

2. Strength, Complication and Intensity

There is a motivation to set aside everything else and act or decide immediately.

3. Excitement and Stimulation

It is a sudden urge to buy, often accompanied by emotions that are characterized as "exciting" or "thrilling".

4. Indifference to consequences

This is an urge to make an immediate purchase, so strong that a person finds it difficult to resist, often ignoring the potential negative consequences.

Fitryani et al., (2021) there are four types of impulsive purchases, namely:

1. Pure Impulse

It is an action of purchasing something for a particular reason, usually occurring when a purchase is made due to brand loyalty or habitual buying behavior.

2. Reminder Impulse

This occurs when a consumer sees a product and is reminded that their supplies at home need to be replenished or have run out.

3. Suggestion Impulse

A product that a consumer encounters for the first time will stimulate the desire to try and use it.

4. Planned Impulse

It is an aspect of behavior planning that shows a consumer's response to special incentives for purchasing a product that were not anticipated.

Hursepuny & Oktafani (2018) stated that there are several indicators of impulse buying, namely:

1. Special shopping experience
2. Shopping can eliminate feelings of stress experienced by consumers
3. Consumers will choose cheaper prices
4. There is a shopping pleasure created with relatives, friends and family
5. The latest fashion trends encourage someone to shop

1.6 Relationship Between Variables

1.6.1 The influence of Sales Promotion on Impulse Buying

The relationship between sales promotion and impulse buying, based on previous research conducted by Irfandi and Anggraeni (2021), shows that sales promotion, hedonic shopping motivation, and shopping lifestyle have a significant influence on impulse buying in e-commerce, both partially and

simultaneously. Sales promotion can influence consumer impulse buying, as consumers tend to choose a product with the same quality if it is offered with a sales promotion, rather than purchasing a product at its regular price.

Firmansyah (2018), in the research by Irfandi and Anggraeni (2021), states that a marketing strategy is a strategy that involves placing marketing stimuli in the consumer environment. This approach aims to influence consumer affection, cognition, and behavior. The goal of this marketing strategy is to increase consumer satisfaction and boost sales and profits. Through this marketing strategy, a consumer who initially did not plan to make a purchase can be influenced by marketing stimuli to make a purchase. This purchasing process can be either rational or emotional.

H1 : Positive and significant influence of Sales Promotion on Impulse Buying.

1.6.2 The Influence of Content Marketing on Impulse Buying

Hodge (2004) stated in his research and concluded that there is an influence of content marketing on hedonic or impulse buying. Chen (2008) supports this conclusion, with his research indicating that content marketing has an impact on impulse buying behavior.

The attractiveness of content in marketing can serve as a supportive or conducive external factor that influences purchasing decisions and consumer behavior. If the content is highly attractive such as offering discounts, appealing designs, favorable prices, and other appealing features

it increases the likelihood of a consumer engaging in impulse buying behavior. Therefore, it can be concluded that there is a positive influence between the attractiveness of content marketing and impulse buying behavior.

H2 : The positive and significant influence of Content Marketing on Impulse Buying.

1.6.3 The influence of Sales Promotion and Content Marketing on Impulse Buying

Impulse buying behavior refers to a consumer making a purchase without prior planning. According to Rook and Fisher in Sopini et al. (2021), impulse buying is driven by promotional activities and sales communications, which can influence individuals to make a purchase. Sales promotion is a method of delivering and communicating products to the market in a way that encourages consumers to take immediate action specifically, to make a purchase. Forms of sales promotions in e-commerce include discounts, free shipping, and cashback. These activities are efforts to attract consumer interest and encourage impulsive purchasing behavior.

Sales promotion can also be carried out through communication with customers using interesting content, such as product photos displayed in the e-commerce window. The cover photos of the products can attract attention and encourage people to shop, which is commonly referred to as Content Marketing. According to Pasetya et al. (2021), Content Marketing can be defined as a marketing strategy approach focused on creating and distributing

valuable, relevant, and consistent content. Lailawati (2022) also states that content marketing has become an important marketing approach because the majority of consumers have shifted to a more efficient and effective digital environment, which makes it easier for sellers and buyers to interact without meeting directly. Sales promotions combined with compelling content marketing can influence a consumer's interest in making a purchase.

H3: It is suspected that there is a significant influence of Sales Promotion and Content Marketing on Impulse Buying Decisions in Shopee E-Commerce

1.7 Previous Research

This previous research is considered to have almost the same similarities that researchers use to support the current research. The existence of previous or previous research has a similarity as a goal to find out the relevance of the current research. Below are previous studies that are similar or relevant and have been carried out before.

Table 1. 1 Previous Research

No.	Researcher	Title	Variable	Results
1.	Indriawa & Santoso (2023)	The Influence of Sales Promotion, Content Marketing, and Shopping Lifestyle Content Creator Tiktok on Impulse Buying Decisions on E-Commerce Shopee	Sales promotion, Content marketing, Shopping lifestyle content creator tiktok, Impulse buying	<ul style="list-style-type: none"> • Sales promotion has a positive and significant effect on impulse buying. • Content marketing has a positive and significant effect on impulse buying
2.	Sopini et al. (2021)	The Influence of Sales Promotion on	Sales promotion, and impulse	<ul style="list-style-type: none"> • Sales Promotion has a positive

No.	Researcher	Title	Variable	Results
		Impulse Buying Decisions at Trona Supermarket Jambi Townsquare (Case Study of Students at the Faculty of Economics, Batanghari University)	buying decision	and significant effect on Impulse Buying Decisions
3.	Tumanggor et al (2021)	Impulse buying on Shopee e-commerce (study of Shopee consumers in South Jakarta)	Sales promotion, Product quality, Electronic word of mouth, Impulse buying	• Sales promotion has a positive but insignificant effect on impulse buying
4.	Baladini et al (2021)	The Influence of Sales Promotion, Social Media Marketing, and Hedonic Shopping Motivation on Impulse Buying Behavior (Case Study of Gopay Users in Bekasi City)	Sales promotion, Social media marketing, Hedonic shopping motivation, Impulse Buying	• Sales promotion has a negative and insignificant effect on impulse buying
5.	Lailiawati (2021)	The Influence of Content Marketing, Ad Display Frequency, and Service Quality in Social Media (Instagram) on Impulse Buying (Case Study at Qomeshop Fashion Store, Kediri City)	Content marketing, Ad display frequency, Service quality in social media, Impulse buying	• Content marketing has a positive and significant effect on impulse buying
6.	Masitoh et al (2022)	The Influence of Sales Promotion, Hedonic Browsing, and Impulse Buying Tendency on Shopee E-commerce Customers's Impulse Buying	Sales promotion, Hedonic browsing, Impulse buying tendency, Impulse buying	• Sales promotion has a positive and significant effect on impulse buying
7.	Wahyuni & Setyawati (2020)	The Influence of Sales Promotion, Hedonic Shopping	Sales promotion, Hedonic shopping motivation,	• Sales promotion has a positive and significant

No.	Researcher	Title	Variable	Results
		Motivation, and Shopping Lifestyle on Impulse Buying on Shopee E-Commerce	Shopping lifestyle, Impulse buying	effect on impulse buying

Source: Literature Review, 2024

1.8 Hypothesis

Sugiyono (2018) states that a hypothesis is a temporary answer to a research problem formulation, which has been expressed in sentence form. Based on this, the hypothesis framework is derived from the following hypothesis model:

H1: Sales Promotion has a significant positive effect on Impulsive Buying

H2: Content Marketing has a significant positive effect on Impulsive Buying

H3: Sales Promotion and Content Marketing have a significant effect on Impulsive Buying

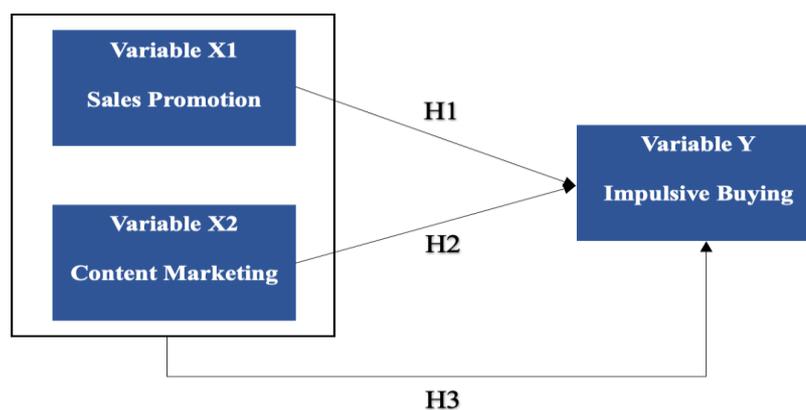


Figure 1. 8 Hypothesis Model

1.9 Conceptual Definition

The Conceptual Definition refers to the understanding of the meaning of each variable in a research study. This Conceptual Definition will be explained as follows:

1.9.1 Sales Promotion

Wahyuni & Setyawati (2020) state that sales promotion is an incentive tool used to stimulate the purchase or sale of a product or service quickly and on a larger scale, typically for a short term. This is one of the tools that determines the success of a popular marketing program for consumers.

1.9.2 Content Marketing

Kotler (2019) defines content marketing as a marketing approach that involves creating, selecting, sharing, and expanding content that is engaging, relevant, and useful for a specific audience. The goal is to generate conversations around the content, ensuring that the brand is clearly communicated to the audience.

1.9.3 Impulse Buying

Hursepunny et al. (2018) define impulse buying as an unplanned purchase made spontaneously. Impulse buying involves an emotional component or urge to make a purchase, which can occur when consumers experience a sudden and persistent desire to buy something immediately.

1.10 Operational definition

The Operational Definition is an explanation of how a variable can be measured in the research being conducted. The Operational Definition in this study will be explained as follows.

1.10.1 Sales Promotion

Sales promotion is a part of the promotion mix, which is inherently

integrated into the marketing mix, consisting of product, price, place, and promotion. Sales promotion is a motivational tool used by marketing teams to attract consumers and encourage them to purchase products from a certain brand within a specific time frame. (Padmasari & Widyastuti, 2022)

1. The promotions offered by Shopee are varied (giveaways, discounts, bonuses)
2. The conditions for obtaining the promotions offered by Shopee are clear
3. The promotions offered by Shopee to consumers are attractive and also encourage purchases.

(Setiawan & Bernardus, 2018)

1.10.2 Content Marketing

Content marketing is a digital marketing strategy that focuses on creating content, whether in the form of images or videos, that has value, relevance, and appeal, and then distributing it to the public. (Nurivanda & Fitriyah, 2023)

1. Relevance
2. Informative
3. Value
4. Uniqueness
5. Emotions
6. Intelligence

(Amalia & Lubis, 2020)

1.10.3 Impulse Buying

Impulse buying is an unplanned purchasing behavior characterized by a relatively quick decision-making process and a desire to possess. Such purchases are described as more exciting, spontaneous, and difficult to avoid compared to planned purchases. Impulsive buyers often don't think carefully and have a strong urge to experience immediate satisfaction. (Effendi et al., 2020)

1. Spontaneity

Spontaneity is a sudden and unexpected impulse that can encourage consumers to purchase a product immediately, with an intoxicating response to an immediate visual stimulus at the point of sale.

2. Power, Compulsion and Intensity

Consumers will be encouraged to leave things behind and immediately take action due to strength, compulsion and intensity.

3. Excitement and Stimulation

Enthusiasm and stimulation is a sudden urge to buy a product, especially with the assumption that the product provides excitement and encouragement.

4. Disregard for Consequences

Excitement and Stimulation is a feeling of buying that product difficult to resist overcoming negative consequences.

Table 1. 2 Variable Measurement

No.	Variable	Indicator	Items
1.	Sales Promotion	Coupon	a. Frequency of offering vouchers by Shopee b. How big are the vouchers given by Shopee
		Discount	a. Frequency of offering discount price by Shopee b. How big are the discount price given by Shopee
		Cashback	a. Frequency of offering cashback by Shopee b. How big are the cashback given by Shopee
		Contests & sweepstakes	a. Motivated to shop to get a gift b. Shop just for the reward
		Continuity Programs	a. Motivated to make purchases when the e-commerce program take place b. Will always shop at Shopee by following the Shopee Program
		2.	Content Marketing
Informative	a. Shopee promotional content is very informative b. Shopee promotional content provide what consumers need		
Reliability	Promotional content on Shopee can always be used at any time when making a purchase		
Value	Promotional content on Shopee is very useful to be able to get cheaper product prices		
Uniqueness	Shopee's promotional content has unique features that other e-commerce sites don't have		
Emotions	Promotional content on Shopee influences consumers' desire to buy products immediately		
Intelligence	Shopee is able to create promotional content that is easy to understand in how it is used		
3.	Impulse Buying	Spontaneity	a. Opening the Shopee app motivates to make spontaneous purchases b. Visual stimuli in the Shopee app

No.	Variable	Indicator	Items
			arouse the desire to buy product
		Power, Compulsion, and Intensity	<ul style="list-style-type: none"> a. Opening the Shopee app makes consumers leave the activity they were previously doing b. Opening the Shopee app fosters motivation to immediately see interesting products c. Seeing products on Shopee makes consumers want to buy them immediately even though they don't need them
		Excitement and Stimulation	<ul style="list-style-type: none"> a. Frequently buying products on Shopee is an exciting activity b. Frequently buying products on Shopee makes the mood pleasant
		Disregard to Consequences	<ul style="list-style-type: none"> a. Whenever a customer opens the Shopee app, they feel an irresistible urge to make a purchase b. The intensity of buying products on Shopee is very high and can't be avoided

Source: Previous Research, 2024

1.11 Research Methods

1.11.1 Research Type

This research will use a type of research known as a quantitative approach. According to Hamdi and Bahruddin (2015), quantitative research focuses on phenomena as they are, without being influenced by personal opinions, and is studied quantitatively using numbers and statistical management. Endah and Esty (2020) state that this quantitative approach is one that expresses an event in the form of numbers, figures, or quantities.

The type of research used in this study is explanatory research, which applies a quantitative approach. According to Sugiyono (2010), explanatory research aims to explain the position of each variable being

studied, as well as the correlation between variables, and is used for testing hypotheses that have been previously formulated.

1.11.2 Research Population and Sample

1. Population

According to Eng (2015), a population is a collection of all measurements, objects, or individuals being studied in a research study. The population in this case is not limited to just a group of people; the object can also be a source of research. Sugiyono (2010) states that a population is a generalization area that includes subjects or objects with specific characteristics and qualities that are used by researchers so they can be understood and concluded. The population in this study consists of users of the Shopee e-commerce application in the city of Semarang, who have purchased and used products on Shopee. Based on the determined population, the exact population size for this study cannot be identified, which allows for the distribution of categories of respondent characteristics. This research is uneven and disproportionate.

2. Sample

According to Sugiyono (2019:127), a sample is a part of the total number and characteristics possessed by the population. When the population is large, and it is not feasible for the researcher to study the entire population due to limitations in funding, resources, and time, the researcher can use a sample taken from the population. This research uses a non-probability sampling technique because the total population is

unknown, and purposive sampling is used as the technique for sample selection.

Purposive sampling is a sampling technique based on certain considerations according to the desired criteria to determine the number of samples to be studied. Purposive sampling is used because there are often many limitations that prevent the researcher from taking random samples, so by using purposive sampling, it is hoped that the sample criteria obtained will truly align with the research being conducted.

Sampling will be carried out in all sub-districts/districts in Semarang City, which include the sub-districts of Banyumanik, Candisari, Ngaliyan, Pedurungan, Gajahmungkur, Gayamsari, Genuk, Gunungpati, Mijen, Central Semarang, South Semarang, East Semarang, West Semarang, North Semarang, and Tembalang. In this research, the researcher has determined the criteria that will be used to determine the sample, namely:

1. Domiciled in Semarang City
2. Over 17 years old
3. Made a spontaneous purchase through Shopee e-commerce at least 1 time in the last 3 month

To determine the number of samples in an unknown population, the Cochran formula can be used (Sugiyono, 2019:136). Cochran's formula is as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Explanation:

n : Number of samples required

Z : The level of confidence required in the sample is 95%

p : 50% Chance of Correct

q : 50% Chance of Wrong

Moe : Margin of Error or maximum error level that can be tolerated

The confidence level used is 95% where the Z value is 1.96 and the maximum error rate is 10%. The total sample size in this study is as follows:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{(3,841)(0,25)}{0,01}$$

$$n = 96,04$$

From the result above, 96.04 is a fraction, and according to Sugiyono (2019:143), when the calculation results in a fraction (with a decimal point), it should be rounded up. Therefore, the sample size in this study is 97 respondents.

1.11.3 Data Types and Sources

1. Data Types

According to Endah Saptutyningasih and Esty Setyaningrum (2020), there are two types of data based on their nature, namely:

a. Quantitative Data

Quantitative data is a form or type of data presented in the form

of numbers or numerical values. In this research, quantitative data is collected through questionnaires distributed to respondents who are users of the Shopee e-commerce platform in Semarang City. This data is used to measure and analyze specific variables or factors related to the research, allowing for statistical analysis and drawing of conclusions.

b. Qualitative Data

Qualitative data is a form or type of data presented in a description. Generally, qualitative data is used to explain opinions from experts or the results of previous studies. This type of data provides detailed and in-depth information, often in the form of text, and is used to understand concepts, experiences, or phenomena from a subjective perspective.

2. Data Sources

In conducting this research, the data sources will be divided into two that is:

a. Primary data

Istijanto (2005) defines primary data as original data that is collected by a researcher directly from the source. This data will be related to a variable determined by the researcher. According to Pabundu (2006), primary data is data obtained directly from the object or respondent being studied, or from those interested in the object being studied. In this case, the researcher will obtain primary data by

distributing questionnaires via Google Forms to Shopee users in Semarang City.

b. Secondary Data

Gray (2009) defines secondary data as a series of analyses carried out to obtain different knowledge from various sources. Effendi and Tukiran (2012) describe secondary data as data that comes from censuses, surveys, and other documents. In this research, secondary data will be used, including journals, theses, and websites that are related to the research conducted by this researcher.

1.11.5 Method of collecting data

Umar (2003) defines a questionnaire as a data collection tool that will later be used by researchers to gather and process specific data. In this research, the Likert Scale will be used. The Likert scale assigns values to a variable with indicators through questions that will be asked to the respondents. This data collection technique will be carried out by the researcher using an online-based questionnaire, specifically Google Forms, with a Likert scale. The scale will be used to measure the responses of Shopee user respondents in Semarang City. Respondents will be presented with questions and asked to provide answers. This is necessary for quantitative analysis purposes, and respondents will answer the questionnaire using the following scale:

Table 1. 3 Likert Scale

Statement	Information	Score
SA	Strongly Agree	5
A	Agree	4
N	Netral	3
D	Disagree	2
SD	Strongly Disagree	1

Source: Sugiyono (2010)

Sugiyono (2010) states that a measurement scale is an agreement used as a basis for determining the interval measure contained in an instrument. This instrument will be used in measurements to obtain quantitative data.

1.11.6 Data collection technique

1. Questionnaire

Basically, conducting research involves analyzing a phenomenon, so it is necessary to have effective measuring instruments. Sugiyono (2010) stated that a research instrument is a tool used to assess observed social or natural phenomena. Sugiyono (2010) also defines a questionnaire as a data measurement tool that involves asking several questions to be answered. A respondent is someone who responds to or answers the given questions. Questionnaires can be an efficient data collection technique if the researcher clearly understands the variables to be measured and knows what to expect from the respondents.

In this study, the type of questionnaire used was a mixed questionnaire. A mixed questionnaire is a type of questionnaire that provides both multiple-choice answers and open-ended questions,

allowing respondents to choose from the available options. Additionally, it gives respondents the freedom to provide reasons or write their own responses, where they can elaborate on their answers

2. Interview

In this research, one of the data collection techniques used was interviews. The interviews were conducted simultaneously while the respondents filled out the questionnaire to understand the reasons behind their choices for each statement on the questionnaire.

1.11.7 Data Processing Techniques

Data processing is a process through which the researcher will obtain a summary of specific information. This data processing technique will be used in this research.

1. Editing

Correction and inspection activities are conducted after data collection to check the completeness of respondents' answers to the given questions.

2. Coding

Providing symbols, signs, or codes for items in the same category to group or classify them based on predetermined categories.

3. Scoring

The activity of converting qualitative data into quantitative data. This data will be used to test the hypothesis.

4. Tabulating

The process of presenting data in the form of tables. The purpose of using these tables is to simplify the analysis of the data obtained and make it easier to present and process the data.

1.11.8 Research Instrument

In principle, research is the measurement of a phenomenon, so it is essential to have a good measuring instrument. Measuring tools in research are generally referred to as research instruments. Sugiyono (2010) defines an instrument as a tool used to assess observed social or natural phenomena. In this research, the research instrument used was a questionnaire. Sugiyono (2013) explains that a questionnaire is a data collection technique in which a number of written statements or questions are given to respondents, who then provide their answers. A questionnaire is an efficient data collection technique, as it helps researchers clearly understand what to expect from respondents and identify the variables that will be measured.

In this study, the type of questionnaire used was a mixed questionnaire. A mixed questionnaire is a type that provides both multiple-choice answers and questions where respondents can provide responses limited to the available options. It also allows respondents the freedom to give reasons or provide their own written responses, where they can explain their answers.

1.11.9 Data Analysis Technique

The data analysis technique used in this study is quantitative data analysis. Quantitative analysis is a method that handles data in numerical

form, such as numbers and figures in statistical data, survey data, respondent data, and others. To assess the magnitude of the influence of changes in variables, quantitative analysis is performed using statistical analysis tools.

In quantitative analysis, data is analyzed using a quantitative or numerical approach and calculated using statistical tests (SPSS).

1.11.9.1 Validity Test

According to Sugiyono (2019), the validity test is used to measure whether a questionnaire is valid. A questionnaire is considered valid if its questions can accurately reveal what the questionnaire intends to measure. The purpose of this validity test is to determine the extent of accuracy between the data that actually occurs in the object and the data reported by the researcher (Sugiyono, 2019).

According to Sugiyono (2019), the validity of an item can be determined by correlating the item score with the total score. The calculation involves comparing the R count value with the R table, where the R table is obtained from the degree of freedom (df), calculated as the number of samples minus 2 (Ghozali, 2012). To determine whether each selected indicator is valid, refer to the Pearson Correlation results in the Correlation column. If R count > R table, it can be concluded that the indicator is valid, as determined using SPSS (Ghozali, 2012).

1.11.9.2 Reliability Test

The reliability test, according to Sugiyono (2019), is an index

that indicates the extent to which a measuring instrument can be trusted or relied upon (i.e., consistency). To determine whether a measuring instrument is reliable, a statistical approach is used through the reliability coefficient. If the coefficient is greater than 0.6, the instrument can be declared reliable (Sugiyono, 2019).

1.11.9.3 Classical Assumption Test

When conducting multiple linear regression analysis, several assumptions must be met, including classical assumptions such as the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. The following is a discussion of these classical assumption tests:

a. Normality Test

According to Duwi (2014), the normality test is a tool used to determine whether the residual data from the dependent and independent variables are normally distributed. Duwi (2014) states that the normal residual requirements are as follows:

- 1) On the graph around the diagonal line the dots spread out
- 2) The points follow the diagonal line
- 3) The significance value is greater than 0,05.

b. Multicollinearity Test

"The multicollinearity test, according to Duwi (2014), is a tool used to determine whether there is a perfect relationship between the dependent and independent variables, which can be

assessed through the Variance Inflation Factor (VIF) value. If the VIF value is less than 10 and the tolerance is greater than 0.1, the relationship between the variables does not indicate multicollinearity.

c. Heteroscedasticity Test

According to Duwi (2014), the heteroscedasticity test is a tool used to determine whether there is inequality in the residual variance of all observations in the regression model. A good regression model should not exhibit heteroscedasticity. This test can be conducted using the Spearman's Rho test. The heteroscedasticity test can also be performed using a scatterplot, where the predicted value of the dependent variable (Z PRED) is plotted against the residuals (S RESID). If a distinct pattern is observed, it indicates the presence of heteroscedasticity. However, if the points are scattered randomly, both above and below the zero value on the Y-axis, it indicates the absence of heteroscedasticity (Ghozali, 2005).

1.11.9.3 Correlation Coefficient Test

The correlation coefficient test is used to measure the strength and influence of the independent variables on the dependent variable (Kuncoro, 2013). The correlation coefficient (r) has a value between -1.00 and +1.00. The closer the value is to 1.00, the stronger the correlation between the variables, and vice versa. Essentially, the

calculation will produce three possible outcomes, namely:

1. If $r = 0$ or is close to 0, the correlation between variable X and variable Y is very weak.
2. If $r = +1$ or is close to +1, the correlation between variable X and variable Y is strong and positive, meaning they move in the same direction.
3. If $r = -1$ or is close to -1, the correlation between variable X and variable Y is strong and negative, meaning they move in opposite directions.

As a guideline for determining whether the correlation is large or small, the following criteria can be used:

Table 1. 4 Guidelines for Providing Interpretation of Correlation Coefficients

R Value Interval	Interpretation
0,00 – 0,199	Very Low Correlation
0,20 – 0,399	Low Correlation
0,40 – 0,599	Correlation is Strong Enough
0,60 – 0,799	Strong Correlation
0,80 – 1,000	Very Strong Correlation

Source: Sugiyono (2013:250)

1.11.9.4 Coefficient Determination (R^2)

"The coefficient of determination, according to Ghozali

(2014), is used to measure and assess the ability of the regression model to explain variations in the dependent variable. The decision can be made based on the coefficient of determination, which ranges from 0 to 1. The greater the value of R^2 , or the closer it is to 1, the better the ability of the independent variables to predict the dependent variable. However, if R^2 is smaller or closer to 0, it indicates that the independent variables have limited ability to predict the dependent variable.

The coefficient of determination has some weaknesses, including bias related to the number of independent variables included in the model. As more variables are added, the value of R^2 will always increase, regardless of whether the independent variables have a significant effect on the dependent variable. Therefore, researchers generally recommend referring to the Adjusted R^2 value for a more accurate assessment.

1.11.9.5 Linear Regression

According to Sugiyono (2019), multiple linear regression is an analysis used to predict how the dependent variable will increase or decrease based on two or more independent variables as predictor factors (manipulated). Therefore, multiple linear regression analysis can be performed if there are at least two independent variables. This analysis is useful for understanding the impact of the independent variables, such as Sales Promotion (X1) and Content Marketing

(X2), on the dependent variable, Impulsive Buying (Y). The formula used in the study is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Explanation:

Y : Impulsive Buying (Dependent Variable)

a : Constanta

X1 : Sales Promotion (Independent Variable)

X2 : Content Marketing (Independent Variable)

1.11.9.6 Significance Test

1.11.9.6.1 t Test

The t-test is an individual test designed to determine whether the independent variable (X) partially influences the dependent variable (Y) in the study. In this research, the t-test is used to assess whether the sales promotion and content marketing variables influence impulsive buying. The following formula is used for

measurement: $t = \frac{r\sqrt{n-2}}{1-r^2}$

Where:

- t = t-calculated value or t-test
- r = correlation coefficient as a comparative value
- n = sample size

The hypotheses used are as follows:

- H0, or the null hypothesis, is written as H0: $\beta_1 = 0$, meaning

there is no effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).

- H_a , or the alternative hypothesis, is written as $H_a: b_1 \neq 0$, meaning there is an effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).

There are several criteria for decision-making in the t-test, as follows:

- If the significance value is less than 0.05 or t-calculated is greater than t-table, H_a is accepted and H_0 is rejected. This means that there is a significant partial effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).
- If the significance value is greater than 0.05 or t-calculated is less than t-table, H_0 is accepted and H_a is rejected. This means that there is no significant partial effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).



Figure 1. 9 Curve t Test (One Tailed)

1.11.9.6.2 F Test

The F-Test fundamentally shows whether the independent variables (sales promotion and content marketing) simultaneously have an influence on the dependent variable (impulsive buying). To perform the F-Test, the formula used is:

$$F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Where:

- F = F-calculated value
- R^2 = multiple correlation coefficient
- k = number of independent variables
- n = sample size

The hypotheses formulated/used are as follows:

- a. $H_0 : b_1, b_2 = 0$

This means that there is no significant simultaneous effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).

- b. $H_a : b_1, b_2 \neq 0$

This means that there is a significant simultaneous effect of the independent variables (sales promotion and content marketing) on the dependent variable (impulsive buying).

The decision-making criteria for the F-Test are as follows:

- a. If the significance value is less than 0.05 or the F-test is greater

than the F-table, then H_a is accepted and H_0 is rejected. This indicates that the independent variables (sales promotion and content marketing) simultaneously affect the dependent variable (impulsive buying).

- b. If the significance value is greater than 0.05 or the F-test is less than the F-table, then H_0 is accepted and H_a is rejected. This indicates that the independent variables do not simultaneously affect the dependent variable.