



**Influence of appeal visuals, perceived enjoyment and
Program discount to online customers impulse – buying on the
shopee app (case study in community
Medan johor, kelurahan great base)**

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Keywords :

Visual appeal,
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Discount program,
Impulse-buying.

Abstract

This research is an associative research. The population of this study is the people of Medan Johor, Pangkalan Masyhur Village with a sample of 100 respondents who use the shopee application. Primary data was obtained by using a questionnaire. Data were analyzed using Multiple Linear Regression analysis technique. The results showed that there was a positive influence of each variable such as visual appeal on impulse buying, the influence of perceived enjoyment on impulse buying, the influence of discount programs on impulse buying on the shopee application.

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INTRODUCTION

The use of information technology not only changes the nature of the services provided but also changes the process of providing services. Especially when the current pandemic due to COVID-19 causes all activities to be carried out online through electronic technology. E-commerce is a business process using electronic technology that connects companies, consumers, and the public in the form of online transactions. One of the successful and successful e-commerce companies in taking advantage of the e-commerce market opportunities in Indonesia is the shopee application. With the wide variety of products sold on the Shopee application, it creates visual appeal (visual appeal) for consumers so that there is an unexpected purchase (impulse-buying).

The services provided by the online shop at shopee have created a lot of satisfaction or enjoyment (perceived enjoyment) for online customers so that buying and selling activities always occur. The use of this shopee feature began to increase in 2017 as many as 27 million application users and until 2020-2021 this continues to increase. The increasing interest in buying online customers continuously every day causes frequent discount programs provided by shopee parties. This relationship is also done to create a deep, interesting relationship between the company and consumers. Therefore, there is an interest in doing research with the title "The Influence of Visual Appeal, Perceived Enjoyment, and Discount Programs on Online Impulse-Buying Customers on the Shopee Application".

LITERATURE REVIEW

Visual Appeal

Visual Appeal is the display of images or shapes that are unique, simple, and have their own charm so that customers will be more interested in seeing something unique to them, including expressions, characters, actions, or situations in a story with interesting and creative images (Jew. , 2013).

There are 5 indicators that can be used to identify Visual Appeal as stated by Harris and Goode (2010), namely:

1. Attractive website visual graphics
2. Product appearance on the website is attractive
3. Interesting website from an aesthetic point of view
4. Attractive website display
5. The visual graphics of the website are not boring

Perceived Enjoyment

Perceived enjoyment can be said to be a condition where activities to use a particular system are considered enjoyable in itself, apart from any performance consequences resulting from using the system. Enjoyment is defined as an awareness of sensation holistically, when people are totally involved in certain activities. Online shopping enjoyment is as important as enjoyment in

a physical shopping environment, and has an important influence on customer intentions and behavior (Koufaris, 2015).

Perceived Enjoyment indicators according to (Ragheb and Beard, 1982; Van der Heijen 2003, 2004 in Zhou and Feng, 2017), namely:

1. Using new technology can be self-indulgent
2. Trying new technology can be a good experience
3. Trying to use new technology is fun

Impulse-Buying

Impulse buying is defined as an act of buying that was not previously consciously planned, or a purchase intention formed before entering the store (Mowen & Minor, 2019).

Impulse-Buying indicators according to Bayley and Nancarrow (2009), namely:

1. Sudden purchase
2. Purchase without thinking of consequences
3. Sudden purchase
4. Purchases are based on emotional states

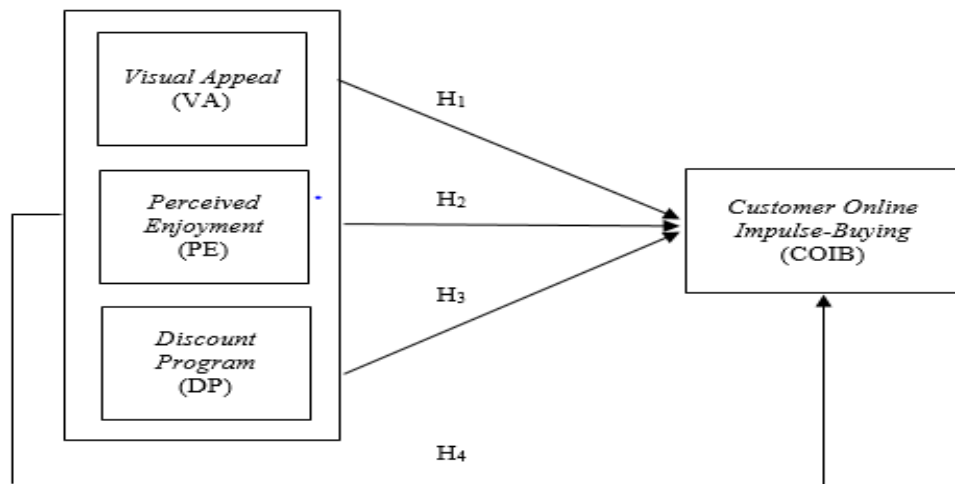


Figure 1 Conceptual Framework

Research Hypothesis

Based on the conceptual framework, the hypothesis is obtained:

- H1: Visual Appeal has a positive and significant effect on Online Customer Impulse-Buying on the Shopee application.
- H2: Perceived Enjoyment has a positive and significant effect on Online Customer Impulse-Buying on the Shopee application.
- H3: Discount Program has a positive and significant effect on Online Customer Impulse-Buying on the Shopee application.

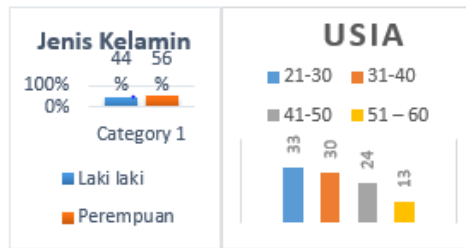
H4: Visual Appeal, Perceived Enjoyment, and Discount Program have a positive and significant effect on Online Customer Impulse-Buying on the Shopee application.

RESEARCH METHODS

This type of research is associative research with a quantitative approach. The population in this study amounted to 34,866 people of Medan Johor, Pangkalan Masyhur Village and the sample of this study used the technique (Hair et al., 2010; Ho, 2006; Kline, 1994) with 100 samples.

RESEARCH RESULTS AND DISCUSSION

Table 1 Characteristics of Respondents



Source: Data processed, 2021

Data Quality Test

Table 2 Validity Test Results

Validitas		
Uji	r _{tabel}	Keterangan
Validitas (X ₁)	0,165	Valid
Validitas (X ₂)		Valid
Validitas (X ₃)		Valid
Validitas (Y)		Valid

Source: Data processed, 2021

Shows that all indicators on each variable have met the validity requirements, namely $r_{count} > r_{table}$. Therefore, these indicators can be used to measure the variables of this study.

To determine whether the questionnaire is reliable or not, that is by using Cronbach's alpha. The questionnaire is said to be reliable if the Cronbach Alpha Count $>$ Cronbach Alpha Standard (0.60).

Table 3 Reliability Test Results

Variabel	Cronbach Alpha Hitung	Cronbach Alpha Standar	Keterangan
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<i>Visual Appeal (X₁)</i>	0,796	0,600	Reliabel
<i>Perceived Enjoyment (X₂)</i>	0,753		Reliabel
<i>Discount Program (X₃)</i>	0,772		Reliabel
<i>Impulse-Buying (Y)</i>	0,780		Reliabel

Source: Data processed, 2021

The results show the value of Cronbach Alpha Count > Cronbach Alpha Standard, so it can be concluded that the questions that have been presented to respondents consisting of 30 statements on all variables are reliable or said to be reliable.

Classic Assumption Test

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,01492563
Most Extreme Differences	Absolute	,077
	Positive	,077
	Negative	-,052
Test Statistic		,077
Asymp. Sig. (2-tailed)		,153 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed, 2021

It can be concluded that the data is normal because the asymp.sig value is above 0.05. So the data is said to be normally distributed.

The multicollinearity test aims to test the correlation between the independent variables. If there is a correlation between independent variables, it is called a multicollinearity problem.

Table 5 Multicollinearity Test Results

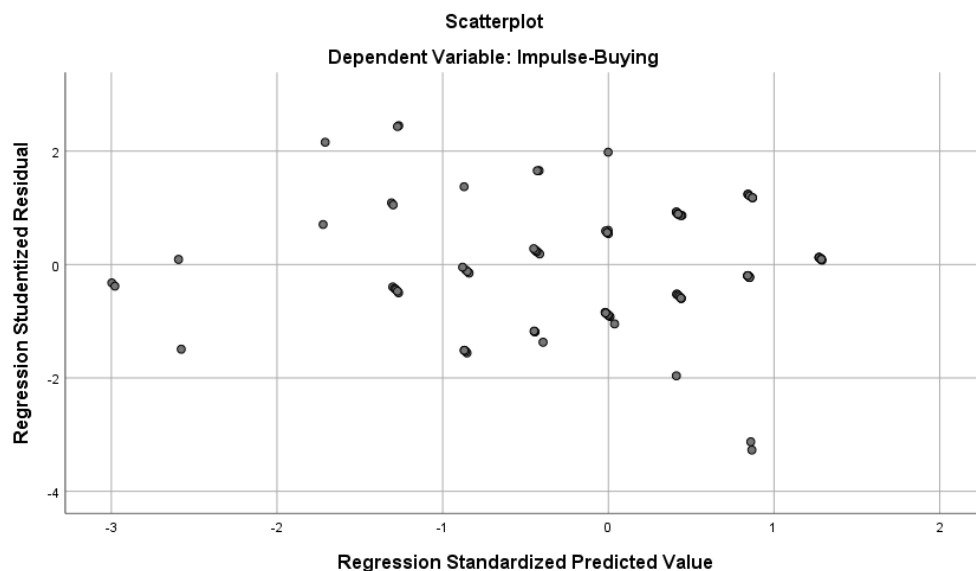
Uji	Nilai Tolerance	Nilai VIF	Keterangan
Multikolinearitas (X₁)	0,706	1,417	Bebas Multikolinearitas
Multikolinearitas (X₂)	0,898	1,114	Bebas Multikolinearitas
Multikolinearitas (X₃)	0,738	1,355	Bebas Multikolinearitas

Source: Data processed, 2021

The results of the analysis can be seen that the tolerance value is $0.706 > 0.1$, and the VIF value is $1.417 < 10$ (visual appeal variable). The tolerance value is $0.898 > 0.1$, and the VIF value is $1.114 < 10$ (perceived enjoyment variable). The tolerance value is $0.738 > 0.1$, and the VIF value is $1.355 < 10$ (discount program variable). The results above can be concluded that there is no multicollinearity in each variable.

Heteroscedasticity test aims to see whether in the regression model there is an inequality of variables from the residual of one observation to another observation.

Table 6 Heteroscedasticity Test



Source: Data processed, 2021

The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line. If the significance value between the independent variable and the absolute residual is more than 0.05, then there is no heteroscedasticity problem. From the results of this test, it shows that this regression model is free from heteroscedasticity problems.

Multiple Linear Regression Test

Table 7 Multiple Linear Regression Test Results

PCoefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,560	4,531		,565	,574		
VA	,332	,096	,338	3,463	,001	,706	1,417
PE	,105	,108	,105	1,991	,035	,898	1,114
DP	,399	,120	,356	3,325	,001	,738	1,355
a. Dependent Variable: Impulse-Buying							

Source: Data processed, 2021

If everything in the independent variables is considered zero, then impulse-buying (Y) is 2,560. If there is an increase in visual appeal by 1 unit, then impulse-buying (Y) will increase by 0.332. If there is an increase in perceived enjoyment of 1 unit, then impulse-buying (Y) will increase by 0.105. If there is an increase in the discount program by 1 unit, then impulse-buying (Y) will increase by 0.399. According to the information in the multiple linear regression table, a conclusion can be drawn that visual appeal, perceived enjoyment and discount programs have an influence on impulse-buying.

Hypothesis Test

Table 8 F Test (Significance Test Simultaneously)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	322,061	3	107,354	16,974	,000 ^b
	Residual	47,499	96	,495		
	Total	369,560	99			
a. Dependent Variable: Impulse-Buying						
b. Predictors: (Constant), Discount Program, Perceived Enjoyment, Visual Appeal						

Source: Data processed, 2021

The result is that Fcount is 16.974 with a significance level of 0.000. So, Fcount > Ftable (16.974 > 2.70) or sig F < 5% (0.000 < 0.05). This means that simultaneously the visual appeal, perceived enjoyment, and discount program variables have a significant effect on impulse-buying. With this it can be concluded that the hypothesis of this study can be proven.

Partial test (t) shows how far the independent variables individually explain the variation. This test is carried out using a significance level of 5%. If the significance value of $t < 0.05$, it means that there is a significant effect between one independent variable on the dependent variable.

Table 9 t test (Individual Significance Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,560	4,531		,565	,574
VA	,332	,096	,338	3,463	,001
PE	,105	,108	,105	1,991	,035
DP	,399	,120	,356	3,325	,001

a. Dependent Variable: Impulse-Buying

Source: Data processed, 2021

Based on table 9 in the Coefficient table above, it is known that the significance value (sig) of the Visual Appeal (X1) variable is 0.001. It is known that the t-count value of the visual appeal variable is 3.463. because the value of t arithmetic is $3.463 > 1.984$, it can be concluded that H or the hypothesis is accepted. The significance value (sig) of the Perceived Enjoyment (X2) variable is 0.035. It is known that the t-count value of the perceived enjoyment variable is 1.991. because the t arithmetic value is $1.991 > 1.984$, it can be concluded that H or the hypothesis is accepted. The significance value (sig) of the Discount Program variable (X3) is 0.001. It is known that the t-count value of the discount program variable is 3.325. because the value of t arithmetic is $3.325 > 1.984$, it can be concluded that H or the hypothesis is accepted.

Determinant Coefficient

Table 10 Determinant Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,950 ^a	,903	,900	1,03066

a. Predictors: (Constant), Discount Program, Perceived Enjoyment, Visual Appeal

Source: Data processed, 2021

Based on table 10, it can be seen that the R Square number is 0.903 which can be called the coefficient of determination which in this case means 90.3% impulse-buying can be obtained and explained by visual appeal, perceived enjoyment and discount program. While the remaining $100\% - 90.3\% = 9.7\%$ is explained by other factors or variables outside this research model.

DISCUSSION

1. Visual appeal has a positive and significant effect on impulse buying

Based on the results of this research and discussion, it can be concluded that this condition shows that Visual Appeal has a positive effect on Impulse-Buying. This can be seen from the multiple linear regression analysis through the t-test which is positive with a t-value of 3.463 with a sig of 0.001. Based on these results, it can be concluded that Hypothesis 1 (H1) in this study was tested. The positive direction indicates that every increase in visual appeal will cause an increase in impulse-buying simultaneously by 0.332 units.

The results of this study are in accordance with the results of Nuruddin's research (2020) entitled "Analysis of the Effect of Visual Merchandising, Store Atmosphere and Sales Promotion on Impulse Buying Behavior" which states that visual merchandising has a positive and significant effect on impulse buying, where visuals in stores the shopee application is very interesting and has a positive impact on impulse-buying online customers. Studying visual design, navigation design, information design will make consumers rely on visual design to assess product taste and quality (Wells, Valacich, & Hess, 2011).

2. Perceived enjoyment has a positive and significant effect on impulse buying

Based on the results of this research and discussion, it can be concluded that this condition shows that perceived enjoyment has a positive effect on impulse buying. This can be seen from the multiple linear regression analysis through the t-test which is positive with a t-value of 1.991 with a sig of 0.035. Based on these results, it can be concluded that Hypothesis 2 (H2) in this study was tested. The positive direction indicates that any increase in perceived enjoyment will cause an increase in impulse-buying simultaneously by 0.105 units.

The results of this study are in accordance with the results of research by Dita Amanah and Dedy Ansari Harahap (2020) entitled "Visual Appeal Model for Consumer Online Impulsive Purchases in Indonesia" which states that perceived enjoyment has a positive and significant effect on online consumers, where the convenience provided by shopping applications online is very practical and saves time greatly strengthens the tendency of consumers to buy impulsively.

3. Discount program has a positive and significant effect on impulse-buying

Based on the results of this research and discussion, it can be concluded that this condition indicates that the Discount Program has a positive effect on Impulse-Buying. This can be seen from the multiple linear regression analysis through the t-test which is positive with a t-value of 3.325 with a sig of 0.001. Based on these results, it can be concluded that Hypothesis 3 (H3) in this study was tested. The positive direction indicates that every time there is an increase in the discount program, it will cause an increase in impulse-buying simultaneously by 0.399 units.

The results of this study are in accordance with the results of research conducted by Wayan Aris Gumilang and I Ketut Nurcahya (2016) entitled "The Effect of Price Discounts and Store Atmospheres on Emotional Shopping and Impulse Buying" which states that price discounts have a positive and significant effect on impulse buying and purchasing. will also increase if the discount price is further increased. This is also supported by Putra (2014) who states that the price discount has a positive and significant effect on impulse buying.

Conclusion

Based on the previous explanations, this research can be concluded as follows:

- 1) Visual appeal individually has a positive and significant effect on impulse-buying with a regression value of 0.332, a significant value of 0.001 and a tcount of 3.463.

- 2) Individually perceived enjoyment has a positive and significant effect on impulse-buying with a regression value of 0.105, a significant value of 0.035 and a tcount of 1.991.
- 3) Discount program individually has a positive and significant effect on impulse-buying with a regression value of 0.399, a significant value of 0.001 and a tcount of 3.325.
- 4) Visual Appeal, Perceived Enjoyment, and Discount Program simultaneously have a positive and significant effect on online impulse-buying customers on the Shopee application with the intended respondents being the people of Medan Johor, Pangkalan Masyhur Village with a significant value of 0.000 and Fcount of 16.974.

Recommendation

Based on the conclusions above, the following suggestions need to be given:

1. Every store in the Shopee application must have new innovations to create a visual appeal that is even more attractive so that it can lead to customer satisfaction and trust (perceived enjoyment), and most importantly, often provide discounts on time determined to increase customer online impulse-buying.
2. For further researchers, it is hoped that it will become a reference material for further research, and it is hoped that they can conduct further research related to the factors that influence impulse-buying, by adding a research period, changing the object of research at certain agencies and adding other variables in the study.

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