

# The Effect of Promotion and Hedonic Shopping on Impulse Buying on Spotify Applications (Study on Students of the Faculty of Economics and Business Class of 2018-2021 University Buana Perjuangan Karawang)

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## ABSTRACT

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Music streaming platforms are currently undergoing systematic updates due to newcomer music streaming applications that have emerged with the latest innovations. In Indonesia, there are many music streaming applications that are very familiar, namely Spotify, Resso, Music Player, and Jooks. The increase in the use of spotify, from 2017 to 2021 is always increasing. However, with the high number of downloads, spotify has a lower rating than the Resso and Jook applications. The research method used by the researcher is a quantitative research method with a causal study. The population for this research is Management Students, Faculty of Economics and Business, University of Buana Perjuangan Karawang Class of 2018-2022. The sampling technique in this study is purposive sampling with the Lemeshow formula, the number of samples obtained is 100 respondents. The analysis used is PLS SEM analysis. Based on the results of the study, it was found that the promotion variable and the hedonic shopping variable had a positive and significant effect on the impulse buying variable on the Spotify Music Streaming application

**Keywords:** Promotion, hedonic shopping, impulse buying, spotify

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## 1. INTRODUCTION

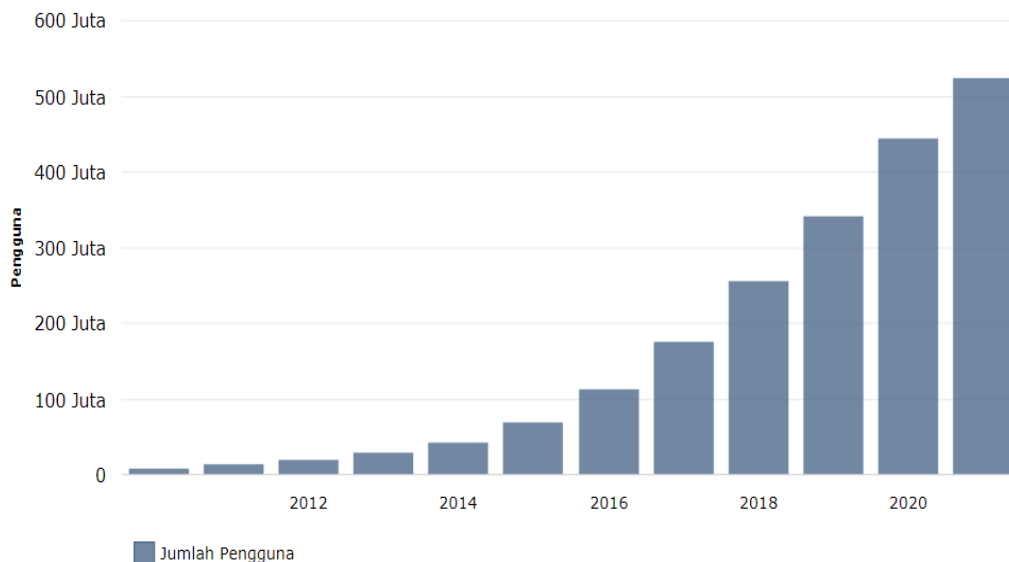
This change is from a person's behavior in carrying out activities, and also in listening to their favorite music. Previously to listen to music, via radio, gramophone, cassette, CD, and MP3. These tools have drawbacks such as large displays and memory consuming. What's more, it takes a long time to save your favorite music into these devices or just search for your favorite music. The current generation prefers to listen to music online through their digital devices. A survey conducted by the Association of Indonesian Internet Service Providers (APJII), found that 35.5% of internet users in Indonesia, or around 46.9 million people in Indonesia, listen to music online more (APJII, 2016). (S. Yollis Michdon Netti, 2018)

In 2021, the global paid streaming music user databox will reach 500 million users with the following survey results:

**Figure 1. Results of the Online Music Streaming User Survey**

**Jumlah Pengguna Streaming Musik Berbayar Global (2010-2021)**

Sumber : International Federation of the Phonographic Industry (IFPI), 8 April 2022



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databoks

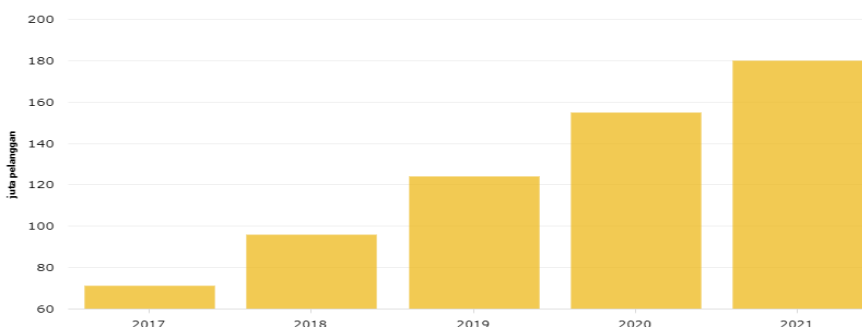
Source: databoks (2021 )

In Indonesia, there are many music streaming applications that are very familiar, namely Spotify, Resso, Music Player, and Jooks. Spotify is a legal music service that uses an internet connection to enjoy the services provided by spotify. spotify was founded in September 2008 by SPOTIFY AB, a Swedish start-up. In 2015 Spotify had more than 75 million active users, including about 20 million paid users. The number of paying subscribers reached 30 million in March 2016. spotify Ltd operates as a holding company, headquartered in London, while SPOTIFY AB conducts research and development in Stockholm. spotify has already started trials in India and Indonesia.

Many Spotify Music Streaming Application Users, total downloads or it can be said as total spotify application users, Spotify usage increase, from year 2017 hingga 2021 2017 to 2021 always increased as seen from the survey results as follows:

**Figure 2. number of spotify premium subscribers**

**Jumlah Pelanggan Premium Spotify (2015-2021)**

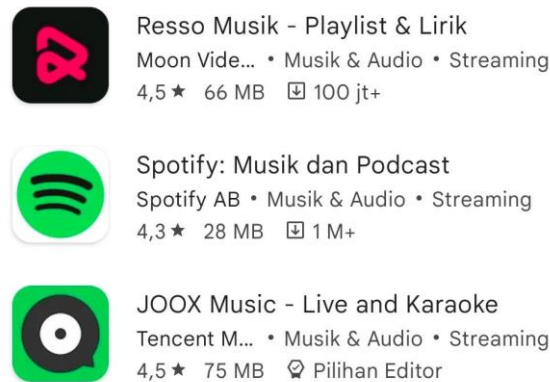


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Source: databoks 2021

**Figure 3. Total rating of music streaming apps**

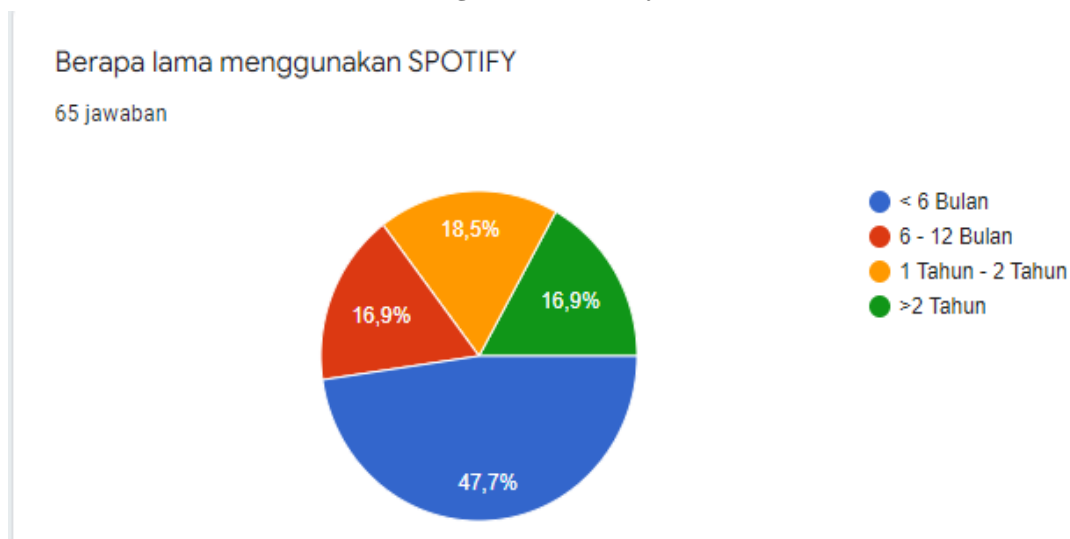


source : Apps (play store)

It can be seen in Figure 1.4 that the rating comparison of each music streaming application, for the Resso application has a rating of 4.5 for the Joox 4.5 application, both of these music streaming applications have similarities to the rating, in contrast to Spotify which has a lower position than the two music streaming applications. that, amounting to 4.3 for spotify.

From this data, it can be seen that the number of spotify downloads is high, has a lower rating than the Resso and Joox applications.

**Figure 4 Pre-survey Results**



Source: Pre-survey data of researchers, 2022

The results of a pre-survey conducted by researchers on 65 students of the Faculty of Economics and Business, Universitas Buana Perjuangan Karawang, there are 47.7% or the equivalent of 31 students who have used Spotify premium for <6 months, then 18.5% or the equivalent of 13 students have used it for 1- 2 years, for 16.9%, for 6-12 months and 16.9% for >2 years stated using Spotify premium.

Impulse buying can be done if the consumer is in a sudden situation, is strong if he tends to urge to buy goods directly. Impulse in purchasing goods is hedonically complex and may be able to stimulate emotional conflict (Wahyuni & Raharjo, 2019) characteristics or dimensions of impulse buying according to Rook and Fisher in (Sari, 2021) namely, spontaneity, strength, compulsion and intensity, excitement and stimulation, lack of care.

Based on the description of the phenomena above, this is one of the authors' factors to conduct a research entitled "The Effect of Promotion and Hedonic Shopping on Impulse Buying on the SPOTIFY Music Streaming Application (Studies on Students of the Faculty of Economics and Business Class 2018 to 2021, Buana Perjuangan University Karawang)"

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## 2. LITERATUR REVIEW

Promotion is a tool for disseminating information, has several parts contained in the promotional mix, Promotional mix is a choice of mixed promotional communication carried out by companies that have a good response so that the company benefits (Sobir, 2021). (Kempa et al., 2020) argues that Impulse Buying behavior can also be influenced by the Promotion carried out by the seller. Moreover, it is supported by research from (Felita & Oktivera, 2019) which states that there is an effect of Promotion on Impulse Buying.

Kotler and Armstrong (2008:206-209) in (Muiz et al., 2019) suggest that Promotion tools consist of the Coupon dimension. It is a promotional part in the form of coupons or vouchers that can be used to get attractive offers. Cash returns are often called cashbacks. . The money is returned to the consumer when the consumer makes a purchase, the contest / sweepstakes is a competition event or usually in the form of a lottery, and the product warranty is an agreement given to the consumer if the consumer has made a purchase.

Hedonic shopping can be interpreted as shopping activities carried out by consumers with friends or family just for the sake of pleasure (Kempa et al., 2020). From a study conducted (Arnold, J.M., 2018) getting the results in the form of the dimensions of Hedonic Shopping is Adventure shopping can be said to be an adventure because we feel excitement like having our own shopping world, Gratification shopping can also be interpreted as eliminating boredom or tired when shopping, Value shopping interpreted when you want to shop only prioritizing discounts and looking for the cheapest items, Social shopping is defined as pleasure when shopping for others, and Idea shopping is defined as shopping only to follow the latest trends and fashion, and just to see or know the latest innovations. Based on research results from (Hursepuny & Oktafani, 2018) who argue that Hedonic Shopping has a positive effect on Impulse Buying. Research (Fitriani & Information, 2018) also states that the hedonic shopping variable has a positive effect on impulse buying.

Silvera et al. in (Aprilia et al., 2020) states that impulse buying is happiness that is triggered by the satisfaction of hedonic goals. Some of the factors for young people to do online shopping, one of which is cheap and easy, this can foster hedonic shopping behavior without seeing the product purchased is needed or not and without planning shopping time or impulse buying (Rachmawati, 2018).

## 3. RESEARCH METHOD

The research method used by the researcher is a quantitative research method. With causal studies (Cookson & Stirk, 2019). The population for the study, namely FEB UBPK students from 2018 to 2022. And the technical sample collection in this study used purposive sampling. According to (Sugiyono (2016)) purposive sampling is a sampling technique with certain considerations. The desired respondent criteria in this study are:

1. Active student (FEB), UBPK
2. Grade students from 2018, to 2021
3. And those who use the SPOTIFY Music Streaming application.

The Lemeshow formula is used to determine the sample in the study, because the number of students (FEB UBPK) who use SPOTIFY is not known how many,

Lemeshow formula as follows :

$$n = \frac{Z\alpha^2 \times P \times Q}{I^2}$$

With : n = the minimum number of samples required;  $Z\alpha$  = Standard value of distribution

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} = 96,04$$

$$\alpha = 5\% = 1,96 P$$

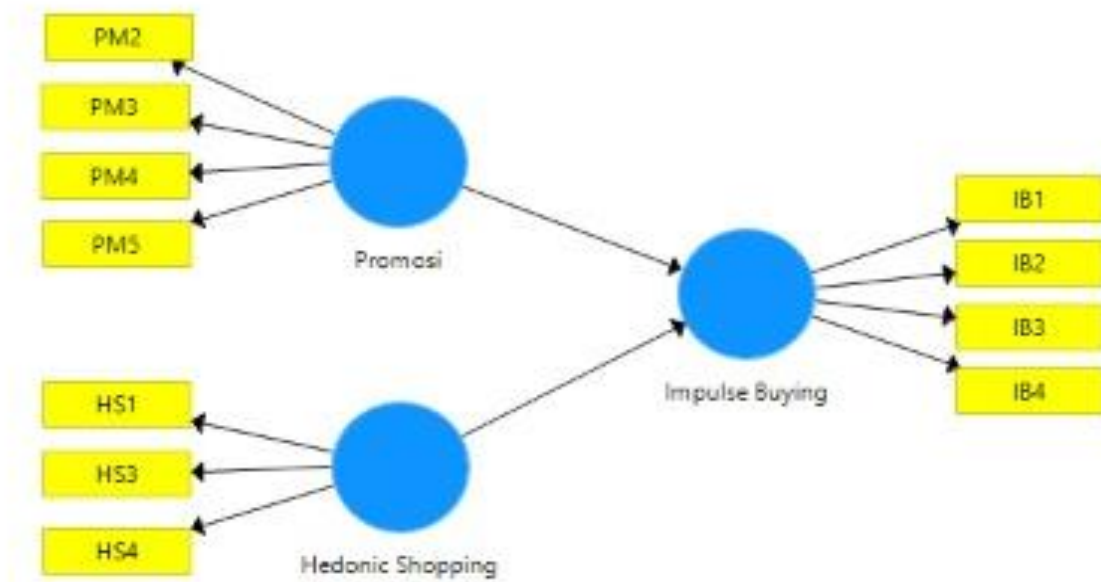
According to value = Prevalence of outcome, because data has not been obtained, then 50% data is used  $Q = 1 - P$  L = with certainty 10%.

Obtained from the calculation results, the minimum number of samples required is 96 respondents. Then the researcher decided to round the number of respondents to 100 people. In managing the data, this research uses SEM (Structural Equation Model) analysis with PLS (Partial Least Square) with the aim of measuring the influence or level of relationship between variables in a model, starting from indicators and constructs, as well as relationships between constructs.

The data collection technique uses survey techniques by distributing questionnaires of a number of samples that have been determined through questionnaire media. The measurement scale used is using a Likert scale.

The following is a picture of the research framework of each variable and also the hypothesis that can clarify this research.

**Figure 4. Research Framework**



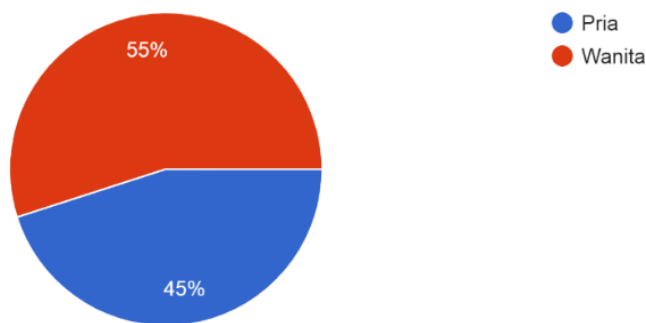
**Source: Processed by Researchers (2022)**

- H1: The Promotion variable has an effect on impulse buying
- H2 : The effect of Hedonic Shopping variable on impulse buying

**4. RESULTS AND DISCUSSION**

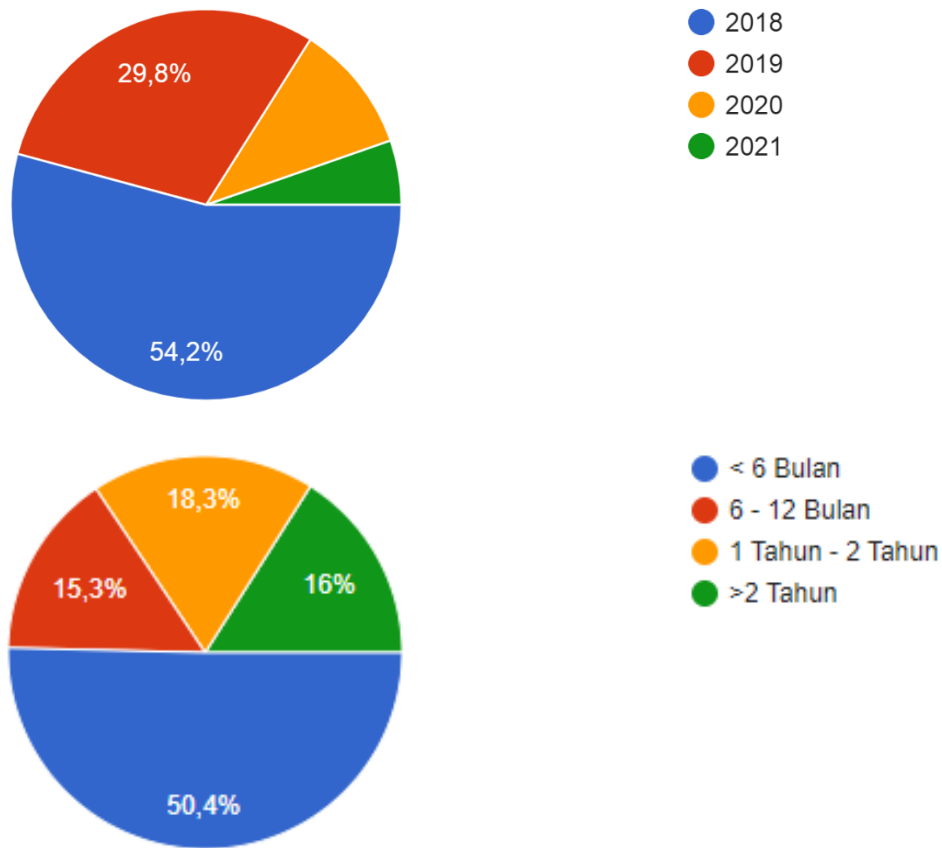
The following is a description of the results of the study, as well as an analysis of the data that has been collected using a questionnaire questionnaire, which has been distributed by researchers.

Gender



Force Year:

How long to use SPOTIFY :



Data obtained from 100 respondents, the composition of the majority of respondents are in the age range of 21-23 years as many as 61% of respondents. Respondents were dominated by the 2018 batch of 54.2% of respondents. The composition of respondents based on the most users was 50.4% in a period of less than 6 months, while the composition of the longest respondents was 16% with a period of more than 2 years.

### Research Instrument Test

#### *convergent validity*

##### *a. Outher Loading*

Table 1.

	Hedonic Shopping	Impulse Buying	Promosi
HS1	,743		
HS3	,849		
HS4	,876		
IB1		,817	
IB2		,818	
IB3		,834	
IB4		,779	
PM2			,705
PM3			,852
PM4			,839
PM5			,825

Source: Research Data Processed Results, 2022

The indicators of each construct variable in table 1. have a loading factor value higher than the error variance value, which is 0.70, meaning that the indicator is declared valid and each indicator can reflect the measurement model of the construct variable.

b. *Constructur Reliability and Validity*

**Table. 2**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Hedonic Shopping</b>	<b>,766</b>	<b>,803</b>	<b>,864</b>	<b>,680</b>
<b>Impulse Buying</b>	<b>,829</b>	<b>,838</b>	<b>,886</b>	<b>,660</b>
<b>Promosi</b>	<b>,820</b>	<b>,828</b>	<b>,882</b>	<b>,652</b>

*Source: Data Processing Results, 2022*

Based on table 2. The Hedonic Shopping variable has an AVE value of 0.680, the Impulse Buying variable is 0.660, and the Promotion variable is 0.652. All variables have an AVE value higher than the cross loading correlation value of 0.50 so that it is declared valid.

***Discriminant Validity***

a. *Fornell Larker Criterion*

**Table.3**

	<b>Hedonic Shopping</b>	<b>Impulse Buying</b>	<b>Promotion</b>
<b>Hedonic Shopping</b>	,825		
<b>Impulse Buying</b>	,709	,812	
<b>Promotion</b>	,545	,535	,808

*Source: Data Processing Results, 2022*

From Table 3. above, it can be seen that the Fornell larker Criterion value of the variable is as follows;

1. The value of the Hedonic Shopping variable is 0.825, which is higher than the correlation between Impulse Buying and Promotion.
2. The value of the Impulse Buying variable is 0.812, which is higher than the Promotion correlation.
3. The value of the Promotion variable is 0.808

Thus it can be concluded that all constructs in the estimated model meet the criteria for discriminant validity

**Table. 4**

	<b>Hedonic Shopping</b>	<b>Impulse Buying</b>	<b>Promosi</b>
<b>HS1</b>	,743	,480	,490
<b>HS3</b>	,849	,530	,385
<b>HS4</b>	,876	,707	,478
<b>IB1</b>	,534	,817	,395
<b>IB2</b>	,611	,818	,457
<b>IB3</b>	,660	,834	,465
<b>IB4</b>	,472	,779	,411
<b>PM2</b>	,361	,382	,705
<b>PM3</b>	,452	,460	,852
<b>PM4</b>	,527	,460	,839
<b>PM5</b>	,409	,420	,825

*Source: Researcher Data Processed Results, 2022*

From Table 4 above, it can be seen that the results of the cross loading of the indicators with their constructs are described as follows;

1. The correlation of the Hedonic Shopping variable with its indicators is HS1, HS3, HS4, and is higher than the correlation of the indicator with other variables.
2. The correlation of the Impulse Buying variable with the indicators IB1, IB2, IB3, and IB4 is higher than the correlation of these indicators with other variables.
3. The correlation of the Promotion variable with its indicators, PM2, PM3, PM4, and PM5 is higher than the correlation of these indicators with other variables.

Thus, it can be concluded that the correlation of each latent construct with its respective block indicators is valid.

### Reliability Test

**Table. 5 Reliability Test**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>Hedonic Shopping</b>	<b>,766</b>	<b>,864</b>
<b>Impulse Buying</b>	<b>,829</b>	<b>,886</b>
<b>Promotion</b>	<b>,820</b>	<b>,882</b>

*Source: Data Processing Research Results, 2022*

Based on the test results in table 5, the value of Cronbach's alpha is obtained, the Hedonic Shopping variable is 0.766, the Impulse Buying variable is 0.829. and the Promotion variable is 0.820. All Cronbach's alpha values of all variables are greater than 0.70 so it can be concluded that all variables meet the reliability test.

Then the composite reliability value obtained by the Hedonic Shopping variable is 0.864, the Impulse Buying variable is 0.886, and the Promotion variable is 0.882. All variables have a composite reliability value greater than 0.7 so that all variables are said to be reliable.

*R Square*

**Table. 6**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Impulse Buying</b>	,534	,525

**Source: Researcher Data Processing, 2022**

Based on table 6. The R-square value of the Impulse Buying variable is 0.534, meaning that this variable can be explained by the Promotion and Hedonic Shopping variables by 53%, while the rest is explained by other variables.

*a. Path Coefficient*

**Table. 7**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV)</b>	<b>P Values</b>
<b>Hedonic Shopping -&gt; Impulse Buying</b>	,594	,597	,091	6,567	<b>,000</b>
<b>Promotion -&gt; Impulse Buying</b>	,211	,216	,102	2,076	<b>,038</b>

From table 7. shows how much direct relationship between variables described as follows;

1. The relationship between the Promotion variable and the Impulse Buying variable is 0.594 with a t-statistics value of 6.567, greater than that used, which is 5% or equivalent to a value of 1.96, so it can be said that the Promotion variable has a positive effect on Impulse Buying.
2. The relationship between the Hedonic Shopping variable and the Impulse Buying variable is 0.211 and the t-statistics value of 2.076 is greater than the significance used, which is 5% or with a value of 1.96, so it can be said that the Promotion variable has a positive effect on Impulse Buying.

## **DISCUSSION**

### **Effect of Promotion on impulse buying**

The Promotion variable turned out to have a significant positive effect on Impulse Buying with a value of 0.211 and a t-statistics value of 2.076. This shows that the bigger and more massive the promotion carried out by the seller will certainly be more about the target consumers who really like shopping for the sake of pleasure (Felita & Oktivera, 2019). Based on the results of the calculation of the indirect effect of the promotion variable on the impulse buying variable, it shows a direct and positive relationship.

### **The effect of Hedonic Shopping on impulse buying**

The hedonic shopping variable has a significant positive effect on impulse buying of 0.594 and the t-statistics value of 6.567. This means that the more people who have hedonic traits, the more impulse buying decisions will occur. Purchasing actions are created with encouragement, motivation, and stimulation to meet needs and desires, including unplanned purchases or impulse buying that can be driven by hedonic needs (Andryansyah & Arifin, 2018).

Based on the calculation of the indirect effect of the hedonic shopping variable on the impulse buying variable, it shows a direct and positive relationship.

### **R-Square**

Based on the calculation of the R-Square value, the impulse buying variable can be explained by the promotion and hedonic shopping variables by 53% while the rest is explained by other variables.

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## 5. CONCLUSION

This study found that Promotion, Hedonic Shopping had a positive and significant effect on Impulse Buying on the SPOTIFY Streaming Music application. Promotion, and Hedonic Shopping have a direct and significant effect on Impulse Buying directly, so that when viewed from the entire description above, the hypothesis is said to be accepted. The results of the research that have been described previously and concluded, then there are some suggestions for further researchers;

- a. Can add new variables such as Shopping Lifestyle and purchase intention.
- b. Can Add the number of respondents in the study so that the results are even more perfect.
- c. Can add question items to the questionnaire in order to get better answers.

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