

The Role of Hedonic Browsing in Mediating Interpersonal Influence, Visual Attractiveness, and Convenience in Encouragement to Make Impulse Buying On Gojek Tokopedia

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Abstract: This study aims to examine the interpersonal influence, visual attractiveness, and convenience effect on impulse buying with hedonic browsing as a mediator. The population was all Gojek Tokopedia users in Banda Aceh. The sampling technique used is purposive sampling. Data was collected from 270 respondents by distributing questionnaires online. The Likert scale was used to measure data and the model test was processed using SEM-AMOS. The test results conclude that interpersonal influence, visual attractiveness, convenience, hedonic browsing, and impulse buying have been going well. Then, interpersonal influence, visual attractiveness, and convenience have a significant positive effect on hedonic browsing and impulse buying. Hedonic browsing itself also influences impulse buying. Hedonic browsing partially mediates the influence of interpersonal influence, visual attractiveness, and convenience to make impulse buying. These findings explain that the model of increasing impulse buying is a function of increasing interpersonal influence, strengthening visual attractiveness, increasing convenience, and increasing hedonic browsing.

Keywords: Interpersonal Influence, Visual attractiveness, Convenience, Hedonic Browsing, Impulse buying

I. Introduction

Tokopedia has further increased the company's value by merging with one of the largest transportation technology companies in Indonesia, Gojek. This merger activity had a huge impact on the public's view of Tokopedia. Gojek Tokopedia is the name resulting from the merger of Gojek and Tokopedia, this merger resulted in Tokopedia and Gojek having a corporate value of up to 18 billion USD. This fantastic value provides many advantages for Tokopedia, especially customer perceptions that Tokopedia is increasingly trusted and supported as a marketplace for making purchases online. Through this merger, the Gojek Tokopedia group will oversee Gojek, Tokopedia, and Gojek Tokopedia Financial. The three of them will operate as independent entities within the Gojek Tokopedia Group ecosystem. For Gojek, the on-demand services provided include mobility and logistics such as GoRide, GoCar, GoSend, GoBluebird, GoTransit, and GoBox. The food & grocery services, namely GoFood, GoMart, and GoShop. Finally, lifestyle & entertainment services, namely GoGames, GoPlay, GoTix, GoNews, GoService, GoFintess, GoMed, and GoMall.

For Tokopedia, apart from the Tokopedia marketplace, Tokopedia Salam, and Tokopedia Partners, there are also Tokopedia Finance services and local services such as Tokopedia Wedding, Tokopedia Print, and Tokopedia Parents. Most recently, the result of this merger gave birth to Gojek Tokopedia Financial which includes GoPay, PayLater, GoStore, GoSure, GoInvestasi, GoBiz Plus, Selly, to MidTrans services which are supported by more than 20 banks and other financial institutions. The Gojek Tokopedia Group has a total Gross Transaction Value (GTV) as a group of more than US\$ 22 billion in 2020, more than 1.8 billion transactions in 2020, more than two million registered driver partners as of December 2020, more than 11 million partners business (merchant) as of December 2020, more than 100 million monthly active users (Monthly Active Users /MAU), and a contribution of 2% to Indonesia's total GDP.

Many researchers have adopted the theory of motivation to understand user motivation at different stimuli and to know the responses that occur to these stimuli (Koo, Chung, & Nam, 2015), (Lin & Lu, 2011). It was found that motivation drives encourage people to perform certain behaviors, such as shopping. (C. Kim, Mirusmonov, & Lee, 2010)

support this illustration and propose that certain behaviors of individuals are the result of their motivation to get information or pleasure from activities. Therefore, this study views hedonic motivation as the main driver of consumer behavior impulse buy.

To see an initial picture related to Interpersonal Influence, Visual attractiveness, Convenience, Hedonic Browsing, and Encouragement to make impulse buying on Gojek Tokopedia, a preliminary randomized study was conducted on thirty service users. As for the initial survey conducted in this study, it can be seen that the urge to make impulse buying is in a good category even though the value is not so high. This is shown by the low value regarding consumers who experience an urge to buy goods seen on the service, make purchases spontaneously when viewing the appearance of various products on the application, and the shopping list that is owned is unclear so that it is possible to buy various products offered by Gojek Tokopedia.

Browsing is a key component in the impulse buying process (Beatty & Ferrell, 1998) because most consumers spend more time browsing than buying (Huang, Lurie, & Mitra, 2009). (Bloch, Ridgway, & Sherrell, 1989) in their research divided the objectives of browsing activities into two types, namely searches for information and browsing for recreation. Based on a study conducted by (Park, Kim, Funches, & Foxx, 2012), this study looks at hedonic browsing as a motivational cue (hedonic motivation), which influences consumer impulse buying behavior. This is also supported by the research by (Baumeister, Twenge, & Nuss, 2002), (Beatty & Ferrell, 1998), and (Bellenger, Robertson, & Hirschman, 1978), showing that web browsing is the key to influencing impulse buying online based on a hedonic perspective. The initial survey of this study found that Gojek Tokopedia's hedonic browsing is already well. It's just that three indicators still need to be accelerated, namely while browsing the Gojek Tokopedia application service they can forget about problems and feel relaxed, and while browsing the Gojek Tokopedia application service, they feel very excited, almost like playing.

According to some existing literature, family, and friends tend to influence consumer buying behavior in collectivist countries (Lee & Kacen, 2008), especially in the context of the popular and unique Chinese shopping festival. Before the shopping day, consumers, especially children, tend to communicate with their friends about favorite products and discounts which can lead to hedonic values. (Arnold & Reynolds, 2003) proposed that shoppers who pursue hedonic shopping values might seek advice and guidance from others when shopping. (Olsen & Skallerud, 2011) in illustrating that personal interactions tend to contribute to the provision of hedonic shopping values. The initial survey found the fact that the interpersonal influence of Gojek Tokopedia is not good. The data shows that the average value is 3.28 which indicates that interpersonal influence on the Gojek Tokopedia e-marketplace is in a bad position. Evidenced by all the indicators of interpersonal influence in this study are all not good.

As one of the most important intrinsic factors of mobile devices, convenience has been shown to influence the use and satisfaction of handheld devices (Kuziemy, Laul, & Leung, 2005). (Ghose & Han, 2011) describe convenience by stating that users can access the internet via mobile devices anytime and anywhere, depending on signal reception. Convenience is the most important intrinsic factor of mobile devices that influences user usage and satisfaction because they can access the internet anytime and anywhere as long as it is connected to a signal from an internet service provider. Initial survey data related to respondents' perceptions of the convenience variable shows that the average value is 3.88 which indicates the convenience variable at the Gojek Tokopedia e-marketplace is in a good position. It's just that there is an indicator that is still not going well, namely the Gojek Tokopedia service allows its users to become skilled in using the applications offered.

II. Literature

Interpersonal Influence

(Pedersen, 2009) states that to describe and explain the final decision is to refer to individuals who apply cognitive and social theory in decision making. The indicators in this study that are used to measure interpersonal influence refer to the opinion of (Pedersen, 2009), namely, consulting has the best alternative, tends to buy the same product, other people like the product purchased is important, often observe what people buy and use, have the desire to know the products that other people like and feel a group with people who use the same product.

Visual attractiveness

Visual attractiveness is matters relating to the appearance of letters (fonts) and other visual elements such as graphics that act to enhance the overall appeal of the web interface (Parboteeah, Valacich, & Wells, 2009). As for the measurement of visual attractiveness according to (Parboteeah et al., 2009), namely having a pleasant appearance, having meaning in delivery, displaying an attractive design, having a distinctive appearance, and being attractive in overall appearance.

Convenience

(Okazaki & Mendez, 2013) state that it is easy for users to access the internet via mobile devices anytime and anywhere, subject to signal reception. The convenience indicators according to (Okazaki & Mendez, 2013), namely easy to use, easy to learn, skilled, clear and easy to understand, and easy to browse.

Hedonic Browsing

Hedonic browsing is a search that focuses on the fun and entertaining aspects of shopping behavior (Kimiagari & Malafe, 2021). According to (Kimiagari & Malafe, 2021), the indicators used to measure the level of hedonic browsing are forgetting problems and feeling relaxed, having fun, browsing as entertainment, seeing applications as games, and enjoying various content.

Impulse buying

Impulse buying is a condition in which the customer experiences an urge to make an unplanned purchase when there is a stimulus or arises due to unexpected things, usually, this purchase is accompanied by feelings of pleasure and a strong desire to buy a product for satisfaction and self-fulfillment (Wu, Chiu, & Chen, 2020). The indicators used to measure impulses to make impulse buying is based on the opinion of (Wu et al., 2020), namely a strong urge to buy, positive emotions to buy, a good mood to buy, making purchases spontaneously, having an unclear shopping list, and ignore long-term benefits.

Model and Hypotheses

The model and its hypothesis determined in this study are as follows.

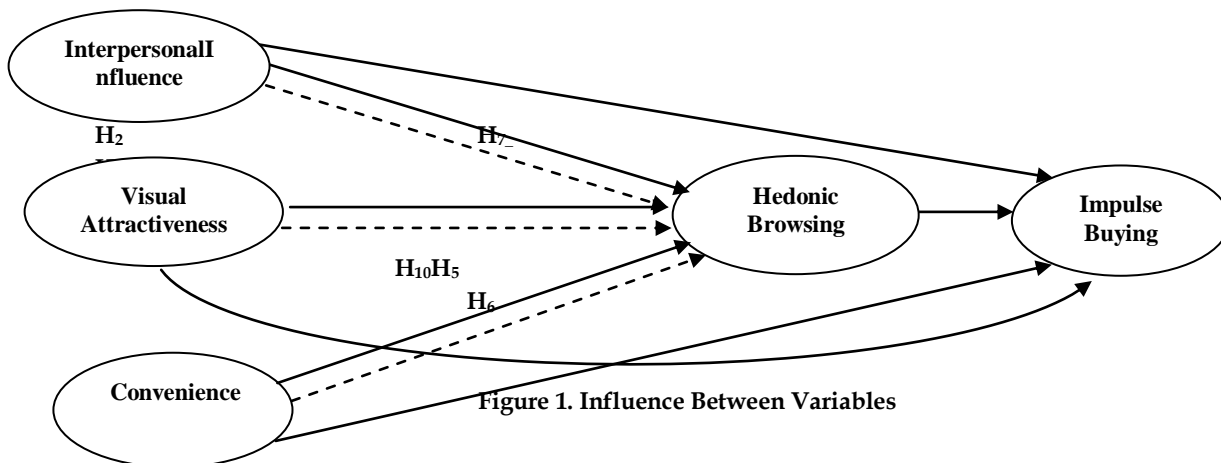


Figure 1. Influence Between Variables

- A. Descriptive Hypothesis
 - H₁: Interpersonal influence, visual attractiveness, convenience, hedonic browsing, and encouragement to make impulse buying are good.
- B. Direct Effect Hypothesis
 - H₂: Interpersonal influence affects hedonic browsing.
 - H₃: Visual attractiveness affects hedonic browsing.
 - H₄: Convenience affects hedonic browsing.
 - H₅: Interpersonal influence affects impulse buying.
 - H₆: Visual attractiveness affects impulse buying.
 - H₇: Convenience affects impulse buying.
 - H₈: Hedonic browsing affects impulse buying.
- C. Mediation Effect Hypothesis
 - H₉: Interpersonal influence affects impulse buying through hedonic browsing.
 - H₁₀: Visual attractiveness affects impulse buying through hedonic browsing
 - H₁₁: Convenience affects impulse buying mediated by hedonic browsing.

Research Novelty

Previous research related to impulse buying explains that consumers will be influenced by several factors including impulse buying, but these factors are rarely discussed compared to impulse buying. The following are some studies that discuss impulse buying and the factors that influence it. (Zheng, Men, Yang, & Gong, 2019) in a study explain that impulse buying in online purchases is influenced by hedonic browsing or searches based on desire and other factors that focus on experience and fun such as visual attractiveness and ease of access. In addition, (Gültekin & Özer, 2012) explain that hedonic motivation has a positive impact on impulse buying.

This research was conducted on users of the Gojek Tokopedia application in Banda Aceh with user respondents who had shopped or made transactions on a m-commerce application. So far, many applications have different ways to attract consumers to shop. There are several conveniences offered, both in terms of appearance and the ease of making transactions, so the urge to make impulse buying arises. In this study, the authors adopted a research concept that had been conducted by (Zheng et al., 2019), but the authors add a hypothesis to test the relationship between exogenous variables and endogenous variables, namely the urge to make impulse buying. In addition, the research locations are also different. Previous research was conducted on users of the Taobao application (China), while this research was conducted on Gojek Tokopedia users in Banda Aceh.

III. Method

This survey was conducted on Gojek Tokopedia and the variables used as objects were interpersonal influence (X_1), visual attractiveness (X_2), and convenience (X_3). Hedonic Browsing as variable Y and variable Z, namely the impulse buying. The population was all Gojek Tokopedia users in Banda Aceh. The sampling technique used is purposive sampling. Data was collected from 270 respondents by distributing questionnaires online. The Likert scale was used to measure data and the model test was processed using Structural Equation Modeling (SEM) through AMOS software.

IV. Results

H1: Descriptive Hypothesis

Descriptive hypothesis testing was carried out through a one-sample test with a cut-off value of 3.41.

Table 1. Respondents' Perceptions

	Test Value = 3.41					
	Q	Df	Sig. (2-tailed)	Mean Differences	95% Confidence Interval of the Difference	
					Lower	Upper
Interpersonal influence	17,820	269	,000	,59659	,5307	,6625
Visual attractiveness	27,405	269	,000	,79444	,7374	,8515
Convenience	31,095	269	,000	,89000	,8336	,9464
Hedonic browsing	22.201	269	,000	,70704	,6443	,7697
Impulse buying impulse	32,884	269	,000	,82200	,7728	,8712

Table 1 shows the significance level with an alpha of 5% is all under the number 0.05 meaning all the variables in this study are Interpersonal influence, visual attractiveness, convenience, hedonic browsing, and impulse buying are well underway. Thus rejecting H_0 and accepting H_1 .

Direct Effect Hypothesis

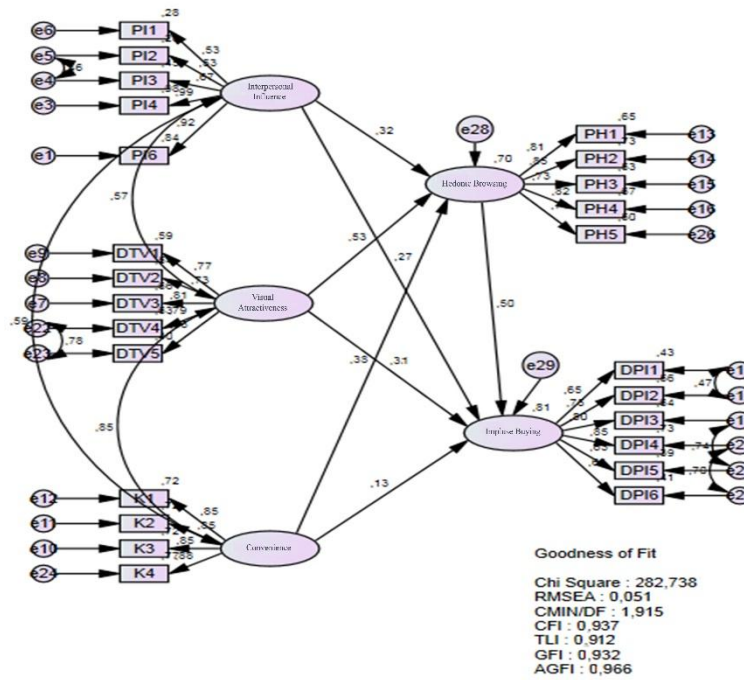


Figure 2. Structural Test

The results obtained from direct hypothesis testing above are revealed below.

Table 2. Regression Weights

Influence Between Variables	Estimates		SE	CR	P
	std.	Unstd			
Interpersonal Influence on Hedonic Browsing	0.324	0.267	0.046	5,747	***
Visual Attractiveness on Hedonic Browsing	0.535	0.667	0.103	4,653	***
Convenience on Hedonic Browsing	0.379	0.285	0.108	5,726	***
Interpersonal Influences on Impulse Buying	0.266	0.277	0.027	2,873	0.004
Visual attractiveness on Impulse Buying	0.308	0.247	0.083	2,767	0.007
Convenience on Impulse Buying	0.328	0.079	0.060	2,304	0.002
Hedonic Browsing for Impulse Buying	0.496	0.281	0.054	5,164	***

The results of Table 2 formulate the equation:

$$\text{Hedonic Browsing} = 0.324 \text{ Interpersonal Influence} + 0.535 \text{ Visual attractiveness} + 0.379 \text{ Convenience}$$

$$\text{Impulse buying} = 0.266 \text{ Interpersonal Influence} + 0.308 \text{ Visual attractiveness} + 0.128 \text{ Convenience} + 0.496 \text{ Hedonic Browsing}$$

Based on the results can be explained as follows:

H2: Interpersonal Influence on Hedonic Browsing

The Interpersonal Influence test on Hedonic Browsing shows the two values obtained to meet the requirements for acceptance of H₂, namely a CR 5.747 > 1.96 and a probability 0.000 < 0.05. This means that changes in Interpersonal Influence have a significant impact on changes in Hedonic Browsing. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.324, which explains if the Interpersonal Influence increases by 1 unit then the Hedonic browsing will increase by 0.324 units.

Impulse-buying consumers get pleasure or feel excited by discussing purchasing plans with their fellows which will lead them to make impulse buying Consumers in countries with strong collectivist characteristics such as China,

consumers tend to be influenced by the views of people around them, especially during the "China Single Day Shopping Festival" (Yoon, Suk, Lee, & Park, 2011). Before the shopping festival takes place, consumers, especially teenagers, tend to communicate with friends about their favorite products and discounts which can lead to hedonic values. Interpersonal influence is an important factor during the "Chinese Single Day Shopping Festival" as shown in the results of (Zheng et al., 2019), where Chinese consumers tend to share products with others and this behavior has a significant influence on individual shopping behavior.

H3: Visual Attractiveness to Hedonic Browsing

The Visual attractiveness test on Hedonic Browsing shows two values obtained to meet the requirements for acceptance of H₃, namely a CR 4.653 > 1.96 and a probability 0.000 < 0.05. This means that changes in Visual attractiveness have a significant impact on changes in Hedonic Browsing. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.535, which explains if Visual attractiveness increases by 1 unit, the Hedonic Browsing variable will increase by 0.535 units.

The results of this study are following research conducted by (Zheng et al., 2019) which suggests that consumers feel entertained when doing hedonic Browsing but also reduces the problem of consumer distrust caused by asymmetric information. The same results are also shown in the results of (Chang, Chih, Liou, & Hwang, 2014) study, where the visual attractiveness of a website will influence hedonic browsing which gives consumers pleasure, comfort, and joy which is an affective attitude reaction from receiving existing stimuli.

H4: Convenience on Hedonic Browsing

The Convenience test on Hedonic Browsing shows the two values obtained to meet the requirements for acceptance of H₄, namely a CR 5.726 > 1.96 and a probability 0.000 < 0.05. That is, changes in convenience have a significant impact on changes in Hedonic Browsing. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.379, which explains if Convenience increases by 1 unit, the Hedonic Browsing variable will increase by 0.379 units.

Ease (portability) owned by a smartphone/HP is an important intrinsic factor, this is due to the influence of the perceived ease and satisfaction of use. The longer the consumer conducts browsing, the greater the perceived stimulus factor. Coupled with the ease of communication between consumers and sellers who are not limited by time and place. (D. J. Kim & Hwang, 2012) believe that hedonic values are related to chat activities on the mobile internet. The results of research conducted by (Okazaki & Mendez, 2013), (Overby & Lee, 2006) also support the effect of portability on hedonic browsing.

H5 : Interpersonal influence on the urge to make impulse buying

The Interpersonal Influence test on Hedonic Browsing shows The two values obtained fulfill the requirements for acceptance of H₅, namely a CR 2.873 > 1.96 and a probability 0.004 < 0.05. That is, changes in Interpersonal Influence have a significant impact on changes in Impulse buying. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.266, which explains if the Interpersonal Influence increases by 1 unit then the Hedonic Browsing variable will increase by 0.266 with a probability value of 0.004 which is smaller than the value of 0.05.

Interpersonal influence is a component of behavior control that comes from outside oneself (external) which can influence a person's decision-making, such as the influence of friends, family, or local culture. Following the SOR framework, interpersonal influence is one of the situational factors (stimuli) for someone to make an impulse buy. Several studies have revealed that interpersonal influences have a significant influence on decision-making in the form of impulse buying because many consumers behave and act in ways that are expected by the surrounding community, especially in collectivistic countries, where opinions or suggestions from the environment are taken into consideration. important for someone to make an impulse buy (Lee & Kacen, 2008), (Arnold & Reynolds, 2003), (Zheng et al., 2019), (Ismagilova, Slade, Rana, & Dwivedi, 2020), (Smith & Bolton, 1998).

H6 : Visual Attractiveness to Impulse Buying

The Visual attractiveness test on the Encouragement to Make Impulse buying shows The two values obtained fulfill the requirements for acceptance of H₆, namely a CR 2.767 > 1.96 and a probability 0.007 < 0.05. That is, changes in Visual attractiveness have a significant impact on changes in Impulse buying. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.308, which explains if Visual attractiveness increases by 1 unit then the variable Encouragement to Make Impulse buying will increase by 0.308 units.

At the pre-purchase stage, visual attractiveness is critical in enticing consumers to browse and helping consumers efficiently find the information they need. In the context of m-commerce, the visual attractiveness in the form of a website appearance will have an impression and influence on consumers. With the development of technology, the use of photos and videos will help websites look attractive and also help consumers find the information they need. The longer a consumer searches for information on a website, the more likely it is for impulse buying to occur. This phenomenon has been proven in several studies which show that the visual attractiveness of a website display is an important element that influences individual purchase intentions to make decisions, namely impulse buying. (Jarboe & McDaniel, 1987), (Parboteeah et al., 2009), (Shimp, 2013).

H7: Convenience on Impulse buying

The Convenience test on Impulse buying shows The two values obtained fulfill the requirements for acceptance of H₇, namely a CR value of 2.304 > 1.96 and a probability 0.002 < 0.05. That is, changes in convenience have a significant impact on changes in Impulse buying. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.328, which explains if convenience increases by 1 unit, the Hedonic Browsing variable will increase by 0.328 units.

Ease (portability) is the most important intrinsic factor of cellular devices that influences user usage and satisfaction because they can access the internet anytime and anywhere as long as it is connected to a signal from an internet service provider (bandwidth). Some convenience (portability) available in m-commerce will have an impact on consumers to linger (feel at home) browsing a website such as an online shop, it will be a pleasant experience and in the end will give an impression, positive emotions, and even impulse buying impulses. (Luo, Andrews, Fang, & Phang, 2014), and (Okazaki & Mendez, 2013).

H8: Hedonic Browsing on Impulse Buying

The Hedonic Browsing test on the Incentive to Make Impulse buying shows the two values obtained to fulfill the requirements for acceptance of H₈, namely a CR value of 5.164 > 1.96 and a probability < 0.05. This means that changes in Hedonic Browsing have a significant impact on changes in Impulse buying. Meanwhile, the magnitude of the impact can be seen in the standardized estimation value, which is 0.496, which explains if the Hedonic Browsing increases by 1 unit then the variable Incentive to Make Impulse buying will increase by 0.496.

Several research results have found that hedonic motivation affects encouraging someone to perform certain behaviors, such as shopping, and confirming the existence of a relationship between hedonic motivation and purchase intention. One of the relationships is the tendency of consumer values (to be hedonic) with the perception of the quality of their cellular Internet service. In his research, (Yistian, Yasa, & Suasana, 2012) found that hedonic value has a significant influence on impulse buying, which means that the greater the hedonic value felt by Matahari Department Store Duta Plaza customers, the greater the likelihood of impulse buying at the outlet in question. The same research was also conducted by (Koo et al., 2015), (Lin & Lu, 2011), (Pöyry, Parvinen, & Malmivaara, 2013), (D. J. Kim & Hwang, 2012), and (Rohman, Rachma, & Slamet, 2019) who prove that impulse buying is affected by hedonic factors.

Mediation Effect

H9: Hedonic Browsing Mediates the Interpersonal Influence Effect on Impulse Buying

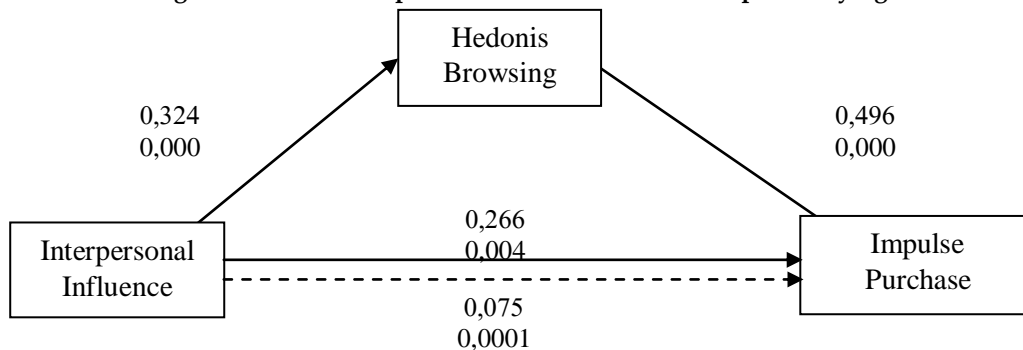


Figure 3. Testing the Mediating Effect of Hedonic Browsing On the Interpersonal Influence Effect on Impulse buying

Figure 3 above is the H₉ model. The result of the z value is:

$$Z = \frac{a_1 b_1}{\sqrt{(b_1^2 SE_{a_1}^2) + (a_1^2 SE_{b_1}^2)}}$$

Z = 3.87

The display of the Sobel test according to the H9 is as follows:

Table 3. H9 Model Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.267	Sobel test: 3.87458324	0.01936389	0.00010681
b	0.281	Aroian test: 3.84309176	0.01952256	0.00012149
s _a	0.046	Goodman test: 3.90686177	0.0192039	0.0000935
s _b	0.054	Reset all	Calculate	

It was found that the z value was 3.87 > 1.96. The mediation effect magnitude is obtained by multiplying the value of the Sobel test results with the standard error. Where, 3.87458324 x 0.01936389 = 0.075. Then, on the results of the mediation test using the Sobel test above, it was found that the p-value is 0.00010681 so it is significant because it is below 5%. These results indicate that there is a direct influence between Interpersonal Influence on the Encouragement to Make Impulse buying mediated by Hedonic browsing partially (partially mediation). This indicates that the independent variable in the test using this Sobel test, namely Interpersonal Influence can significantly influence the dependent variable, namely the Encouragement to Make Impulse buying through a mediator variable, namely hedonic tracing.

The SOR framework paradigm explains the existence of situational factors (stimuli) and reaction factors in m-commerce that influence impulse buying. Based on studies built on motivation theory and browsing theory, shows that 2 (two) main keys influence impulse buying, namely: hedonic browsing and utilitarian browsing. In addition there are 3 situational factors (stimuli), namely: interpersonal influence, visual attractiveness, and portability which influence hedonic browsing and utilitarian search. Impulse-buying consumers get pleasure or feel happy (hedonic) by discussing purchasing plans with their fellows where which will lead them to make impulse buying. (Zheng et al., 2019) in their research stated that interpersonal influence can be indirectly mediated by hedonic browsing. The same results were also shown in (Olsen & Skallerud, 2011).

H10: Hedonic Browsing Mediates The Visual Attractiveness Effect on Impulse Buying Through

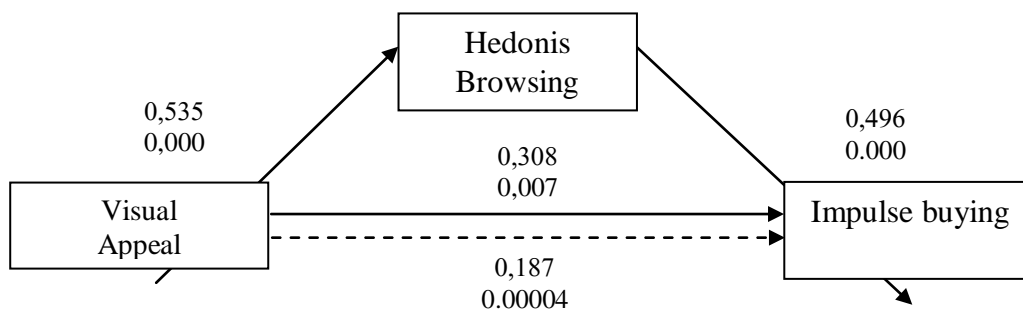


Figure 4. Testing the Mediation Effect of Hedonic Browsing On Visual Attractiveness Effect on Impulse buying

Figure 4 above is the H8 model. The result of the z value is:

$$Z = \frac{a_1 b_1}{\sqrt{(b_1^2 SE_{a_1}^2) + (a_1^2 SE_{b_1}^2)}}$$

Z = 4.05

The display of the Sobel test according to the H10 is as follows:

Table 4. H10 Model Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.667	Sobel test: 4.05633549	0.04620599	0.00004985
b	0.281	Aroian test: 4.02726311	0.04653955	0.00005643
s _a	0.103	Goodman test: 4.08604672	0.04587001	0.00004388
s _b	0.054	Reset all	Calculate	

It was found that the z value was 4.05 > 1.96. The mediation effect magnitude is obtained by multiplying the value of the Sobel test results with the standard error. Where, 4.05633549 x 0.04620599 = 0.187. Then, on the results of the mediation test using the Sobel test above, it was found that the p-value is 0.00004985 so it is significant because it is below 5%. These results indicate that there is a direct influence between Visual attractiveness on the encouragement to make Impulse buying which is mediated by Hedonic Browsing partially (partially mediation). This indicates that the independent variable in the test using this Sobel test, namely Visual attractiveness can significantly influence the dependent variable, namely the Incentive to Make Impulse buying through a mediator variable, namely hedonic browsing.

Various product attributes cues such as price, sensory aesthetics, selection, and visual elements influence web browsing for hedonic purposes (ie, experience, mood) (Novak et al, 2003; Rowley, 2001; Park EJ et al, 2011). Abundant product availability and price-related information as well as a wide selection of products available on the internet are other benefits that attract consumers to shop online (Kukar-Kinney & Close, 2010). Thus, several research results emphasize various choices, prices or promotions, and sensory attributes as keys in driving clothing purchase intentions via the Internet (Park et al., 2012). (Watchravesringkan & Shim, 2003) in their research suggested that consumers often want to obtain complete information before buying certain products (for example, clothing, jewelry, or accessories) with sensory attributes, such as color, design, fabric, and fit. On the other hand, consumers who use hedonic browsing strategies tend to be unfamiliar with their shopping environment, so they will walk more slowly and appreciate environmental sensory stimulation, where they will have a higher tendency to make impulse buying (Gutierrez, 2004).

H11: Hedonic Browsing Mediates the Convenience Effect on Impulse Buying

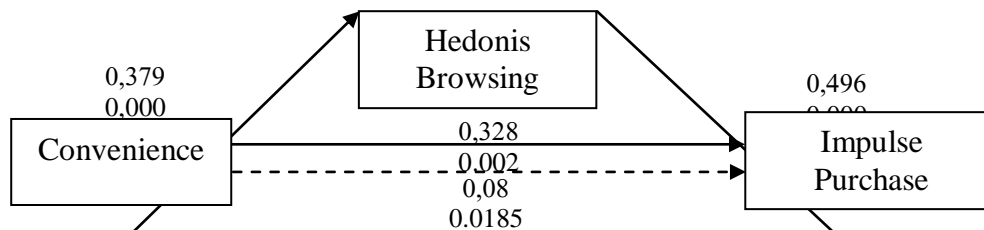


Figure 5. Testing the Mediation Effect of Hedonic Browsing on Convenience Effect on Impulse Buying

Figure 5 above is the H₈ model. The results of the z value is:

$$Z = \frac{a_1 b_1}{\sqrt{(b_1^2 SE_{a_1}^2) + (a_1^2 SE_{b_1}^2)}} = 2.35$$

The display of the Sobel test according to the H11 model is as follows:

Table 5. H11 Model Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.285	Sobel test: 2.35355542	0.03402724	0.01859484
b	0.281	Aroian test: 2.31973069	0.0345234	0.02035545
s _a	0.108	Goodman test: 2.38890428	0.03352374	0.0168987
s _b	0.054	Reset all	Calculate	

It was found that the z value was $2.35 > 1.96$. The mediation effect magnitude is obtained by multiplying the value of the Sobel test results with the standard error. Where, $2.35355542 \times 0.03402724 = 0.08$. Then, on the results of the mediation test using the Sobel test above, it was found that the p-value is 0.01859484 so it is significant because it is below 5%. These results indicate that there is a direct influence between convenience and Impulse buying mediated by Hedonic Browsing partially (partially mediation). This indicates that the independent variable in the test using this Sobel test, namely Convenience significantly influences the dependent variable, namely Impulse buying through a mediator variable, namely hedonic browsing.

Technological sophistication that shifts consumer shopping patterns from conventional to online via smartphones (m-commerce) provides unique value and experience. The portability of m-commerce makes consumers usually act impulsively when making online decisions that begin with easy access to products and an easy and instant purchase process that is only one click "Order". Research conducted by (Park et al., 2012), (Zheng et al., 2019) confirmed the effect of portability on impulse buying through hedonic browsing.

V. Conclusion

The results described that:

1. Interpersonal influence, visual attractiveness, convenience, hedonic browsing, and Gojek Tokopedia impulse buying are good.
2. Interpersonal Influence, Visual attractiveness, and convenience significantly affected hedonic browsing Gojek Tokopedia. This shows that a higher interpersonal influence, Visual attractiveness, and convenience will further enhance hedonic browsing.
3. Interpersonal influence, Visual attractiveness, and convenience significantly affected the urge to make impulse buys on Gojek Tokopedia. This shows that the higher interpersonal influence, Visual attractiveness, and convenience will further increase the urge to make impulse buying.
4. Hedonic browsing significantly affected the urge to make Gojek Tokopedia impulse buying. This shows that higher hedonic browsing will further increase the urge to make an impulse buying.
5. Hedonic browsing partially mediated the influence of interpersonal influence, Visual attractiveness, and convenience towards the urge to make impulse buying of Gojek Tokopedia. Partially mediating that is formed means that interpersonal influence, Visual attractiveness, and convenience can influence impulse buying directly, or indirectly through hedonic browsing as a mediator.

These findings explain that the model of increasing impulse buying is a function of increasing interpersonal influence, strengthening visual attractiveness, increasing convenience, and increasing hedonic browsing. Based on the results of the research, the suggestions that the writer can give in this study are as follows:

1. For Gojek Tokopedia consumers to independently choose and buy the products offered, the company should provide an attractive appearance but still be easy to understand in using its application and often display Gojek Tokopedia advertisements on various other social media platforms.
2. In Gojek Tokopedia's efforts to make its consumers have meaning in delivery, several steps should be taken, such as showing the advantages that Gojek Tokopedia has compared to its competitors, giving a meaningful impression to its users, and providing the best service by accommodating all the expectations of consumers.
3. The results recommend that Gojek Tokopedia consumers do not experience difficulties in using the application, it is necessary to take the following steps, such as implementing app store optimization which optimizes the use of the application, providing a multi-language application that makes it easier for users from various languages, and implementing a user experience with which can accommodate various inputs from consumers.
4. For consumers to enjoy the various content offered, Gojek Tokopedia should present interesting and competitive content, provide a pleasant appearance when used, and offer a variety of products that are not only cheap but also of high quality.
5. For consumers to get long-term benefits from the various products offered by Gojek Tokopedia, companies must improve the quality of their products, have high competitiveness from other products, and guarantee replacement of goods if received from a transaction agreement.

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