

The Influence of Website Personality and Website Quality with Hedonic Shopping Motivation as Intervening on Online Impulsive Buying Behavior in Generation Y in Padang City

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ABSTRACT

This study aims to determine the impact of website personality and website quality with hedonic shopping motivation as an intervening on online impulsive buying behavior in Generation Y in Padang City. The target audience for this survey is consumers who have shopped unplanned from the Lazada website, using main data. The sampling method used was purposive sampling. The sample size in this study was 195. The data analysis method used is to use a structural equation model with a partial least square (PLS) approach to the SmartPLS 3 program assistance. Website personality has a positive and significant impact on online impulse buying. The website quality variable has a positive and significant impact on online impulse buying. The website personality variable has a positive and significant impact on hedonic shopping motivation. Website personality has a positive and significant impact on online impulse buying. The website quality variable has a positive and significant impact on online impulse buying. The website personality variable has a positive and significant impact on online impulse buying through hedonic shopping motivation. The website quality variable has a positive and significant impact on online impulse buying through hedonic shopping motivation.

Keywords: *website personality, website quality, hedonic shopping motivation, and online impulse buying*

1. INTRODUCTION

The leap in the development of information technology has entered all sectors in every life of the world community. Even the development of information technology has been adopted by the industry to develop its business. The use of information technology in marketing a product is mostly done by business actors, starting from small-scale industries to large-scale industries. This is inseparable from the development of changes in consumer behavior that tend to use information technology more such as social media and e-commerce in conducting transactions to fulfill needs.

The internet is one of the most dominant information technologies used by every individual. At this time, most people use the internet to find information, market products, make profits, or even just

communicate with fellow internet users. According [1] the presence of the internet has become a vital tool that changes the order of life, such as changes in reading books, listening to music, watching movies, sending letters, and shopping. Companies are trying to create business opportunities through the internet because shopping on the internet is increasing every day. The increase in shopping transactions on the internet has forced almost all companies to use the network in conducting business transactions and providing online shopping platforms.

According to the Association of Indonesian Internet Service Providers (APJII) on November 9, 2020, it was reported that during the period 2018 to 2019 internet users in Indonesia only reached 171 million people. In the period from 2019 to the second quarter of 2020, internet users reached 199.71 million

from 266.91 million or around 74.82%. This means that business opportunities using the internet network reach 74.82% of the total population of Indonesia. The opportunity is very large and has the potential to increase the company's profits.

According to data released by Bank Indonesia in 2019, digital trade transactions in Indonesia grew rapidly. Data on the rapid advancement of technology has changed the way people shop by conducting electronic commerce transactions (e-commerce). From the beginning, trading took place offline, where traders and buyers always met, but now that is no longer the case. Consumers can only see the item on the seller's website and, if desired, can order and pay by bank transfer or e-commerce, or pay when the item is received C.O.D./Cash on Delivery.

According to Jpnn.com, the value of e-commerce transactions in early 2020 reached \$65 billion. This increase in transaction value increased by 240% compared to 2018. According to Iprice.co.id, the value of Indonesian e-commerce transactions in 2018 reached \$27 billion. This figure has increased from the previous year. From 2013 to 2014 it increased by 44%, from 2011 to 2013 it rose 80%. When compared to 2011 to 2015, the value of electronic commerce transactions in the country has soared 250%. According to data from ipriceinsight.com (2017), the number of well-known e-commerce in Indonesia reaches 37 brands. Purchase transactions can be made using a web application or via chat applications such as Line and Whatsapp to better reach all people.

The list of e-commerce competition in Indonesia based on the number of visitors is:



Picture 1. The Development of E-Commerce Visits in Indonesia

Based on the picture above, the e-commerce with the highest number of visits is Shopee with a trend that is relatively at the first level. Meanwhile, Lazada which in 2017 was ranked first, but in the third quarter of 2019 it was only in third place. Tokopedia which was originally in the third position in 2017, but in 2019 it

ranked second after Shopee. A decrease in the number of visits to e-commerce Lazada will make the company experience a decline. So this research will focus on Lazada to see the level of online impulse buying through the website.

According [2] internet users use more unplanned purchases or what is known as online impulsive buying. This behavior is very common throughout the world along with the rapid development of the internet world. At this time online impulsive buying can occur in all products, which are no longer limited to low- priced goods. This is also supported by the number of retailers that focus on product display, store design, and attractive package design. Without realizing it, impulsive buying behavior can occur because of a good website design and the use of perfect photography.

According to [3] online impulse buying is an unplanned purchase made online through social media or e-commerce that is based on a sudden, strong, and continuous impulse. Online impulse buying is created because of many factors such as the appearance and design of a quality website and the attractiveness of a product through photo displays. According [1] impulse buying has characteristics such as consumer behavior that is sudden, interesting, and complex hedonic where consumers are unaware of information and alternatives. When shopping online, consumers tend to make bad purchases and the intention to make purchases is based solely on the simplicity and involvement of the website.

According [3], media richness theory explains that information can change understanding in certain situations. During the online shopping process, information is needed on the website. The limited information in online shopping causes the manager to form a good personality website so that it is attractive to consumers. The information found is only based on the text on the website because shopping online does not allow consumers to see the products directly. Online shopping is only based on knowledge about the product and the experience of people who have shopped provided by the web feature. The limited information in online shopping causes the manager to form a good personality website so that it is attractive to consumers.

According [4], if website personality is managed well, then consumer interest in making purchases suddenly or unplanned can increase. In general, the content on the website gives rise to information and emotions for consumers, thus creating motivation to browse the web. Business actors can develop the personality of the website based on consumer behavior. The appearance and style of the website that is its own characteristic can make it easier for consumers to recognize the website. If the website personality is

managed well, then consumer interest in making purchases suddenly or unplanned can increase. The personality of a website that is comfortable for consumers will make it easier to make online purchase transactions on the web.

Research [2] concluded that website personality has a significant impact on online impulse buying. [3] concludes that the personality of a website does not effect impulse buying. The results of this survey have different results so it is necessary to carry out further analysis of the impact of website personality on online impulse buying.

According [5] Media richness theory explains that the information submitted on the website allows consumers to recognize the description of a product. In the context of online shopping, website quality can trigger impulse buying growth because of different responses to certain characteristics of a website through purchase stimuli. So website quality is one of the main indicators in forming online impulse buying. The more quality a website, the consumers will be encouraged to make purchases without having to plan in advance.

According [6] website quality is a characteristic of a website that represents many aspects such as a quality online interface. Website quality includes all the appearances and functions that exist in the features to make it easier for consumers to make online transactions. The better the appearance and the more functions generated through the website, the higher the online impulse buying. [3] research concludes that website quality has a significant influence on online impulse buying. Wiranata's research (2020) concludes that website quality does not have a significant effect on online impulse buying. The results of this study have different results so it is necessary to carry out further analysis on the impact of website quality on online impulse buying.

According [4] hedonic theory explains that the stimulus to buy online includes the search for advantages such as uniqueness, happiness, and entertainment. Hedonic shopping motivation can increase online impulse buying because hedonic and emotional searches allow online product exploration. Consumers will act impulsively when making online decisions that start with easy access to products such as "click orders". Research [2] concluded that hedonic shopping motivation has a significant influence on online impulse buying. [7] concludes that hedonic shopping motivation does not have a significant effect on online impulse buying. The results of this study have different results so further analysis is needed on the impact of hedonistic buying motives on online impulse buying.

According [8] website personality will form hedonic shopping motivation so that it can affect online impulse buying. This happens because the website personality creates the urge to do shopping on the web. So that the results of browsing create online impulse buying because they see interest in information on a product on a web page. Then hedonic shopping motivation mediates the relationship between website personality in influencing online impulse buying. The difference in previous studies where this study adds website quality variables as an independent variable that will affect online impulse buying mediated by hedonic shopping motivation.

According [3] hedonic shopping motivation is always found in online conditions where everyone has an attitude of interest in visiting a website that has easy navigation with good visual reasons. The assumption of quality in providing information on the website can increase enjoyment and lead someone to comfort in using the website information. A website that has good quality by paying attention to the convenience and ease of transaction processing will affect hedonic shopping on the website. So in other words, website quality can affect hedonic shopping motivation.

The update of this research with the previous one by adding hedonic shopping motivation as a variable that also influences online impulse buying, which is positioned as a mediating variable.

This research is focused on generation Y. According [4] generation Y is the generation born between 1981-1994 which has used a lot of instant communication technologies such as SMS, Email, Facebook, and Twitter. Generation Y is the era that has maximum skilled the soar in facts generation changes, starting from sending instant messages via SMS with monophonic technology cellphones to today's Android-powered cellphones. Generation Y has also experienced the high cost of communication via telephone to the cheap purchase of internet packages for instant communication.

Generation Y also grew up on computers, email, and mobile phones. They use the internet as their primary source of information and are socially connected via the internet. They also grew up during a period of economic prosperity that allowed them to earn a significant amount of additional income and have plenty of opportunities to use it. The description of the research phenomenon by distributing 20 questionnaires about the relationship of the variables studied. The number of respondents who did online impulse buying was 80%, as many as 16 people out of a total of 20 respondents. This means that most respondents have done online impulse buying. However, only 55% of

respondents saw website personality and 75% saw website quality. 90% of respondents who enjoy doing hedonic shopping motivation or 18 people. This explains that most respondents have done online impulse buying but do not pay attention to website personality and website quality. So this study will assess the relationship between website personality, website quality, hedonic shopping motivation and its relationship with online impulse buying in Generation Y in Padang City.

Based on the problems or phenomena that occur where an increase in online impulse buying is not accompanied by an awareness of the importance of personality and the quality of a website in the city of Padang, research must be carried out. The title of this research is "The Influence of Website Personality and Website Quality with Hedonic Shopping Motivation as an Intervening on Online Impulsive Buying Behavior in Generation Y in Padang City".

2. LITERATURE REVIEW

2.1 Media Richness Theory

Media richness theory explains that an information can change understanding in certain situations. During the online shopping process, information is needed on the website. The information found is only based on the text on the website because shopping online does not allow consumers to see the products directly. Website personality is a personality characteristic of a website that can influence browsing behavior that leads to shopping. In general, the content on the website gives rise to information and emotions for consumers, thus creating motivation to browse the web.

Media richness theory explains that the information submitted on the website allows consumers to recognize the description of a product. In the context of online shopping, the best of a internet site can trigger impulse buying growth because of different responses to certain characteristics of a website through purchase stimuli. Website quality is a characteristic of a website that represents many aspects such as a quality online interface. In other words, website quality is the ability of a website to provide an appearance or interface with maximum aesthetics and functionality.

2.2 Online Impulsive Buying

According [1] online impulsive buying is a purchase that occurs because of a sudden, strong, and persistent urge to make a purchase. Online impulse buying is an unplanned purchase made online through social media or e-commerce that is based on a sudden, strong, and continuous impulse. Online impulse buying is created because of many factors such as the appearance and

design of a quality website and the attractiveness of a product through photo displays. This study measures online impulse buying based on [1]research, namely spontaneity, unplanned, no intention to buy, visit the site, and unable to hold back.

2.3 Website Personality

According [3], website personality is the ability of a website to meet consumer expectations through physical design and web aesthetics, traditionally which can be analogous to the website's ability to bind or retain consumers by carefully developing the appearance and interface. This means that website personality focuses more on the appearance and design of a web that is able to create its own attraction for consumers in its use. Websites that have their own charm or certain characteristics can be easily recognized by consumers so that they will provide a good brand. All companies must compete to create a good personality website so that it has a comfortable and friendly appearance so that it makes it easier for consumers to make transactions.

In this study using indicators that refer to research conducted by [5], namely solidity, enthusiasm, genuineness, sophistication, and unpleasantness.

2.4 Website Quality

According [4] website quality is information that contains the services offered and the presentation of interesting content and transaction characteristics are special signs that indicate that a website is of quality. Elements that mark a quality website such as usability, ease of use, entertainment, complementary relationships, privacy, information content, and website security. Website quality measurement indicators refer to research conducted by [6], namely fun, favorite, feeling happy, and feeling entertained.

2.5 Hedonic Shopping Motivation

According [4] hedonic shopping motivation is the urge to search for products online to get pleasure without paying attention to the risks of getting a product. Most consumers view web content that contains pleasure in shopping. Hedonic shopping motivation arises from consumers' frequent shopping on the internet, either through social media or e-commerce. Measurement of hedonic shopping motivation refers to research conducted by [2], namely feel relaxed, feeling happy, feel enjoy, and just for fun.

Hypothesis:

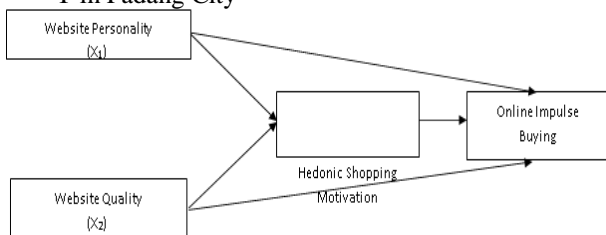
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website. The information found is only based on the text on the website because shopping online does not allow consumers to see the products directly. Website personality is a personality characteristic of a website that can influence browsing behavior that leads to shopping. In general, the content on the website gives rise to information and emotions for consumers, thus creating motivation to browse the web.

Media richness theory explains that the information submitted on the website allows consumers to recognize the description of a product. In the context of online shopping, the quality of a internet site can trigger impulse buying growth because of different responses to certain characteristics of a website through purchase stimuli. Website quality is a characteristic of a website that represents many aspects such as a quality online interface. In other words, website quality is the ability of a website to provide an appearance or interface with maximum aesthetics and functionality.

Based on the problem formulation, theoretical study and conceptual framework described above, this research can be formulated as follows:

1. Website personality has an effect on online impulse buying for Generation Y in Padang City.
2. Website quality has an effect on online impulse buying for Generation Y in Padang City.
3. Hedonic shopping motivation has an effect on online impulse buying for Generation Y in Padang City.
4. Website personality affects the hedonic shopping motivation of Generation Y in Padang City.
5. Website quality affects the hedonic shopping motivation of Generation Y in Padang City.
6. Website personality has an effect on online impulse buying through hedonic shopping motivation of Generation Y in Padang City.
7. Website quality affects online impulse buying through hedonic shopping motivation of Generation Y in Padang City



Picture 2. Conceptual Framework

3. RESEARCH METHODS

According [6], a population is the entire group, person, event, or object of interest that researchers wish to investigate when they seek to form an opinion based on sample statistics. The population in this study is all Gen Y consumers who shop online in Padang, the number is unknown.

According to [8] sample is a part of a population consisting of a number of members selected from the population. According [1], the number of variables studied has a ratio of 5:1 with the total research criteria. The formula for determining the number of samples is the number of indicators multiplied by 5. The number of indicators in this study is 39, so the number of samples is 39 x 5 = 195 samples. A sample size exceeding 100 samples is sufficient to represent the study data. The number of research samples is 195 representative samples of the population.

The sampling technique used non-probability sampling. According to [5] non- probability sampling is a sampling technique based on a population that does not have any inherent probability or opportunity to be selected as a sample object. Sampling is based on convenience or purposive sampling. According to [6], purposive sampling is sampling based on specific considerations, choosing people who are in the most advantageous location or location to provide the information they need. The sample selection based on purposive sampling is categorized based on the form of certain information sought is limited. These considerations can reduce the generalizability of the findings because using a sample can make it possible to obtain the necessary information on the group of research objects. The criteria used for sampling in this study were:

1. Respondents who were in the area of Padang City at the time the research was conducted.
2. Respondents who have shopped using Lazada.
3. Generation Y respondents who were born between 1981-1994.
4. Generation Y respondents who have shopped online.

4. RESULTS

4.1 Characteristics of Respondents

Based on gender, most respondents were female, 139, or 71.3% of all respondents. Respondents with male gender were only 56 people or 28.7% of the total respondents. Women spend more unplanned than men so the proportion is much higher.

Based on educations, respondents with the most education are S1 as many as 101 people or 51.8% of the total respondents. The second highest level of education is upper secondary education equivalent to 60 people or 30.8% of the total number of respondents, followed by education level D3 up to 17 people or 8.7%, S2 up to 16 people or 8.2%, and S3 as many as 1 person or 0,5%. Most of the respondents are in higher education so that more transactions are carried out unplanned through e-commerce media such as Lazada which are carried out to meet their needs.

Based on occupation, most of the respondents' occupations are private employees as many as 91 people or 46.7% of the total respondents. The next most occupations of respondents are housewives as many as 28 people or 14.4%, entrepreneurs as many as 25 people or 12.8%, civil servants as many as 20 people or 10.3%, students or college students as many as 15 people or 7.7 %, honorary teachers are 8 people or 4.1%, honorary teachers are 4 people or 2.1%, lecturers are 2 people or 1%, and nurses and consultants are 1 person or 0.5%. The characteristics of respondents based on occupation are mostly private employees who have a fixed source of income so they are able to shop through e-commerce unplanned.

Based on income, the most respondents' income is in the range of Rp. 1,000,000 to Rp. 2,500,000 as many as 80 people or 41%. Income with the most responses and then in the range < Rp. 1,000,000 as many as 55 people or 28.2%, the range between Rp. 2,500,000 to Rp. 5,000,000 as many as 45 people or 23.1%, the income range is Rp. 5,000,000 to Rp. 7,500,000 as many as 12 people or 6.2% and > Rp. 7,500,000 as many as 3 people or 1.5%. Respondents in the study the most income between Rp. 1,000,000 to Rp. 2,500,000 so that they are able to carry out shopping transactions through e-commerce in an unplanned manner.

Based on age, the respondents' ages were mostly in the range of 26-30 years and 36-40 years as many as 66 people or 33.8% and in the range of 31-35 years as many as 63 people or 32.4%. Respondents in this study were in the age range that has the characteristics of Generation Y in Padang City, namely in the age range of 26-40 years.

The website personality variable has a Cronbach's alpha value of 0.962 > 0.7, so the data is reliable. The website quality variable has a Cronbach's alpha value of 0.909 > 0.7, then the data is reliable. The hedonic shopping motivation variable has a Cronbach's alpha value of 0.875 > 0.7, so the data is reliable. The online impulse buying variable has a Cronbach's alpha value of 0.862 > 0.7, so the data is reliable.

The website's personality variable has a composite reliability value of 0.965 > 0.7, so the data is trustworthy. The data is reliable because the composite reliability value for the quality variable on the website is 0.912 > 0.7. The combined confidence score of the Hedonic Shopping Motivation variable is 0.914 > 0.7, which enhances the reliability of the data. The data is reliable because the composite reliability value for online impulse buy variables is 0.901 > 0.7.

The data is reliable because the average variance extraction (AVE) value for the website's personality

variable is 0.620 > 0.5. The data is reliable because the average variance extraction (AVE) value for the site quality variable is 0.787 > 0.5. The data is reliable because the average variance extraction (AVE) value for the hedonic shopping motivation variable is 0.728 > 0.5. The data is reliable because the average variance-extracted value (AVE) for online impulse buy variables is 0.644 > 0.5.

Inner Model

The structural model (inner model) is evaluated by looking at the percentage of variance explained by the R2 value > 0.2, so the latent predictor has a major impact on the structural level. The results of the R square test are:

Table 1. R-Square test

	R Square	R Square Adjusted
Hedonic Shopping Motivation	0,622	0,618
Online Impulse Buying	0,703	0,698

Based on table 16, the online impulse buying variable has an R square value of 0.703 > 0.2, so the latent predictor variables consisting of website personality, website quality, and hedonic shopping motivation have a major influence on online impulse buying at the structural level. The magnitude of the influence of website personality variables, website quality, and hedonic shopping motivation on online impulse buying is 70.3% while the remaining 29.7% is influenced by other variables outside the research model.

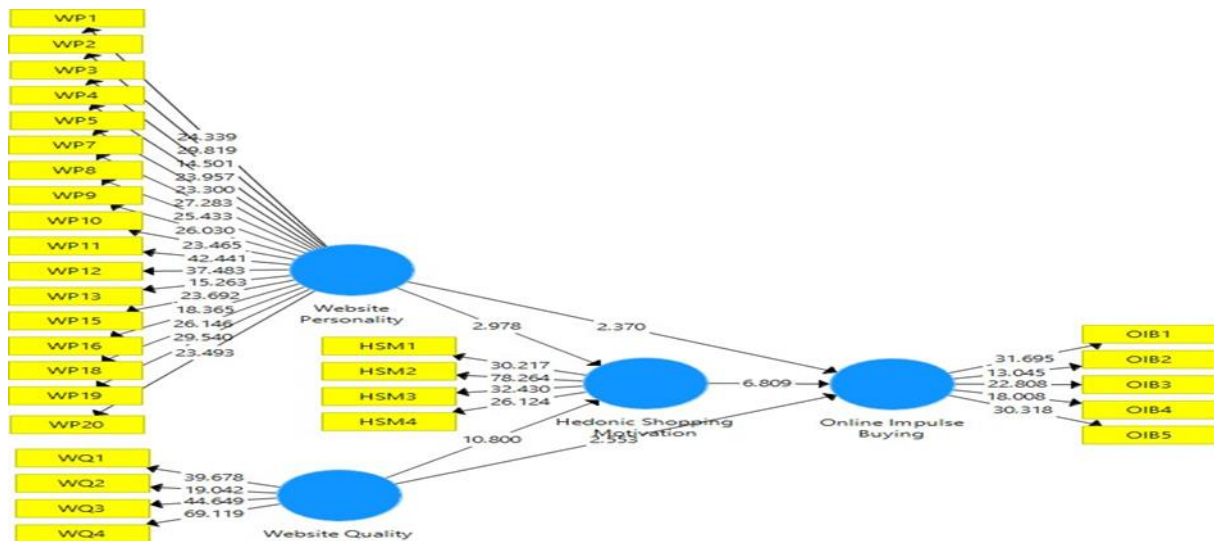
The hedonic shopping motivation variable has an R square value of 0.622 > 0.2, so the latent predictor variables consisting of website personality and website quality have a major influence on hedonic shopping motivation at the structural level. The magnitude of the influence of website personality and website quality variables on hedonic shopping motivation was 62.2%, while other variables outside the study model affected the remaining 37.8%. The fit assessment continues by testing the predictive fit of Qsquare to the variable model. If the result of the calculation shows a value of Q square > 0, then the model can be considered as having a suitable predictive value.

Since the Qsquare calculation is $0.887 > 0$, we can say that the model is executable and has relevant predictions. The influence of website personality variables, website quality, hedonic shopping motivation, and overall mediation impact on online impulsive buying was 88.7%, while 11.3 The remaining % is influenced by variables other than the research model. These results explain that we can say that the research model has good adjustment quality.

The F^2 value < 0.02 means that it has no effect, the F^2 value between 0.02-0.15 has a small effect, the F^2 value between 0.15-0.35 has a moderate effect, and the F^2 value > 0.35 has a large influence. The results or effect sizes of the F-square test in this study are:

Table 2. F-Square Test

	Hedonic Shopping Motivation	Online Impulse Buying
Hedonic Shopping Motivation		0,420



Picture 4. Hypothesis Test Results Framework

The website personality variable on online impulse buying has a P value of $0.000 < 0.05$ so that the hypothesis is accepted. The conclusion explains that website personality variables have a positive and significant impact on online impulsive buying. Every increase in website personality will increase online impulse buying. In other words, if the content on the website is arranged neatly so that it can lead to clear information on the products being traded, it will trigger an increase in online impulse buying. The implications of the research results show that the absorption of information that is well organized on the website will become its own characteristic and make it easier for consumers to recognize the website [1].

Website Personality	0,050	0,024
Website Quality	0,631	0,054

The website personality variable on online impulse buying has an F square value of 0.024 located between 0.02-0.15 which has a small effect, while the hedonic shopping motivation variable has an F square value of 0.050 which is located between 0.02-0.15 which is of little influence. The website quality variable on online impulse buying has an F square value of 0.054 located between 0.02-0.15 which is in a small influence, while for hedonic shopping motivation has an F square value of $0.631 > 0.35$ which is in a large influence. The hedonic shopping motivation variable on online impulse buying has an F square value of $0.420 > 0.35$ which has a large influence.

4.2 Hypothesis Testing Analysis

The results of the partial least square test can be seen, namely:

The website quality variable on online impulse buying has a P value of $0.000 < 0.05$ so that the hypothesis is accepted. The conclusion explains that website quality variables have a positive and significant impact on online impulsive buying. Every increase in website quality will increase online impulse buying. In other words, the website can provide a quality interface with maximum aesthetics and functions, it will make it easier for consumers to make online transactions so that online impulse buying will increase. The implications of the research results show that an elegant interface will make consumers comfortable in using the website [2].

The hedonic shopping motivation variable on online impulse buying has a P value of $0.000 < 0.05$ so that the hypothesis is accepted. The conclusion explains

that hedonic shopping motivation variables have a positive and significant impact on online impulsive buying. Every increase in hedonic shopping motivation will increase online impulse buying. In other words, the urge to shop without prioritizing risk over frequent browsing on the internet will increase online impulse buying because the urge will make someone act without seeing the risk. The implication of the results of the study shows that pleasure in shopping online is the main indicator of consumers in acting unplanned [3].

The website personality variable on hedonic shopping motivation has a P value of $0.003 < 0.05$ so that the hypothesis is accepted. The conclusion explains that website personality variables have a positive and significant impact on hedonic shopping motivation. Every increase in website personality will increase hedonic shopping motivation. In other words, if the arrangement of the content on the website is neat, it will be able to generate an impulse to shop without seeing the possible risks that will be felt later so that it will trigger an increase in hedonic shopping motivation. The implications of the research results show that the absorption of well-organized information on the website will lead to an urge to buy [3].

The website quality variable on hedonic shopping motivation has a P value of $0.000 < 0.05$ so the hypothesis is accepted. The conclusion explains that website quality variables have a positive and significant impact on hedonic shopping motivation. Every increase in website quality will increase hedonic shopping motivation. In other words, the website can provide a quality interface with maximum aesthetics and functions, it will make it easier for consumers to make online transactions so that hedonic shopping motivation will not increase. The implications of the research results show that an elegant interface will make consumers comfortable in using the website [5].

The website personality variable on online impulse buying has through hedonic shopping motivation the P values of $0.012 < 0.05$ so that the hypothesis is accepted. The conclusion explains that website personality variables have a positive and significant impact on online impulsive buying through hedonic shopping motivation. Every increase in website personality will increase hedonic shopping motivation so that it will also increase online impulse buying. In other words, if the content on the website is arranged neatly so that the information conveyed is very clear and easy to understand, it will encourage increased purchases without looking at risk, consequently triggering an increase in online impulse buying. The implication of the results of the study shows that the absorption of well-organized information on the website will become its own characteristic and make it easier for

consumers to recognize the website so that the impulse to shop without a plan can appear properly [2].

The website quality variable on online impulse buying through hedonic shopping motivation has a P value of $0.001 < 0.05$ so that the hypothesis is accepted. The conclusion explains that website quality variables have a positive and significant impact on online impulsive buying through hedonic shopping motivation. Every increase in website quality will increase online impulse buying through hedonic shopping motivation. In other words, the website can provide a quality interface with maximum aesthetics and functions, it will make it easier for consumers to make online transactions so that it will encourage unplanned shopping, as a result online impulse buying will increase. The implications of the research results show that an elegant interface will make consumers comfortable in using the website [7].

The hypothesis in this study is that it is suspected that website personality has a significant impact on online impulse buying. The results of the hypothesis test concluded that website personality has a positive and significant impact on online impulse buying with a P value of $0.000 < 0.05$. The hypothesis in this research is accepted. The better the use of website personality, the higher the online impulse buying made by consumers. Generation Y in Padang City has a tendency to browse the internet so that the clarity of information conveyed through the Lazada website will result in sudden purchases.

In general, the content on the Lazada website creates information and emotions for consumers so that it creates motivation to explore the web. Business actors can develop the personality of the Lazada website based on consumer behavior. The appearance and style of the Lazada website which is its own characteristic can make it easier for consumers to recognize the website. If the website personality is managed well, then consumer interest in making purchases suddenly or unplanned can increase.

The hypothesis of this study is that the quality of the website is believed to have a significant impact on online impulse purchases. The results of the hypothesis test conclude that the quality of the website has a positive and significant positive impact on online impulse buying with a P value of $0.000 < 0.05$. The hypothesis in this study is accepted. The better the use of website quality, the higher the online impulse buying made by consumers. Generation Y in Padang City has a tendency to browse the internet so that neatness in presenting content through the Lazada website will result in sudden purchases.

In general, properly placed content on the Lazada website can make consumers feel comfortable and motivated to explore the Internet. characteristics of websites that represent many aspects such as a quality online interface. Website quality is the ability of a website to provide an appearance or interface with maximum aesthetics and functionality. Website quality includes all the appearances and functions that exist in the features to make it easier for consumers to make online transactions.

The outcomes of this have a look at help the outcomes of studies performed with the aid of using [1] concluding that internet site first-rate has a giant affect on on line impulse buying. Research performed with the aid of using [5] concluded that internet site first-rate has a giant affect on online impulse buying. The existence of support from previous research explains that the appearance of content and neatness of information has an impact in increasing online shopping suddenly.

The results of this study support the media richness theory. According to [3], media richness theory explains that the information submitted on the website allows consumers to recognize the description of a product. In the context of online shopping, website quality can increase impulse buying. because of different responses to certain characteristics of a website through purchase stimuli. So, website quality is one of the main indicators in forming online impulse buying. The more quality a website, the consumers will be encouraged to make purchases without having to plan in advance.

5. DISCUSSION

The Effect of Hedonic Shopping Motivation on Online Impulse Buying

The hypothesis in this research is that it is suspected that hedonic shopping motivation has a significant influence on online impulse buying. The results of the hypothesis test concluded that hedonic shopping motivation has a positive and significant influence on online impulse buying with a P value of $0.000 < 0.05$. The hypothesis in this research is accepted. The better the hedonic shopping motivation, the higher the online impulse buying made by consumers. Generation Y in Padang City has the urge to shop without thinking about the risk of loss through the Lazada website, resulting in sudden purchases.

Most consumers look at the content of the Lazada website which contains pleasure in shopping. Hedonic shopping motivation arises from consumers' frequent shopping on the Lazada website. Many consumers use the Lazada website as an alternative in seeing product price comparisons. The Lazada website

also provides a lot of products that consumers need, giving rise to the urge to shop with pleasure without reconsidering the risks that will be obtained later, as a result online impulse buying is getting higher.

The results of this research support the hedonic theory which explains the existence of shopping stimuli on the basis of pleasure. According to Rezaei (2016) hedonic theory explains that the stimulation to shop online includes the search for benefits such as uniqueness, happiness, and entertainment. Hedonic shopping motivation can increase online impulse buying because hedonic and emotional searches allow online product purchases. Consumers will act impulsively when making online decisions that start with easy access to products such as "click orders". For some products, however, impulsive buying behavior is driven by emotional and hedonic browsing on the Internet.

The Influence of Website Personality on Online Impulse Buying Through Hedonic Shopping Motivatio

The hypothesis in this study is that it is suspected that website personality has a significant influence on online impulse buying through hedonic shopping motivation. The results of the hypothesis test conclude that the personality of the website has a positive and significant positive impact on online impulsive buying through hedonic shopping motivation with a P value of $0.012 < 0.05$. The hypothesis in this study is accepted. The better the use of website personality, the higher the online impulse buying through hedonic shopping motivation. Generation Y in the city of Padang has a tendency to browse the internet so that the clarity of information conveyed through the Lazada website will form an impulse to shop happily and happily without thinking about the risks that will be accepted, resulting in a sudden increase in spending via the internet or online.

In general, the content on the Lazada website creates information and emotions for consumers so that it creates motivation to explore the web. Business actors can develop the personality of the Lazada website based on consumer behavior so that the suitability of the behavior and personality of the Lazada website will encourage pleasure in online shopping. The appearance and style of the Lazada website which is its own characteristic can make it easier for consumers to recognize the website. If the website personality is managed properly, it will encourage a sense of pleasure in shopping without thinking about the risks, then consumer interest in making purchases suddenly or unplanned can increase.

The results of this research support the media richness theory where information will provide attractiveness in online shopping. According [4], media richness theory explains that information can change

understanding in certain situations. information is needed on the website. The information found is only based on the text on the website because shopping online does not allow consumers to see the products directly. Online shopping is only based on knowledge about the product and the experience of people who have shopped provided by the web feature. The limited information in online shopping causes the manager to form a good personality website so that it is attractive to consumers.

The hypothesis in this research is that website quality is suspected to have a significant influence on online impulse buying through hedonic shopping motivation. The results of the hypothesis test conclude that website quality has a positive and significant influence on online impulse buying through hedonic shopping motivation with a P value of $0.000 < 0.05$. The hypothesis in this study is accepted. The better the use of website quality, the higher the online impulse buying through hedonic shopping motivation. Generation Y in Padang City has a tendency to browse the internet so that neatness in presenting content through the Lazada website will encourage a sense of pleasure in shopping without taking into account the risks that will be obtained later, as a result will increase spending suddenly.

In general, well-organized content on Lazada websites provides consumers with a sense of well-being and encourages internet browsing. Characteristics of websites that represent many aspects such as a quality online interface. Website quality is the ability of a website to provide an appearance or interface with maximum aesthetics and functionality. Website quality includes all the appearances and functions that exist in the features to make it easier for consumers to make online transactions.

The results of this study support the media richness theory. According to [3], media richness theory explains that the information submitted on the website allows consumers to recognize the description of a product. In the context of online shopping, website quality can trigger impulse buying growth because of different responses to certain characteristics of a website through purchase stimuli. So website quality is one of the main indicators in forming online impulse buying. The more quality a website, the consumers will be encouraged to make purchases without having to plan in advance.

6. CONCLUSION

Based on the hypothesis testing conducted by the researcher, the following conclusions can be drawn, namely:

1. Website personality has a positive and significant influence on online impulse

2. website quality variable has a positive and significant influence on online impulse buying.
3. The website personality variable has a positive and significant impact on hedonic shopping motivation.
4. Website personality has a positive and significant influence on online impulse buying.
5. The website quality variable has a positive and significant influence on online impulse buying.
6. The website personality variable has a positive and significant influence on online impulse buying through hedonic shopping motivation.
7. The website quality variable has a positive and significant influence on online impulse buying through hedonic shopping motivation.

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