



Research Paper

The Influence of Social Media on Impulsive Buying Behavior in E-commerce for Students of the Universitas Negeri Makassar Entrepreneurship Study Program

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ABSTRACT: Social media has made it easy for consumers to find information about the products and services they want. Social media has become one of the main factors driving the growth of online shopping and risks influencing impulsive buying behavior, especially in e-commerce. This research aims to determine whether there is an influence of social media on impulsive buying behavior in e-commerce among students of the Universitas Negeri Makassar Entrepreneurship Study Program. The population in this study were all active female students in the Entrepreneurship Study Program, Faculty of Economics and Business, Makassar State University. The sample in this study was 36 female students who were determined using a simple random sampling technique. Data collection was carried out by observation, and interviews using questionnaires and documentation. The data analysis technique used is simple linear regression analysis using SPSS software. The research results show that the significance value (Sig) is 0.000, which is smaller than the significance level of 0.05, so it can be concluded that social media has a positive and significant effect on impulsive buying behavior in e-commerce among students of the Universitas Negeri Makassar Entrepreneurship Study Program. The influence of social media on impulsive buying is shown by the R Square value of 0.634. This shows that the ability of the independent variable (social media) to influence the dependent variable (impulsive buying) is 63.4%, while the remaining 36.6% is other variables not explained in this research.

KEYWORDS: Social Media, Impulsive Buying, E-Commerce, College Students.

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I. INTRODUCTION

In this era of globalization, technology is essential in human life, especially the internet. The internet, which can be used easily to access information, is also used to communicate without knowing the boundaries of space and time [1]. People can easily share information and disseminate it in real time thanks to the internet. Therefore, this condition is seen as a huge opportunity for business actors to promote their products via the Internet to reach more customers and boost their sales. Additionally, online retail has become a common practice throughout the world. Most online retailers use social media to approach customers because almost all ages have been touched by social media.

Social media refers to online media that gives users the ability to interact with a wide audience, introduce themselves, increase the value of user-generated content, and influence perceptions of interacting with others [2]. Social media has driven an increase in consumers making purchases on e-commerce. This is supported by data from the Katadata Insight Center, the number of social media users in Indonesia in 2023 will reach 202.6 million people. Of this number, 86%, or around 174.2 million people have shopped online via e-commerce. This number increased by 11% from the previous year [3].

As time goes by, e-commerce businesses are increasingly selling well and becoming more competitive. All your needs can be obtained easily through e-commerce. E-commerce and social media have become an important part of consumers' daily lives, and many e-commerce companies use social media as a platform to promote their products [4]. Social media platforms such as Instagram, and TikTok are often used by businesses to promote their products through visually appealing content, influencer marketing, and targeted advertising. Additionally, interactions that occur on social media, such as recommendations from friends or influencers, also

can influence consumer purchasing decisions. Thus, social media can be the main trigger for impulsive buying behavior in e-commerce [5]. Impulsive buying refers to the behavior of consumers who make purchases suddenly and without carefully considering factors such as price, quality, or actual needs [6].

Social media users who have shopped on e-commerce are dominated by generation Z. Generation Z grew up with digital technology and social media so they are more familiar with the use of these two services. Generation Z is the consumer group that is most active in using social media [7]. They are not easily influenced by advertising or promotions. They prefer to research product prices and quality from various sources. But generation Z tends to be more impulsive in shopping, especially through e-commerce. This is because social media offers various features that can encourage impulsive buying behavior in this generation, especially women. Women are more likely to be influenced by social and emotional factors in shopping, such as recommendations from friends, family and influencers when shopping. Women are more likely to shop for lifestyle-related products and services, social media is an ideal platform for promoting lifestyle-related products and services, such as fashion, beauty, and personal care. This makes women a potential target market for e-commerce business players.

Previous research on the use of social media in shopping can encourage impulsive buying behavior, including [8], [9], [10], [11], [12], [13]. This research uses a social media approach, especially e-commerce, for various consumers. Meanwhile, our research aimed more specifically at female students or adult women with impulsive buying behavior in e-commerce.

Makassar State University Entrepreneurship Study Program students are a group of Generation Z, the majority of whom do not have their income and still depend on their parents' income. In this way, they are expected to be able to manage their finances well and be wiser in shopping, especially in e-commerce. But during this transition period from adolescence to adulthood, they tend to search for their identity and want to express themselves, which encourages them to shop to fulfill their lifestyle needs. Students often spend time on social media and view content that promotes e-commerce products. This makes students feel the need to have these products to look fashionable and follow popular lifestyle trends. This is what encourages them to shop for goods they do not need and is the basis for impulsive buying behavior in e-commerce [14].

Based on the description that has been presented, female students are considered to tend to be consumptive in shopping so they have the potential to cause impulsive buying behavior in e-commerce due to the influence of social media, therefore researchers are interested in conducting research with the title "The Influence of Social Media on Impulsive Buying Behavior in E-commerce in Universitas Negeri Makassar Entrepreneurship Study Program Student."

II. RESEARCH METHODS

This research was carried out for 2 months, namely January to February 2024. The research location was at the Faculty of Economics, Department of Business and Entrepreneurship, Universitas Negeri Makassar.

The population in this study was 245 students who were active in the Universitas Negeri Makassar Entrepreneurship Study Program, and who were users of social media and e-commerce. According to [15], if the population is more than 100 people, then 10-15% or 15-25% of the population can be taken, therefore the sample used in this research is 36 students or 15% of 245. Determination The sample in this study used a non-probability sampling technique with simple random sampling, namely a random sampling technique [16].

The approach used in this research is a quantitative descriptive approach because the data obtained will be expressed in the form of numbers and analyzed based on statistics. Data collection techniques were carried out by observation, interviews using questionnaires, and documentation. The data analysis technique used was simple regression analysis using SPSS software. The variables measured in this research are the independent variable, namely social media, and the dependent variable, namely impulsive buying. The social media variable includes two indicators, namely ease and trust while the impulsive buying variable includes seven indicators, namely spontaneity, power, compulsion, intensity, excitement, simulation, and concern for consequences in e-commerce among students of the Universitas Negeri Makassar Entrepreneurship Study Program.

The value of the variable under study is determined by the research instrument. Every research instrument must have a scale because it will later be used in research to measure with the aim of producing accuracy from the quantitative data obtained. With a Likert scale, the variables to be measured are described as indicator variables. Then these indicators are used as benchmarks for compiling question items. A four-point Likert scale is used to avoid respondents answering neutral answers or central tendency bias which can occur on an odd-numbered Likert scale.

Table 1. Measurement Scale

No	Description	Item score
1	Strongly agree	4
2	Agree	3
3	Disagree	2
4	Strongly disagree	1

III. RESULT AND DISCUSSION

A. RESEARCH RESULT

1. Description of Respondents

Respondents in the research were divided into four groups based on class year. From the results of research on 36 female students using social media and e-commerce, it was revealed that the majority of users came from students who entered in 2020. This was due to the increasing needs of students in the form of needs academic and non-academic needs. This increasing need is supported by several factors including technological developments, changes in lifestyle and product availability.

2. Classic Assumption Test

Normality test

The normality test is applied in a study to determine whether the data is normally distributed. Testing the normality of the data in this study used the Kolmogorov-Smirnov test by looking at the significance of the residuals produced. If the value is greater than 0.05, the residual value is normally distributed. The results of data normality testing based on the residuals obtained are shown as follows:

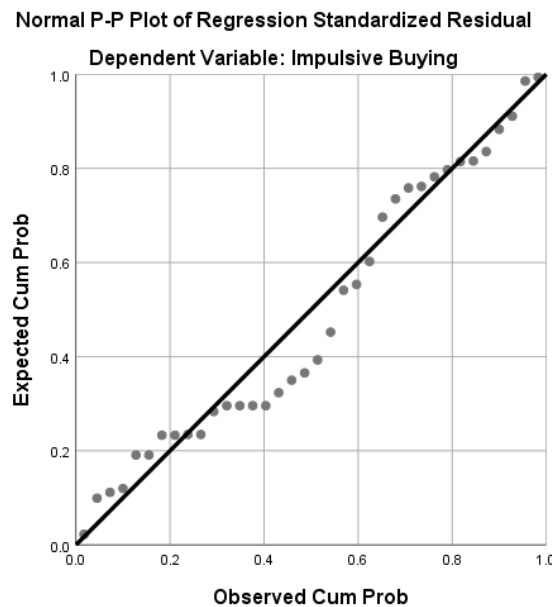


Figure 1. Data Normality Test Results

Figure 1 above shows the data or points spread around the diagonal line and following the direction of the diagonal line, which means that the data is normally distributed.

Table 2. Data Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.53504488
Most Extreme Differences	Absolute	.137
	Positive	.137
	Negative	-.076
Test Statistic		.137
Asymp. Sig. (2-tailed)		.088 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Processing Results with SPSS, 2024.

Based on the results of the normality test in Table 2, it is known that the significance value of 0.088 is greater than 0.05, so it can be concluded that the residual value is normally distributed.

3. Hypothesis Testing

a. Simple Linear Regression

To test the hypothesis of whether social media variables influence impulsive buying behavior in e-commerce among students in the Universitas Negeri Makassar entrepreneurship study program, simple linear regression analysis and the coefficient of determination test were used.

Table 3. Regression Analysis Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.902	6.485		1.527	.136
	Social Media	2.759	.359	.796	7.674	.000

a. Dependent Variable: *Impulsive buying*

Source: Data Processing Results with SPSS, 2024.

Based on Table 3. The coefficients obtained from the Regression analysis are: the constant value (a) is 9.902, while the social media value (b/regression coefficient) is 2.759, then a Simple Linear Regression Equation can be prepared as follows: $Y = 9.902 + 2.759X$. From this equation, the constant of 9.902 means that the constant variable value is 9.902. The regression coefficient X of 2.759 states that for every 1% increase in the value of social media, the value of social media increases by 2.759. The regression coefficient is positive, so the direction of influence of variable X on Y is positive. Table 3 shows that the significance value (Sig) of 0.000 is less than 0.05, so it can be concluded that the Ho hypothesis states that social media does not affect impulse buying behavior in e-commerce. -commerce among Makassar State University Entrepreneurship Study Program students is rejected. Meanwhile, Ha is accepted, meaning there is an influence of social media (X) on impulse buying (Y).

b. Coefficient of Determination Test (R²)

To find out how much the independent variable influences the dependent variable by looking at the total coefficient of determination (R²). If (R²) approaches 1 (one) then the influence of the independent variable on the dependent variable is stronger. On the other hand, if (R²) is closer to 0 (zero), the weaker the influence of the independent variable on the dependent variable. The coefficient of determination value is determined by the R square value.

Table 4. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.623	6.630
a. Predictors: (Constant), Social Media				
b. Dependent Variable: <i>Impulsive buying</i>				

Source: Data Processing Results with SPSS, 2024.

Based on the results in Table 4, the R Square value is 0.634 (63.4%). This means that the ability of the independent variable (social media) to influence the dependent variable (impulsive buying) is 63.4%. Meanwhile, the remaining 36.6% is explained by variables other than the independent variables in the research.

B. DISCUSSION

Based on the analysis results, it can be seen that the influence of social media on impulsive buying behavior in e-commerce is quite high, especially among female students. This is in line with research conducted by [17] which shows that social media has a positive and significant effect on impulsive buying behavior in students [18]. stated that it is the ease of consumers in obtaining product information that encourages impulsive buying behavior to increase. This can be used by online sellers on social media to make it easier for consumers to provide information related to the products they sell and simplify easy purchasing methods.

Social media has become a platform that greatly influences consumer shopping behavior, especially women, this is supported by research conducted by [19]. The ease of getting product information and choosing products through social media and social media makes students increasingly trust products recommended by influencers. In addition, the popularity of e-commerce on social media makes consumers trust shopping there and tend to buy products without a plan. This is also influenced by products that are viral on social media, which can make students interested and immediately buy them.

Browsing social media also makes female students shop more often in e-commerce than in physical stores, according to the opinion [20]. Not infrequently, female students are encouraged to shop after seeing interesting products on social media and it is difficult not to keep thinking about them. All of this causes female students to feel excited when shopping on e-commerce, especially when they buy products that are trending or viral on social media, which ultimately makes them feel happy when they have these products. This is supported by the opinion [21] who explains that social media can influence impulse buying in several ways. First, social media provides a platform for online advertising that can attract users' attention and trigger the desire to buy products on impulse. Second, social media also provides a space for electronic word of mouth (e-WOM), where users can share their experiences with products or recommend products to others. Third, social media can also influence impulse purchases through hedonic shopping motives. Hedonic shopping motives relate to emotional satisfaction and pleasant experiences in shopping.

Thus, it can be concluded that the results of this research are the hypothesis that has been proposed, namely that social media influences impulsive buying behavior in e-commerce among students of the Universitas Negeri Makassar Entrepreneurship Study Program. This is in line with research conducted by Derek (2022) which shows that social media has a positive and significant effect on impulsive buying behavior in e-commerce among students.

IV. CONCLUSION

Based on the results of the research and discussion, it can be concluded that social media has a positive and significant effect on impulsive buying in e-commerce among students of the Universitas Negeri Makassar Entrepreneurship Study Program. This can be seen from the significance value of 0.000 which is smaller than the significance level of 0.05 so it can be concluded that the H_a hypothesis is accepted, meaning there is an influence of social media (X) on impulsive buying (Y). The influence of social media on impulsive buying is shown by the R Square value of 0.634. This shows that the ability of the independent variable (social media) to influence the dependent variable (impulsive buying) is 63.4%, while the remaining 36.6% is other variables not explained in this research.

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