ONLINE IMPULSIVE BUYING BEHAVIOR (OIBB) INFLUENCED BY HEDONISM, RESOURCE AVAILABILITY, AND SHOPPING CONVENIENCE MODERATED BY THE EASE OF USING DIGITAL PAYMENT METHODS

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ABSTRACT
This research focuses on the influence of hedonism, resource availability, and shopping convenience on online impulsive buying behavior (OIBB), moderated by ease of use of digital payment methods. Data was collected by distributing questionnaires to 356 respondents online. 340 respondents were selected to be the sample because they fit the specified respondent criteria. The data obtained was analyzed using the PLS-SEM method and processed using SmartPLS software version 4.0. This research shows that hedonism and the convenience of shopping directly positively and significantly influence online impulsive buying behavior. Meanwhile, the availability of resources (money) does not significantly influence online impulsive buying behavior. In the moderation relationship, ease of use of e-wallets strengthens the relationship between hedonism and online impulsive buying behavior. Still, it can decrease the relationship between shopping convenience and online impulsive buying behavior. Meanwhile, the ease of use of e-wallets does not influence the relationship between the availability of funds and online impulsive buying behavior.

KEYWORDS
Impulsive buying, hedonism, availability of money, shopping convenience, online shopping behavior

INTRODUCTION
The advancements that are currently taking place in the field of technology throughout the world have brought changes in various aspects of every individual’s
life who enjoys these changes. This is no exception in carrying out routine daily activities or work. According to Yang et al. (2021), the world has witnessed significant changes in the field of wireless and mobile communication systems. These changes have enabled individuals to carry out their daily activities without being constrained by distance and location (Wijayanto et al., 2023; Yang et al., 2021).

The development of technology and its convenience have been welcomed by the business world as well. Business activities can now be conducted on mobile devices, eliminating restrictions based on distance and location between business entities and their customers. This technological development has made commercial activities that conducted through mobile devices becomes normal (Yang et al., 2021), a phenomenon that is also occurring in Indonesia.

Since the early emergence of mobile shopping technology in Indonesia through the Kaskus forum in the early 2000s, more and more businesses in Indonesia have platforms for conducting online transactions with their customers. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII), as of 2021, there were 2,868,178 businesses using e-commerce media to conduct their business activities.

Research by Kemp and Moey (2019) indicates that 90% of internet users in Indonesia use e-commerce platforms to purchase goods or services. Various products can be bought through e-commerce, including food, daily necessities, cosmetics, and other commercial products. One of the most commonly purchased products by e-commerce users is fashion products, such as clothing, shoes, bags, and body accessories, which have become important needs. For many people, fashion products can influence what they wear, how they live, and how they perceive themselves (Tirtayasa et al., 2020). Many phenomena demonstrate how important fashion is to some people, from the daily "Outfit of The Day" trend showcasing various daily fashion styles to the emergence of thrifting or second-hand clothing. Thrifting was traditionally associated with consumers from lower-income backgrounds, but it has become a trend in fashion, indicating that fashion is now a significant focus for many people (Khando et al., 2022).

The rapid evolution of the fashion industry is also supported by technological and information advancements within society. Fashion products rank among the top three most frequently purchased items by internet and e-commerce users. The Central Statistics Agency (BPS) in its 2022 publication revealed that fashion products ranked second in terms of the most frequently purchased items by consumers, following food and beverages at 16.25%, with household goods in the third position at 9.67%. These statistics show that fashion has become a necessity for consumers. As Darmaningrum and Sukaatmadja (2019) point out, continuous changes in the fashion world make consumers want to keep up with the changes, as it reinforces their identity within their social environment (Darmaningrum & Sukaatmadja, 2019).

With consumers’ awareness to follow current trends and the convenience provided by businesses in delivering products through e-commerce, unplanned purchases are likely to occur. Pratminingsih et al. (2021) suggest that the ease and efficiency offered by online shopping, combined with various attractive offers, lead consumers to make impulsive purchases (Pratminingsih et al., 2021).

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Impulsive buying refers to consumers in making quick decisions to purchase without extensive deliberation. Impulsive buying decisions are often influenced by various stimuli. Technologies that facilitate the inflow of new information from the outside the world also impact a person's lifestyle (Ferdiansyah & Triwahyuningtyas, 2021). Convenience, practicality, diverse information, and online advertisements influence consumers psychologically. However, at certain stages, consumers may make unplanned or poorly considered purchases, giving little thought to the utility of the items they buy (Tupamahu & Balik, 2020). According to Ahmadi (2020), current technology, which provides various conveniences, makes lifestyles more dynamic and encourages people to meet the demands of their lifestyles. In this era of social media, individuals are often seen as self-centered and seek immediate gratification (Nagadeepa & Shirahatti, 2021). In the normal purchase process, consumers typically go through several stages before deciding to buy a product, including product recognition, searching for information about the product and its alternatives, evaluating and comparing alternative products, and finally making the purchase (Nagadeepa & Shirahatti, 2021). However, when consumers get caught up in impulsive behavior, they skip several of these normal purchase stages. In such cases, consumers purchase based on their desires rather than their needs (Ahmadi, 2020).

Many factors drive consumers to exhibit impulsive behavior when shopping online. Apart from the ease provided by technological advancements as an external factor, several internal factors can also drive consumers to shop online impulsively. One such stimulus is the motivation of hedonism. Hedonistic motivation in shopping involves the emotional factors that often attract consumers to the products (Arfani, 2020). Essentially, humans have a motivation to pursue pleasure and avoid discomfort (Williams, 2019:53). This motivation is reflected in shopping situations. When consumers find shopping enjoyable and joyful, they will likely be motivated by hedonism. Previous research by (Tuzzahra & Tirtayasa, 2020) showed that hedonism significantly influences impulsive online shopping behavior. Similar results were supported by subsequent research by Sitindaon and Hussein (2022), which found that hedonism significantly affects impulsive online shopping behavior.

Apart from hedonistic motivation, other internal factors that influence consumers’ decisions to shop impulsively are resource availability and shopping convenience. The availability of resources, in this case, financial resources, can also drive consumers to make impulsive online purchases. The availability of money represents the financial capability of the buyer to purchase a product at a certain price (Arfani, 2020). The more money consumers have, the easier it is for them to make purchases, whether it’s for a small or large number of items. This is consistent with research conducted by Husnain et al. (2019) and (Anas et al., 2022), which concluded that the availability of money significantly affects impulsive shopping behavior.

Furthermore, another stimulus that can make someone act impulsively when shopping online is the convenience of online shopping. Convenience in online shopping is related to the freedom to make purchases without being constrained by time and geography (Gulfraz et al., 2022). Convenience in shopping arises when consumers feel joy and happiness while engaging in online shopping activities. A comfortable, enjoyable, and secure feeling while shopping online can increase
customer’s trust in an online store (Cahyani & Artanti, 2023). This trust can encourage consumers to make repeated purchases. In the online shopping environment, comfortable consumers often find pleasure in spending time browsing for the products they desire (Putra & Adam, 2020). Research conducted by Darmawan and Putra (2022) indicated that online shopping convenience online significantly influences online impulsive buying behavior (Darmawan & Putra, 2022). This finding was supported by the research by Gulfraz et al. (2022), which stated that shopping convenience significantly influences consumer’s behavior in online shopping (Parameswaran & Islam, 2022).

These stimuli that affecting consumer’s behavior in online shopping are also supported by the increasing prevalence of digital payment technologies. Digital payment systems are the methods of conducting transactions using digital technology and media, such as gadgets and the internet. In Indonesia, various digital payment methods have emerged and are being used by consumers to make payments. According to the official Bank BRI website, there are four types of digital payment methods in Indonesia. These four payment methods include electronic money, internet banking, mobile banking, and e-wallet. Through the current digital payment methods, consumers experience the ease in conducting payment transactions, as they no longer need to meet in person with the seller (Darma & Noviana, 2020). In this study, digital payment methods are proxied with e-wallets (e-wallets).

The use of e-wallets has several benefits, including facilitating payments and being suitable for small transactions. Previous research conducted by Handayani and Rahyuda (2020) found that the ease of using digital payment methods can reinforce consumers' impulsive behavior in online shopping. These findings align with the research conducted by Akhil and Tajamul (2022), which also suggests a significant impact of the ease of using digital payment methods on consumers’ impulsive behavior in online shopping.

Based on the background described above, the researcher aims to examine how hedonism, resource availability, shopping convenience, and the ease of using digital payment methods can influence consumers’ impulsive behavior in online shopping under the research title "Online Impulsive Buying Behavior (OIBB) Influenced by Hedonism, Resource Availability, and Shopping Convenience Moderated by the Ease of Using Digital Payment Methods."

The results of this research are expected to provide insights, references, and information regarding the influence of hedonism, resource availability, shopping convenience, and the ease of using digital payment methods on online impulsive buying behavior. It also serves as a comparison for future research. In the field of practice, this research is expected to provide additional information about the factors influencing consumers’ impulsive behavior in online shopping. Therefore, individuals acting as customers can make more informed purchasing decisions.

**Literature Review**

1. Consumer Buying Behavior

According to Nagadeepa et al. (2021:3), consumer behavior in the context of purchasing activities is defined as what consumers do to fulfill their needs. This behavior can also be understood as how consumers utilize resources such as time, resources, and other influences on their decision-making process. Consumers’ behavior is significantly influenced by factors such as personal characteristics, external influences, and situational factors. Therefore, understanding consumer behavior is crucial for marketers to create effective marketing strategies.
money, and energy to acquire the products they intend to buy. Consumer buying behavior can be categorized into several types based on consumer involvement in purchase decisions and their interest or importance in certain product situations. These categories of consumer behavior include:

**Routine Response Behavior**
Routine response behavior occurs when consumers purchase the products that don't require repeated consideration. Consumers don't need to put much thought into these purchases because the associated risks are minimal. This behavior is typical when consumers buy necessities or household supplies, where little information is needed before purchasing.

**Extensive Decision-making Behavior**
This type of behavior is often observed when consumers buy the unfamiliar or relatively expensive products with significant decision-making considerations. The level of risk associated with these purchases influences the time consumers take to make their decisions. In such situations, consumers seek information through various channels, such as online research, consulting friends and family, or visiting physical stores. An example of this behavior is when consumers buy electronic gadgets or vehicles.

**Limited Decision-making Behavior**
Limited decision-making behavior occurs when consumers buy products they don't routinely purchase. In such cases, consumers seek information but usually make a relatively quick decision, as the associated risks are insignificant. An example is when someone decides to purchase cosmetics; they may conduct brief research on brands or product types before buying.

**Impulse Buying Behavior**
Impulse buying behavior, also known as emotional buying, happens when consumers are suddenly urged to purchase a product or service, even if it was not previously planned. This emotional drive leads consumers to make impulsive purchases without prolonged decision-making (Nurlinda & Yuliyani, 2021).

2. **Online Impulsive Buying Behavior**
Engaging in online impulsive buying behavior (OIBB) refers to consumers making online purchases without considering the priority or necessity of the products (Handayani & Rahyuda, 2020). When individuals exhibit impulsive behavior while shopping online, they make unplanned decisions, often occurring while browsing online shopping websites (Pratminingsih et al., 2021). The availability of e-commerce platforms allows consumers to shop anytime and anywhere, using a mobile device connected to the Internet. According to Heijden (Leo et al., 2021:37), e-commerce today is flexible and interactive, with unlimited potential for communication between individuals (consumers) and companies (sellers). Consumers now use available technology to search and buy desired products or
services. As a result, many online shopping platforms offer features such as saved shopping carts, wish lists, and rewards like discounts, encouraging consumers to make continuous purchases (Mattia et al., 2021). With these features, consumers can search, compare, and customize product lists while enjoying various offered functionalities, including personalized search and social networking (Indrawati et al., 2022). Present-day digital technology enables consumers to perform these tasks quickly and efficiently using their electronic devices. Online shopping typically begins with browsing a website, selecting products, and eventually culminating in a purchase to satisfy wants and needs. Starting by doing these things, consumers will slowly develop impulsive behavior when they shop online.

3. Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is used to study changes in consumer attitudes toward digital payment methods (Kurniasari et al., 2023) (Handoko, 2022). According to (Linge et al., 2023), UTAUT is the most popular model or theory used to explain the general public's adoption and usage of new technology. UTAUT provides a framework to illustrate and explain how consumers or the public respond to emerging technologies and systems (Alduais & Al-Smadi, 2022) (Latifah et al., n.d.).

4. Hedonistic Motivation

Fundamentally, humans possess hedonistic motivation because they seek pleasurable experiences while avoiding displeasure (Williams, 2019). In the context of consumer buying, hedonistic motivation can bring joy and excitement during the act of purchasing (Evangelin et al., 2021). While shopping is generally viewed as a rational activity based on product necessity, utility, and purpose, it can also be a source of satisfaction, enjoyment, and entertainment for some individuals (Marza et al., 2019). Hedonistic motivation in online shopping is seen as the pleasure and entertainment that consumers derive from using technology (Tyrväinen et al., 2020). When consumers engage in online shopping, two related motivational factors come into play: intrinsic motivation and extrinsic motivation (Zheng et al., 2019). In contrast to utilitarian motivation, hedonistic motivation focuses on the emotional experience and self-indulgence in the shopping process (Indrawati et al., 2022).

5. Shopping Convenience

Consumer comfort in shopping primarily relates to factors such as time, location, and effort expended in shopping activities (Djan & Adawiyyah, 2020) (Le-Hoang, 2020). E-commerce and online platforms provide consumers with convenience and flexibility, saving them time and effort (Almarashdeh et al., 2019). In the realm of online shopping, the level of convenience experienced by consumers during the shopping process can influence their choice of online shopping systems (Almarashdeh et al., 2019). Consumer perception of shopping convenience, in essence, relates to how individuals find an activity enjoyable beyond their understanding of the utility of the shopping activity (Cahyani & Artanti, 2023). In this age of rapid technological advancement, consumers have increasingly easy access to various products and services, resulting in shorter shopping times and more spare time.
for other activities (Lina et al., 2022). Therefore, the comfort and convenience provided by online shopping platforms have become a primary reason consumers opt for online shopping. Consumers' desire for comfort increases with less time spent shopping and more attention given to online shopping sites (Almarashdeh et al., 2019). Based on available evidence, convenience has become a significant factor in consumer interactions with product and service providers, influencing consumer loyalty and choices (Lina et al., 2022).

RESEARCH METHOD

The research design encompasses the explanation of the type of research, data type, data collection method, experimentation procedure, and analytical techniques (Abdillah & Hartono, 2015). This study employs a quantitative approach. The data collection method used is the survey method. According to (Sugiyono, 2019), a survey research method is a quantitative research approach used to gather data related to beliefs, opinions, characteristics, behaviors, and the influence of variables and test hypotheses about sociological and psychological variables from a sample from a specific population. Data is collected through non-depth observations (interviews or questionnaires), and the research findings tend to be generalizable (Suharsimi, 2013).

The population and sample are crucial components of this research. According to (Sugiyono, 2019), the population represents a generalization area consisting of objects or subjects with specific quantities and characteristics defined by the researcher for the study and subsequent conclusion. In this study, the chosen population consists of individuals residing or working in the Jabodetabek region, with a sample size limitation of 356 individuals, focusing on female respondents.

The sample is selected based on specified criteria to ensure the research's focus. The sample is a subset of the population (Sugiyono, 2019), and various considerations determine its selection.

RESULT AND DISCUSSION

1. Reliability Test

A construct's reliability can be measured by looking at the composite reliability and Cronbach's Alpha. The construct can be considered reliable if the composite reliability value is >0.600 and Cronbach's Alpha value ≥0.700.

Table 1 Validity and Reliability Construct

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s alpha</th>
<th>Composite reliability (rho_a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hedonism</td>
<td>0.886</td>
<td>0.892</td>
</tr>
<tr>
<td>Resource Availability</td>
<td>0.757</td>
<td>0.759</td>
</tr>
<tr>
<td>Shopping Convenience</td>
<td>0.930</td>
<td>0.932</td>
</tr>
<tr>
<td>Online Impulsive Buying Behavior</td>
<td>0.864</td>
<td>0.864</td>
</tr>
<tr>
<td>Payment Method Digital</td>
<td>0.875</td>
<td>0.876</td>
</tr>
</tbody>
</table>

Source: Data processed

Table 1 shows Cronbach's Alpha and composite reliability values for each variable processed with SmartPLS version 4.0. The table above showed that
Cronbach's Alpha value for each variable is greater than 0.700, and the composite reliability value for each variable is greater than 0.600. The results of the tests prove that every construct in this study has fulfilled reliability test requirements.

2. Inner Model Testing

The hypothesis in study was measured by evaluating the inner model processed with SmartPLS Version 4.0 software (Ghozali, 2021). The inner model testing or structural model describes the influence of causality between latent variables are constructed based on substance theory (Abdillah and Jogiyanto, 2015: 188).

Coefficient Determination Test (R²)

Coefficient value determination (R²) is the value that used to measure the variation level of independent variable changes against the dependent variable. The higher the value of R² then the better the model prediction from the research model (Abdillah and Jogiyanto, 2015: 197). In general, the value of R² is classified into three groups. The groups are substantial or strong if R² value reached 0.750, moderate if R² value reached 0.500, and weak if the R² value reaches only 0.250 (Hair Jr et al., 2021). Below is the table showing the value of coefficient determination (R²) from this research model.

Table 2 Coefficient Test Results Determination

<table>
<thead>
<tr>
<th></th>
<th>R-square</th>
<th>R-square adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>0.716</td>
<td>0.710</td>
</tr>
</tbody>
</table>

Source: Data processed

Table 2 shows that the coefficient determination (R²) value of this research is 0.710 or 71%. This value interprets that the ability of each independent variable used in this study is which are hedonism, resource availability, shopping convenience, and the ease of use of digital payment method own strong ability or substantial in explaining online impulsive buying behavior. Meanwhile, the remaining 29% explanations were influenced by other factors which don’t used as independent variable and moderation in this study.

Path Coefficient Test

Path coefficient was measured through bootstrapping calculation process. The test was performed to see the relation between one variable latent with hypothesis that proposed (Santosa, 2018). Based on the theory by (Hair Jr et al., 2021) path coefficient stated significant if the P Value reaches 0.050 or 5%.

Table 3 Path Coefficient Test Results

|       | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|-------|---------------------|-----------------|---------------------------|--------------------------|----------|
| X1 -> Y | 0.839               | 0.850           | 0.081                     | 10,344                   | 0.000    |
| X2 -> Y | 0.000               | 0.004           | 0.058                     | 0.005                    | 0.996    |
| X3 -> Y | 0.253               | 0.252           | 0.081                     | 3,115                    | 0.002    |

Online Impulsive Buying Behavior (OIBB) Influenced by Hedonism, Resource Availability, and Shopping Convenience Moderated by the Ease of Using Digital Payment Methods
Table 3 shows the significant value of each independent variable against the dependent variable. Apart from being able to be seen from table 3, the result of each path coefficient in this research model can be seen in Figure 1 below.

1. Hedonism to online impulsive buying behavior
   Hedonism (X1) the path value of 0.839 and significance value (P Values) of 0.000 which means that hedonism (X1) has a positive and significant influence to online impulsive buying behavior (Y). Based on these results, can be concluded that H1 is accepted.

2. Resource availability to online impulsive buying behavior
   Resource availability (X2) which is proxied by money availability shows that the path coefficient value is of 0,000 and the significance value is 0.996. based on the results, the resource availability (X2) which is proxied by money availability is not influential in a significant way to online impulsive buying behavior (Y). So that H2 is rejected.

3. Shopping convenience to online impulsive buying behavior
   Shopping convenience (X3) shows the value of path coefficient is 0.253 and the significance value is 0.002. The result interprets that shopping convenience
convenience (X3) has a positive and significant to online impulsive buying behavior (Y). Based on the results the can concluded that H3 is accepted.

4. The ease of using digital payment method as a moderator between hedonism and online impulsive buying behavior

Through table 3 and figure 1 are shown that influence the ease of using digital payment method as moderator variable between the influence of variable hedonism (X1) and online impulsive buying behavior (Y) has the path coefficient of 0.263 and significance value of 0.000. That results interpret that the ease of using digital payment method has a positive and significant influence connection between hedonism and online impulsive buying behavior. This concluded that H4 is accepted.

5. The ease of using digital payment method as a moderator between resource availability and online impulsive buying behavior

Path coefficient of the ease of using digital payment method between the relation of resource availability (proxied with e-wallet) and online impulsive buying behavior shows the value of 0.065, and the significance value is of 0.219. Based on the results, it can be interpreted that the ease of using digital payment method has no significant influence between resource availability (X2) which is proxied by with e-wallets and online impulsive buying behavior(Y). It can be concluded that H5 is rejected.

6. The ease of using digital payment method as a moderator between shopping convenience and online impulsive buying behavior

In table 3 and figure 1 it is also shown the path coefficient value and significance value of the ease of using digital payment method as moderating variable between shopping convenience and online impulsive buying behavior. The value of path coefficient is -0.257 with significance value of 0.001. That value interprets that when there is an increase in moderating variable, it can decrease the strength of relation between shopping convenience and the ease of using digital payment. With this result, can be concluded that H6 is accepted.

Effect Size Test

Measurement to effect size was performed by comparing R-square value when a variable was entered into the path model and when the same variable ignored (Santosa, 2018). The test is done to determine how much independent variable can influence dependent variable. According to Kenny in Hair et al. (2021), the value of effect size (F2) that recommended to use in a moderating research are 0.005 (weak), 0.010 (moderate), and 0.250 (high). In this research the value of effect size (F 2) obtained is as written in the table below.

<table>
<thead>
<tr>
<th>Table 4. Effect Size Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Impulsive Buying Behavior</td>
</tr>
<tr>
<td>Hedonism</td>
</tr>
<tr>
<td>Resource Availability</td>
</tr>
<tr>
<td>Shopping Convenience</td>
</tr>
<tr>
<td>Digital Payment Method → Hedonism</td>
</tr>
<tr>
<td>Online Impulsive Buying Behavior</td>
</tr>
</tbody>
</table>

Online Impulsive Buying Behavior (OIBB) Influenced by Hedonism, Resource Availability, and Shopping Convenience Moderated by the Ease of Using Digital Payment Methods
In the table above showed that each variable has diverse strengths to dependent variable. Independent Variable of hedonism (X1) has the effect size of 0.482 which means that variable X1 has high influence or strong to variable Y. Meanwhile, the independent variable of resource availability (X2) has the effect size of 0.000 which means that variable X2 has weak influence to variable Y, and variable shopping convenience (X3) has the effect size of 0.31 which indicates that variable X3 has moderate influence to variable Y. Other results are also shown the influence of moderating variable the ease of using digital payment method (Z) in the influence between hedonism resources availability and shopping convenience to online impulsive buying behavior. Each effect has the value of 0.058, 0.010, and 0.052 which means that the moderating variable of the ease of digital payment method own moderate effect to influence the relation between hedonism (X1), resource availability (X2), and shopping convenience (X3) with online impulsive buying behavior (Y).

DISCUSSION
1. Influence Hedonism to online impulsive buying behavior

Through testing that has been done, the results showed that hedonism in a positive way has a significant and strong effect to influence online impulsive buying behavior because it has significant value of 0.000 (Sig < 0.005), original sample or path coefficient of 0.839, and F value 2 of 0.482. This result in line with the study that previously done by (Tirtayasa et al., 2020) who said that hedonism motivation influence the online impulsive buying behavior. Similar results were also shown in research conducted by (Sitindaon & Hussein, 2022), (Utami et al., 2021) (Helmi et al., 2023). These study showed that hedonism also has significant effect to influence online impulsive buying behavior. Coefficient value of 0.839 also means that every time there is an increase equal to 1 point in the hedonism variable then it will strengthen influence between hedonism motivation to online impulsive buying behavior by 0.839 points.

The significant effect that occurs between hedonism motivation to online impulsive buying behavior could happen because the hedonism motivation is about the desire of somebody or individual to get the pleasure (Williams, 2019). Individuals who have the hedonism motivation while in shopping, will feel the pleasure and enthusiasm (Evangelin et al., 2021). In the context online shopping individuals who have this motivation see that online shopping is an entertainment and pleasure that they get it from the using of technology (Tyrväinen et al., 2020). Hedonism motivation in online shopping has six indicators. These indicators are adventure shopping, gratification shopping, idea shopping, role shopping, social shopping,
and value shopping. These indicators describe how individuals or consumer see the shopping activity as an activity that provide pleasure within themselves. Hedonism motivation has the focus to things about entertainment and comfort. The higher the hedonism value that consumers or individual has, the greater the positive emotion that will be felt by consumers when in shopping activity (Helmi et al., 2023).

2. Influence of Resource Availability to Online Impulsive Buying Behavior

Resource availability that proxied with availability of money shows the meaningful results that variable this variable has no effect in a significant way to influence the online impulsive buying behavior (Sig > 0.005). This result is not in line with the study previously done by (Wijaya & Setyawan, 2020), (Tuzzahra & Tirtayasa, 2020), and Azmy et al. (2022) which showed that availability of funds has significant influence to online impulsive buying behavior.

Basically, the availability of money owned by consumers is one possible factor to determine the decision of purchases in the future. This is because the availability of money is interpreted as capabilities possessed by consumers in fund to purchase something or product on a certain price (Azizi et al., 2020). However, based on the results obtained in testing that has been done, there might be other possibility that cause the availability of money is not influential to online impulsive buying behavior. The possibility that might happen is respondents in this study do not use their income or money that they have only to follow the evolution in the fashion industry.

Based on the data that was successfully collected from the 340 respondents, most of the respondents answered that they own sufficient income or extra income to buy the fashion product that they want or find on the e-commerce or online shop. However, in the situation where the availability of money owned by the respondents has no influence to online impulsive buying behavior, it brings up possibility that respondents use their money in a wise way. Respondents do not have an impulsive action when they decided to buy the fashion product they find on the online platforms. According to the previous study by Pujiastuti et al. (2022) and Aulia et al. (2023) consumers who have a good literacy in financial can be spared from impulsive behavior. Because financial literacy related with the psychological factors that influence someone’s financial behavior, especially in the taking of decision that related with financial that will affecting on the decline impulsive buying behavior (Aulia et al., 2023). The awareness to behave wisely in using their money can become a reason why availability of money is not influential to behavior online impulsive buying behavior.

3. Influence of Shopping Convenience to Online Impulsive Buying Behavior

The shopping convenience showed positive and significant results in its influence on online impulsive buying behavior (Sig <0.005). This result is in line with the study that was previously done by Lina et al. (2022). The study showed that shopping convenience has a significant influence to online impulsive buying behavior. Other studies are also done by Darmawan and Putra (2022), and showed the result that shopping convenience have a positive and significant influence to online impulsive buying behavior (OIBB) Influenced by Hedonism, Resource Availability, and Shopping Convenience Moderated by the Ease of Using Digital Payment Methods.
impulsive buying behavior. The path coefficient value of 0.253 shows that every
time there is an increase in shopping convenience variable equal to 1 point, then it
will strengthen the influence of shopping convenience to online impulsive buying
behavior at the point of 0.253.

Online shopping convenience becomes one important factor for consumer at
the moment they will decide to make the purchase. The convenience that the con-
sumer expected when they make a purchase on the online platforms covers the eas-
iness and how fast the service they will get started from the early stages of the pro-
cess until they finally get the product. Therefore, in the context of online platform,
the shopping convenience for consumer can be measured with several indicators
like access convenience, search convenience, possession convenience, transaction
convenience, relationship convenience, evaluation convenience, and post-posses-
sion convenience. These seven indicators describe what service that consumers ex-
pect for them when it comes to shopping on the online platforms. According to
Darmawan and Putra (2022) the comfort that was felt by consumers when they do
the online shopping will make, they take the purchase decision easier. This is be-
cause the convenience that consumer feel, can bring up the encouragement for mak-
ing purchase. So that consumer will tend to purchase in an impulsive way.

4. Influence of The Ease of Digital Payment Use as Moderating Between
   Hedonism and Online Impulsive Buying Behavior

The ease of using digital payment method proxied with e-wallet give signifi-
cant influence as moderating variable between hedonism and behavior online im-
ulsive buying behavior. It showed through the result from the significance value
in path coefficient test is equal to 0.000 (Sig < 0.000). Path coefficient value of
0.263 shows that every time there is an increase by 1 point on the easiness of using
e-wallet will resulting in an increase of the strong influence between hedonism and
online impulsive buying behavior in the amount of to 0.263 points.

This result in line with the research that has been done previously by
(Adhiyani & Indriyanti, 2020), (Sari et al., 2021), and (Wei et al., 2023) about the
direct influence between the use of e-wallet as the digital payment method and
online impulsive buying behavior. The studies said that the use of e-wallet as pay-
ment method that possibly used by consumers in shopping online, give a significant
influence to online impulsive buying behavior.

Payment method with using e-wallet is a popular method used by consumers
who do purchase through online platforms. According to data presented by East
Ventures in their publication in 2023 using e-wallet as the payment method with
occupy the first position as the most used payment method by consumers who shop
in an online platforms.

Meanwhile, the convenience provided by e-wallet can be felt by the user also
become a reinforcing factor that influence the relation between hedonism and online
impulsive buying behavior. Hedonism is a motivation that comes from within a
person to avoid various unpleasant things (Williams, 2019). In other words, this
motivation makes someone look for various things that make them feel happy.
Based on research conducted by Sari et al. (2021) the use of e-wallet as a payment
method when making an online purchases makes it easy for users. Apart from that,
e-wallet service providers often provide promotions in the form of discounts when the users making payments. Entire benefits obtained by consumers when using e-wallet as a payment method when making online purchases, brings a feeling of pleasure and comfort for consumers. Thus, it can encourage consumers to make impulse buying.

5. Influence of The Ease of Digital Payment Use as Moderating Between Resource Availability and Online Impulsive Buying Behavior

In terms of the influence between resource availability and online impulsive buying behavior, the ease of using digital payment method that proxied by e-wallet shows an insignificant result (Sig > 0.005). This result means that the ease of using e-wallet do not have an influence on strengthening or weakening the influence between resource availability and online impulsive buying behavior.

This result is not different from the result of the direct influence between resource availability and online impulsive buying behavior measurement, which also showed an insignificant result. However by looking by at the significance value of moderating variable on the influence between availability of money and online impulsive buying behavior in the fashion industry sector, there is increase in the significance value compared to the direct influence between availability of resource that proxied by money and online impulsive buying behavior. The significance value after existence of moderating variable was introduced fell to 0.219, make it closer to the maximum significance value limit which is 0.005. This can be interpreted that the convenience provided by the e-wallet payment system is slowly starting to have an influence on the relation between the availability of money and consumers' online impulsive buying behavior.

Meanwhile, the reason why the ease of use of e-wallet does not affect the influence between the availability of money owned by consumers and online impulsive buying behavior could have many possibilities. However, through the data that has been collected from 340 respondents in this research, the possibilities that could occur are as follows:

1. Respondents in this study were not influenced to behave impulsively in purchasing fashion products. By looking at the survey results of 340 respondents that were collected, the majority chose to use e-wallet as a payment method because it is easier and more practical to use. However, the possibility that can happen is that consumers who use e-wallet as a payment method when shopping online are not those who have the impulsive behavior in shopping online for fashion product. This is possible when consumers have good financial literacy or knowledge about finance, so they are able to form a good attitude in purchasing decisions (Pujiastuti et al., 2022). Consumers have considerations to use the money they have by not purchasing fashion products just to fulfill their desires. So that the emergence of e-wallet and the various conveniences and benefits they offer, do not make consumers become impulsive when making online purchases of the fashion product.

2. Meanwhile, the second possibility is about the number of the respondents who show impulsive behavior in online shopping for fashion products. In the survey that was conducted, it was shown that the majority of respondents had
indications of impulsive behavior when buying fashion products through online platforms. However, in this situation the possibility that could occur is due to the existence of another payment method using the paylater. This payment method is no less popular, used by consumers as a payment method when making purchases via online platforms. In a publication conducted by East Ventures in 2023, it was shown that the payment method using paylater was in fifth position, with a user percentage of 32%. Meanwhile, a survey conducted by the Katadata Insight Center together with Kredivo showed that the customers using the paylater payment method increased compared to last year, from 10.2% to 16.2%. This happens because by using paylater, consumers can continue to buy the products they want or need without necessity to have sufficient money when deciding to buy the product. So that, with the emergence of other payment methods that are more attractive to consumers, the various conveniences provided by the e-wallets as a payment method cannot have a significant influence on the relation between the availability of money and online impulsive buying behavior.

6. Influence of The Ease of Digital Payment Use as Moderating Between Shopping Convenience and Online Impulsive Buying Behavior

The ease of use of e-wallet payment method has a negative and significant influence on the relation between shopping convenience and online impulsive buying behavior (Sig < 0.005). The path coefficient value of -0.257 shows that every time there is an increase in the value of 1 point in the ease of use of e-wallet, it will have an impact on weakening the influence between shopping convenience and online impulsive buying behavior.

The result is different from the result of previous research which tested the direct influence between the ease of use of digital payment method and online impulsive buying behavior. In the previous research conducted by Sari et al. (2021) and (Adhiyani & Indriyanti, 2020) shows that the existence of e-wallet that makes payment activities easier has a positive and significant influence on online impulsive buying behavior.

One indicator that influences customer’s comfort in shopping through online platforms is transaction convenience. In the research conducted by Lina et al. (2022) said that the transaction convenience or convenience in transactions includes privacy and transaction security issues. The existence of problems with these two things can reduce customer’s comfort levels when shopping via online platforms. According to Shankar and Rishi in Lina et al. (2022) the risk of losing money and leaking financial information can eliminate customers' interest in making transactions. It supported by a survey conducted by the Katadata Insight Center survey institute together with the Ministry of Communication and Information (Kominfo) which showed the result that e-wallets are one of the most vulnerable financial products to personal data leakage with a percentage of 36.6%. With the issue regarding the security of customers' personal data and financial information when using e-wallets, it is very possible that the various conveniences offered by e-wallet services cannot strengthen or increase the significance of the influence between shopping convenience and online impulsive buying behavior.
CONCLUSION

Based on the research conducted on 340 respondents and the results explained, several key conclusions can be drawn. Firstly, hedonism and shopping convenience are the factors that influence online impulsive buying behavior when consumers make purchases. Consumers motivated by the desire for pleasure and comfort tend to engage in impulsive online purchases, as online shopping platforms offer various features that make it easy and effortless to find and buy desired products, fostering a sense of comfort and encouraging continued impulsive buying. Secondly, the availability of money, as proxied by e-wallet, does not consistently influence consumer’s online impulsive buying behavior. Consumer awareness and responsible spending play a crucial role in preventing impulsive buying. Thirdly, the ease of using digital payment method, especially e-wallets, reinforces the relation between hedonism motivations and impulsive shopping behavior, as the joy and satisfaction derived from using e-wallets motivate consumers to continue impulsive shopping. Fourth, the ease of using the digital payment methods does not significantly affect the connection between money availability and online impulsive buying behavior, as consumers are increasingly aware of the need for responsible spending. Fifth, the ease of using digital payment methods can inhibit the relation between shopping convenience and online impulsive buying behavior due to security concerns, as consumers may feel uncomfortable and hesitant to use e-wallets for online transactions, reducing their desire to make impulsive purchases. Finally, hedonism motivation emerges as the most influential variable in driving online impulsive buying behavior, both directly and when moderated by the ease of using digital payment methods, strengthening the connection between hedonism and impulsivity.

In doing study this still there is limitations as well as shortcomings and needs for perfected. Following is limitations in this research: 1. Variables used in this research are limited only to hedonism, availability of money, shopping convenience, and the ease of using digital payment method, and online impulsive buying behavior. 2. The area that became object study only limited to the Jabodetabek area and fashion industry sector. 3. Sampling took more respondents from the female gender group.

REFERENCES


Online Impulsive Buying Behavior (OIBB) Influenced by Hedonism, Resource Availability, and Shopping Convenience Moderated by the Ease of Using Digital Payment Methods


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