

The Influence of Marketplace and Lifestyle on Consumer Impulse Buying Behavior of UIN Ar-Raniry Aceh Students

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ABSTRACT

The development of the globalization era supported by technological advances is increasingly rapid. Especially with the rise of marketplace development in Indonesia. One of the functions of the marketplace is as a medium to fulfill daily needs, including lifestyle. The ease of access offered allows users to open the marketplace anywhere, and the variety of products and attractive offers available can encourage students to make impulse purchases unconsciously. The purpose of this study was to determine the effect of Marketplace and Lifestyle on Impulse Buying Behavior of Student Consumers of Ar-Raniry State Islamic University Aceh. The approach used by researchers is a quantitative approach. Hypothesis testing using multiple linear regression analysis methods and classical assumption testing on 112 respondents. The type of data collected is primary data by distributing questionnaires via google form to students of Ar Raniry Aceh State Islamic University. The results of this study concluded that partially marketplace variables have a significant effect on impulsive buying and lifestyle variables also have a significant effect on impulsive buying. Furthermore, simultaneously marketplace and lifestyle variables have a positive effect on impulsive buying.

INTRODUCTION

People have varied needs according to their abilities and economic strata. Therefore, producers create many products to meet the demand for consumer needs. Products are everything that producers create that can be marketed in meeting the needs of life (Trulline, 2021). To meet the needs of people's lives, producers not only market their products directly. However, producers utilize the sophistication of technology that exists today, one of which is using internet services (Kusnadi et al., 2023).

Internet services are accessible to the general public due to its massive development and relatively low cost. From the survey results of the Indonesian Internet Service Providers Association (APJII), it can be concluded that in early 2023, the number of internet users in Indonesia reached 212.9 million people. This number shows growth compared to the same period in the previous year. This increase in usage occurred along with changes in the behavior pattern activities of the Indonesian people who previously shopped directly, which turned into a hybrid system. The hybrid system referred to in this context is a multiple system in which a business activity is carried out both offline and online. The implementation of online business activities is the marketplace (Ilmiyah & Krishnawan, 2020).

In the growing marketplace in Indonesia, they offer many services. One of them is the qualified service and expertise of the seller in serving buyers through a short chat column. With the ease of these services, it can make buyers interested and even tend to buy products excessively, with emotions and without thinking long (Impulsive Buying) (Kasanah & Fikriyah, 2021).

Impulsive buying behavior can also be explained as a change in behavior that occurs when consumers encounter a product that immediately triggers desire and manages to get it quickly (Khair et al., 2023). The occurrence of impulsive buying can be influenced by a comfortable atmosphere in the store, attractive display displays, and sales promotion strategies such as discounts and bonus packs, all of which have a major influence on the purchasing decision of a potential consumer. Consumer needs play a significant role in lifestyle patterns which cause shopping to become one of the most popular activities to meet their needs (Oktavia et al., 2022).

Islam as a perfect religion determines the limits in consumption and lifestyle that have been regulated in Q.S Al-Isra [17] verse 26. By referring to the verse, it is explained that Muslims use their wealth in the way of Allah SWT and avoid the use of wealth with waste. Therefore, Muslims should utilize their wealth in accordance with existing needs (Widyayanti, 2019).

Impulsive buying is very much found among teenagers and students. This happens because there is not enough awareness and ability to control emotions or desire to shop, especially with promos and other online vouchers in the marketplace. With the development of marketplaces in Indonesia, students can now easily fulfill their needs. Some examples of marketplaces operating in Indonesia include Shopee, Lazada, Tokopedia, and others.

In an effort to attract consumers of all age groups, marketplaces have been developing innovative features, one of which is the shopping broadcast feature that is specifically designed to create a shopping experience that is not only interactive, but also entertaining for users. With this feature, users can experience a more lively and dynamic shopping experience, creating a stronger bond between consumers and the online shopping platform.

In addition, to attract customer attention, the marketplace offers free shipping vouchers and holds regular discount promotions every month, to customers who access it. Promotion is a marketing planning strategy with the aim of building relationships with consumers. Promotion includes stages of interaction with producers and consumers (Sulistiani, 2017).

In this modern era, consumers' increasing need for fashion is influenced by their lifestyle patterns. Shopping lifestyle is the behavior of consumers that appears in their product selection and purchases, reflecting their attention to personal responses and opinions on these products. In this context, consumer behavior indicates that they consider shopping for fashion products as a manifestation of their attitudes towards brands, advertising influence, and personality (Hartanti et al., 2022).

Among students, there are various methods used to fulfill their modern lifestyle needs, which involve activities such as shopping online and shopping in person (Winata et al., 2023). Before buying, consumers need to gather information about the product from various sources for consideration. These sources of information include the influence of family, the majority of friends, membership groups, and other social groups (Nurfitriani et al., 2023). According to information quoted in the sindonews.com article, it can be seen that in the Aceh region, there is a leading Islamic higher education institution, namely Ar-raniry State Islamic University, which was able to achieve outstanding achievements in 2023 by ranking highest as the best university in Aceh Province.

In observations made by researchers at AR-raniry State Islamic University, the use of marketplaces has become one way for them to meet their needs. Because students can easily buy food, clothing, college books, and other items without having to leave their campus or residence.

LITERATURE REVIEW

Impulsive Buying

Impulsive buying is an action taken without prior planning and tends to be connected to a variety of unconscious motives, often accompanied by feelings of pleasure and enthusiasm. Two distinctive features of impulsive buying, namely its unplanned nature and the drive and excitement that accompany it. Impulsive buying is different from purchases made out of habit or due to the influence of certain time factors (Pusparini & Soelistyowati, 2023).

According to Bayley dalam Liantifa & Haryono, (2022) indicators on impulsive buying, including:

1. Spontaneous purchase.
2. Purchase without thinking about the consequences.
3. Purchases influenced by emotional state.
4. Purchases influenced by attractive offers.

Marketplace

Aliansya & Nurhadi, (2022) explains that a marketplace is a platform that acts as a place to carry out the process of buying and selling goods and services to buyers. Generally, a marketplace takes the form of an electronic or online market where interactions between sellers and buyers are carried out through internet media. The marketplace functions as an intermediary between sellers and buyers through a website

with the aim of providing a place for legal meetings and transactions between the two (Dewa & Setyohadi, 2017).

According to Syauqi et al., (2022) said that there are several indicators of the marketplace including:

1. *Cashback*
2. *Flash sale*
3. *Tagline*
4. *Paylatter*
5. *Promotional video*

Lifestyle

Lifestyle can be defined through a person's activities, interests and opinions. It can also be described through how a person treats the environment and others, including how they manage their finances and spend their time. The daily activities chosen by individuals reflect their lifestyle and reflect the individual's interests and preferences (Aulianingrum & Rochmawati, 2021).

According to Afifah et al., (2021) indicators on a person's lifestyle can be seen as follows:

- a. Products and brands
- b. Advertising and Imitation
- c. Advances in science and technology
- d. Neighborhood and Association.

METHODOLOGY

This research uses a descriptive quantitative method by applying the case study method. According to Arikunto, (2013) descriptive research is a type of research that aims to provide a comprehensive description and explain certain social phenomena or realities. Meanwhile, the purpose of the case study approach is to present a detailed description of the background, properties, and special characteristics of a case or individual. The information can then be applied to make generalizations or general conclusions.

Population and Sample

According to Sugiyono, (2018), population refers to a generalization area that includes objects and subjects with certain qualities and characteristics that researchers set for study, and from which researchers can make conclusions. The population in this study consisted of all students of Ar-Raniry State Islamic University.

The sample is a small part of the entire population, so the sample selection process is based on predetermined considerations (Sugiyono, 2018). The sample in this study were students of Ar-Raniry State Islamic University in generation Z totaling 21,472. The determination of the sample size in this study using the Slovin formula.

$$n = \frac{N}{1 + N(e)^2}$$

Data Collection

Research data includes all information and numbers that can be used as a basis for compiling information. In this research, the type of data utilized is primary data. Primary data refers to information collected by researchers directly from the primary source or

location of the object of research. In other words, primary data is information obtained directly from the field and requires additional processing by the researcher. As an example of primary data in this study, researchers used a questionnaire distributed to respondents through the google forms platform.

The sampling method used in this study is nonprobability sampling technique, which refers to a sampling approach that does not provide equal probability to each element in the population when selecting sample members (Sugiyono, 2016). The nonprobability sampling technique applied in this study is purposive sampling, which means that the selection of sample members is based on special considerations that the respondent has sufficient knowledge to provide answers to the researcher's questions.

Data Analysis

In this research, a data analysis method in the form of a quantitative data analysis approach was used. The quantitative data analysis approach involves the use of numerical calculations to make decisions in dealing with problems. Some of the data analysis techniques applied in this study include: Multiple linear regression analysis, data quality test, classical assumption test and hypothesis testing.

RESULTS AND DISCUSSION

Description of Respondent Characteristics

Respondents based on gender were dominated by women with 68 (61%) respondents. Based on the place of residence, the majority are those who live in boarding houses / rented houses as many as 52 (46%) respondents. Based on the level of marketplace visits, students visit the marketplace 4-7 times as many as 41 (37%) respondents.

Uji Validitas

The following are the results of the validity test based on the distribution of questionnaires carried out as follows:

Table 1. Validity Test Results

Variables	Statement	R count	R table	Description
<i>Marketplace</i> (X1)	X1_1	0,722	0.1857	Valid
	X1_2	0,827	0.1857	Valid
	X1_3	0,758	0.1857	Valid
	X1_4	0,749	0.1857	Valid
	X1_5	0,747	0.1857	Valid
	X1_6	0,483	0.1857	Valid
<i>Lifestyle</i> (X2)	X2_1	0,743	0.1857	Valid
	X2_2	0,772	0.1857	Valid
	X2_3	0,706	0.1857	Valid
	X2_4	0,648	0.1857	Valid
	X2_5	0,712	0.1857	Valid
	X2_6	0,680	0.1857	Valid
<i>Impulsive</i> <i>Buying</i> (Y)	Y1	0,760	0.1857	Valid
	Y2	0,694	0.1857	Valid
	Y3	0,738	0.1857	Valid

Y4	0,526	0.1857	Valid
Y5	0,663	0.1857	Valid

Source: Data Processed (2024).

Based on Table 1, the results of the validity test recapitulation can be stated that the measuring instrument used in this study is declared valid or able to measure the phenomenon under study, with the results of each questionnaire statement per variable showing the Corrected item-total correlation value greater than 0.1857. This shows that the data has met the validity test and can be used in multiple linear regression analysis.

Reliability Test

The following is a table of reliability test results for this research.

Table 2. Reliability Test Results

No	Instrumen	Reliability (Alpha)	Criteria	Description
1	Marketplace (X1)	0,809	0,60	Reliable
2	Lifestyle (X2)	0,798	0,60	Reliable
3	Impulsive Buying (Y)	0,707	0,60	Reliable

Source: Data Processed (2024).

Based on Table 2, the Cronbach's alpha value of each variable is greater than 0.60. These results indicate that each variable is reliable and suitable for testing in this study.

Normality Test

The normality test aims to test whether the data is normally distributed or not. It can be said to be normal if the probability (sig.) > 0.05. Table 3. is a table of data normality tests that have been tested.

Table 3. Normality Test (Kolmogorov)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		112
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.47673795
Most Extreme Differences	Absolute	.064
	Positive	.045
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

Sumber: Data Diolah (2024).

Based on Table 3, the significance of 0.200 is greater than the alpha value of 0.05. This means that the standardized residual values are declared normally distributed.

Multicollinearity Test

Multicollinearity testing by looking at the VIF (Variance Inflation Factor) value in this study is as follows:

Table 4. Multicollinearity Test

Model		Coefficients ^a	
		Tolerance	VIF
1	(Constant)		
	Marketplace	.900	1.111
	Lifestyle	.900	1.111

a. Dependent Variable: Impulsive Buying

Source: Data Processed (2024).

Based on Table 4, the tolerance value of the marketplace variable (X1) is 0.900 > 0.1; and the lifestyle value (X2) is 0.900 > 0.1. This means that the two independent variables do not have multicollinearity. For the VIF value, the marketplace variable is 1.111 < 10 and lifestyle is 1.111 < 10. This means that there is no multicollinearity in these three variables.

Heteroscedasticity Test

The heteroscedasticity test aims to evaluate whether there are differences in the variance of residuals between observations in the regression model. A good regression model is one that does not show heteroscedasticity. The test method used is the spearman test. The method is to compare the significance probability value > 0.05 so there is no heteroscedasticity or vice versa.

Table 5. Heteroscedasticity Test

		Correlations			
		Unstandardiz ed Residual	Marketpla ce	Lifestyl e	
Spearman 's rho	Unstandardiz ed Residual	Correlatio n	1.000		
		Coefficien t			
	Sig. (2-tailed)	.	.931	.807	
	N	112	112	112	
	Marketplace	Correlatio n	-.008	1.000	.313**
		Coefficien t			
Sig. (2-tailed)	.931	.	.001		
N	112	112	112		
Lifestyle	Correlatio n	.023	.313**	1.000	
	Coefficien t				
Sig. (2-tailed)	.807	.001	.		

N	112	112	112
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** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed (2024).

Based on the results of the heteroscedasticity test in Table 4.7, it can be seen that all variables show a significance value greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity in all variables in this regression model.

Multiple Linear Regression

Based on the results of data processing using SPSS, a table of influence between Price Discount and In-store Display variables on Impulse Buying can be made as follows:

Table 6. Multiple Regression Analysis

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.964	1.296		4.601	.000
	Marketplace	.277	.052	.413	5.320	.000
	Lifestyle	.278	.058	.373	4.802	.000

a. Dependent Variable: Impulsive Buying

Source: Data Processed (2024).

Based on the results of multiple linear regression analysis calculations, the multiple regression equation is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 5,964 + 0,277X_1 + 0,278X_2 + \epsilon$$

Description:

Y = Impulsive Buying

α = Constant

$\beta_{1,2}$ = Regression Coefficient

X₁ = Marketplace

X₂ = Lifestyle

The equation model in table 6 can be explained as follows:

- a. The constant obtained is 5.964, meaning that by setting aside the media marketplace (X₁) and lifestyle (X₂) variables, the magnitude of the impulsive buying variable (Y) is 5.964.
- b. The regression coefficient value of the marketplace variable (X₁) is 0.277. This states that the marketplace has an effect on impulsive buying. Every additional 1 value in the marketplace variable (X₁) and other variables are considered constant, the impulsive buying variable (Y) will increase by 0.277 units or by a percentage of 27.7%.
- c. The coefficient value of the lifestyle variable (X₂) is 0.278. It is concluded that lifestyle has an effect on impulsive buying. Every addition of 1 value to the lifestyle variable (X₂) and other variables are considered constant, the impulsive buying variable (Y) will increase by 0.278 units or by a percentage of 27.8%.

F test

Based on the regression test conducted, the calculated F value is obtained as follows:

Table 7. Calculated F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	468.520	2	234.260	37.501	.000 ^b
	Residual	680.900	109	6.247		
	Total	1149.420	111			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Lifestyle, Marketplace

Source: Data Processed (2024).

It is known that F count is 37.501 with a significance of 0.000, F table = 3.08. Thus it is known that F count (37.501) > F table (3.08) with Sig. (0.000) < 0.05, then Ho is rejected and H1 is accepted, meaning that lifestyle and marketplace have a simultaneous influence on students of Ar-Raniry State Islamic University.

Partial Test (T-Test)

Following the results of multiple linear regression testing in this study, the t-statistics are obtained as follows:

Table 8. Partial Test (t test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.964	1.296		4.601	.000
	Marketplace	.277	.052	.413	5.320	.000
	Lifestyle	.278	.058	.373	4.802	.000

a. Dependent Variable: Impulsive Buying

Source: Data Processed (2024).

The known t-table value is 1.981. Based on the research results, it is known as follows:

- a. The t value of the marketplace variable (X1) is 5.320, this means that t count > t table (5.320 > 1.981) with the acquisition of a significant value of 0.000 (0.000 < 0.05) then Ho is rejected and Ha is accepted, meaning that the marketplace variable has an influence on impulsive buying on students of Ar-Raniry State Islamic University.
- b. The t value of the lifestyle variable (X2) is 4.802, this means that t count > t table (4.802 > 1.981) with the acquisition of a significant value of 0.000 (0.000 < 0.05) then Ho is rejected and Ha is accepted, meaning that the lifestyle variable has an influence on impulsive buying on students of Ar-Raniry State Islamic University.

Test Coefficient of determination (R²)

Following the results of the simple coefficient of determination test in this study, the t statistics are obtained as follows. For more details, see table 8 below:

Table 9. Test Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.408	.397	2.49936

a. Predictors: (Constant), Lifestyle, Marketplace

Source: Data Processed (2024).

From the research results, it is known that the R value is 0.638, which means that the relationship between the Independent Variable (lifestyle and marketplace) and the dependent variable (impulsive buying) is 63.8%, which means the correlation is strong. While the Adjusted R Square value is 0.408, which means that the contribution of lifestyle and marketplace variables to the impulsive buying variable in ar-raniry state Islamic university students is 40.8%, while the rest is influenced by other variables not examined.

DISCUSSION

The purpose of this study is to reveal the impact of marketplace and lifestyle on impulsive buying behavior. The following is an in-depth analysis of each variable in this study:

The Influence of Marketplace and Lifestyle on Impulsive Buying in UIN Ar Raniry Students

Based on the results of this study, it can be concluded that there is a positive and significant influence of the marketplace variable on impulsive buying on UIN Ar-Raniry students. This is evidenced by the acquisition of the value of $f_{count} > f_{table}$ ($37,501 > 3.08$) and a significance level smaller than 0.05 ($0.000 < 0.05$), this means that the marketplace

(X1) and lifestyle (X2) variables are simultaneously (together) positively and significantly correlated with impulsive buying on UIN Ar-Raniry students.

The results of the calculation of the coefficient of determination show that the R² (R-square) value is 0.408. This means that the influence of marketplace and lifestyle on impulsive buying is 40.8%. While the rest is influenced by other variables outside of this study, for example, such as price, need for products, social media and reference groups. The results of the study are also supported by the results of research conducted by (Saskia, 2022) which explains that marketplace and lifestyle have a positive influence on impulsive buying behavior.

The Effect of Marketplace on Impulsive Buying in UIN Ar-Raniry Students

Based on the results of this study, it can be concluded that there is a positive and significant influence of the marketplace variable on impulsive buying on UIN Ar-Raniry students. This is evidenced by the acquisition of the t value $> t_{table}$ ($6.478 > 1.980$) and a significance level smaller than 0.000 ($0.000 < 0.05$), this shows that the marketplace is positively and significantly correlated with impulsive buying on UIN Ar-Raniry students.

The regression test results show that the regression coefficient value of 0.277 means that if there is an increase of one unit of the marketplace variable, it will increase by 0.277 units or 27.7% of impulsive buying behavior in UIN Ar-Raniry students. The results of the

study are also supported by the results of research conducted by (Fikri, 2021) which explains that the marketplace has a positive and significant effect on impulsive buying behavior.

The Influence of Lifestyle on Impulsive Buying in UIN Ar-Raniry Students

Based on the results of this study, it can be concluded that there is a positive and significant influence of lifestyle variables on Impulsive in UIN Ar-Raniry students. This is evidenced by the acquisition of the t value $>$ t table ($5,750 > 1,980$) and a significance level smaller than 0.000 ($0.000 < 0.05$), meaning that lifestyle is significantly correlated with impulsive buying, the correlation is positive which states that an increase in lifestyle can increase impulsive buying.

The regression test results also show that the regression coefficient value of 0.278 means that if there is an increase of one unit of the modern lifestyle variable, it will increase by 0.278 units or 27.8% increase in impulsive buying in UIN Ar-Raniry students. The results of the study are also supported by the results of research conducted by (Halimah, 2021) which explains that lifestyle and environment have a positive influence on impulsive buying behavior.

CONCLUSION

This study shows that marketplace and lifestyle variables simultaneously have a significant effect on impulsive buying among UIN Ar-Raniry students. In addition, a more in-depth analysis revealed that the marketplace variable has a partially significant effect on impulsive buying, as well as the lifestyle variable. These findings indicate that students' environmental and lifestyle factors are not only interrelated, but also play an important role in influencing impulsive buying decisions. Thus, a better understanding of these two variables can help in designing more effective and relevant marketing strategies for this target market.

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