

Impulsiveness in Online Era: The Role of Utilitarian and Hedonic Value on Impulsiveness and Impulse Buying Behavior of Batam Community

Fendy Cuandra

¹ Universitas Internasional Batam / Management Faculty / Batam, Kepulauan Riau, Indonesia.
<fendy.cuandra@uib.ac.id>

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ABSTRACT

This study aims to analyze the impulse buying behavior of the Batam City community by examining Utilitarian and Hedonic values that arise due to browsing and online reviews, as well as the influence of a person's impulsiveness. This study used a questionnaire as an instrument of research data collection which obtained 158 research samples who were residents of Batam City. Furthermore, the data is processed and analyzed using the SmartPLS 3.0 program. The results of testing and processing research data identify the influence of impulsiveness and hedonic values on impulse buying behavior, the effect of hedonic values on browsing, and the impact of mediation by browsing on the indirect relationship between hedonic values and impulse buying behaviors. But the results of this study also show a different outcome, namely where utilitarian values do not affect browsing and impulse buying behavior of Batam Community, as well as browsing which shows no mediation impact on the relationship.

Keywords: Utilitarian Value, Hedonic Value, Impulsiveness, Browsing, Impulse Buying Behavior.

1. Introduction

The development of digital technology, especially the internet, of course makes many changes in various fields, one of which is the field of communication and business activities. Indonesia also feels the impact of the development of technology and the internet, this can be marked by an increase in the number of users of smartphones, laptops, and other devices to access the internet. This includes the daily activities of many people who moved online such as online shopping activities so that in Indonesia, there are many emerging e-commerce or also known as online shops as many as 88,1% from the total of internet users (Lidwina, 2021).

The Covid-19 pandemic which has made all activities switch to online has also led to an increase in internet use, this can be seen from the number of smartphone users in Indonesia which increases 89% (Hanum, 2021). The existence of the internet makes it easier for people to search for an information, making many people switch to shopping online, besides the convenience of shopping at online shops is a factor in choosing online shopping (Purba & Dewi, 2015).

This online shopping habit has led to consumer buying behavior who wants an instant

way that is fast and easy. The price of goods on e-commerce is cheap and easy payment methods make consumers buy something without any prior planning, this buying behavior is called Impulse Buying Behavior (Purba & Dewi, 2015), which has the definition of a consumer experiencing an impulse. A sudden, often strong, and persistent desire to buy something immediately. The ease of finding information about products and the existence of online reviews make a person's utilitarian and hedonic value increase. Good information and assessment of the quality, price, and so on about the product further increases the desire and motivation of consumers to buy the product which of course comes from individual's utilitarian and hedonic values (Zhang *et al.*, 2018).

Impulsiveness analysis of consumers can be seen from how high their hedonic value that a person's hedonic level can reflect their emotional value and opportunities in shopping. When someone has a high level of hedonic value, they are more motivated both in terms of needs, pleasure, or just emotional and social satisfaction factors (Cahyono, 2019). Zhang *et al.* (2018), Ratnasari (2019), Hong *et al.* (2021) Ningsih and Andjarwati (2021) state that there is a relationship

* Fendy Cuandra

E-mail addresses: fendy.cuandra@uib.ac.id (Fendy Cuandra)

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between utilitarian values, hedonic values, and impulsiveness to impulse buying behavior by using browsing factors as mediation variable. As a result of these factors, it is necessary to conduct a more in-depth analysis of the relation aspects that affect a person's impulse buying behavior, especially the people of Batam City.

Impulse Buying Behavior

Impulse buying behavior is a buying behavior where consumers make purchases without any intention or planning and immediately make purchasing decisions when they see the product which is often also referred to as an unplanned purchase (Purba & Dewi, 2015). For consumers, this kind of buying behavior is detrimental and has a negative impact because it can lead to excessive or unexpected spending and making ineffective spending decisions (Edy & Haryanti, 2018).

Impulsiveness

Impulsiveness is a condition in which a person acts automatically without thinking further and not thinking about the consequences that will arise. This kind of attitude usually occurs in individuals who cannot convey the emotions or are impulsive (Sitoresmi, 2021). Individuals with high impulsiveness often automatically or spontaneously make product purchases. This encouragement to buy impulsively is very strong and cannot be prevented. This situation can cause an impulsive purchase that will affect the impulse buying behavior of everyone (Zhang et al., 2018). Hypothesis 1: Impulsiveness affects impulse buying behavior of Batam Community.

Browsing

Browsing in this study is defined as an activity to find and scan information about a product without specifications or intentions to make a purchase. This browsing involves all activities such as reading online reviews from consumers, searching for products on online shop platforms, and other activities aimed at finding information online about a product. Impulse buying behavior often arises because consumers get and read information or online reviews about the product. This information makes consumers easily influenced and make unplanned (impulse) purchases (Zhang et al., 2018).

Hypothesis 2: Browsing affects the level of impulsiveness of Batam Community.

Utilitarian Value

Utilitarian value is the value of how much someone wants to get the product based on the function, nature, and effectiveness of the product (Pramita & Aulia, 2021). Utilitarian values that arise from a person can come from the browsing activities carried out. Of course, information and knowledge about these products can add to a person's utilitarian value (Zhang et al., 2018).

Hypothesis 3: Utilitarian Value affects Browsing of Batam Community.

Individuals with high utilitarian values usually have strong self-control so that someone with strong utilitarian values does not make impulse purchases or has low impulsiveness. Based on

this perspective, individuals with low impulsiveness tend to be more sensitive to the process of browsing and online reviews, where they can conclude product quality and optimize their impulse buying behavior in the future (Zhang et al., 2018).

Hypothesis 4: Utilitarian value affects impulse buying behavior of Batam Community.

Hedonic Value

Hedonic value can be interpreted as a value that affects a person's desire to get a product not based on its function but based on desire, pleasure, and emotion (Pramita & Aulia, 2021). Information and online reviews by consumers can add a person's hedonic value to the product. People with hedonic values feel that information and positive evaluations of the product can increase pleasure and desire to buy (Zhang et al., 2018).

Hypothesis 5: Hedonic value affects Browsing of Batam Community.

Someone with a high hedonic value will of course make a purchase based on their pleasure and emotional satisfaction. Purchasing behavior based on this value can increase purchases that are not planned or based on impulses. A high hedonic value makes individuals have low self-control and causes these individuals to often make impulse purchases, this of course will affect their impulse buying behavior (Zhang et al., 2018).

Hypothesis 6: Hedonic value affect impulse buying behavior of Batam Community.

Utilitarian and hedonic values are the basis of consumer buying behavior. Is the purchase based on utilitarian values which refers to basic needs and functions or hedonic values which emphasizes emotional satisfaction and desire to get the product? browsing activities can be a link between the influence of utilitarian values and hedonic values on a person's level of impulsiveness. Browsing in the form of information, knowledge, online reviews by consumers about products can have an impact on the value that underlies their desire to own the product (Zhang et al., 2018).

Hypothesis 7: Browsing mediates the relationship between utilitarian and hedonic values on impulsiveness.

Research Concept Framework

The following is the research model that will be studied by the author:

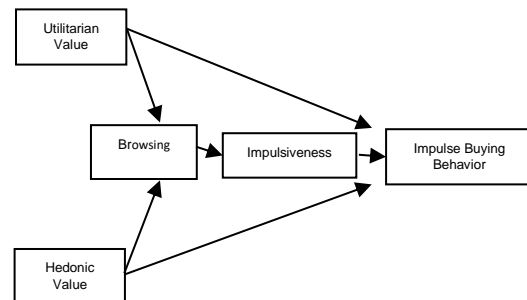


Figure 1. Model of The Relationship between Utilitarian, Hedonic, Browsing and Impulsivity Values on Impulse Buying Behavior of Batam Community (Source: Zhang et al. 2018)

2. Research Method

Researchers tested the influence of utilitarian values, hedonic values, impulsiveness and browsing on impulse buying behavior of Batam Community and the effect of browsing as a mediation of the relationship between utilitarian and hedonic values on impulsiveness. The research method used is quantitative because the data used for analysis and testing is numerical.

The population that will be tested in this study are people who live in Batam city. The research data was collected using a questionnaire with a likert scale which was distributed to a sample of Batam Community. The number of research samples is determined using the theory (Hair *et al.*, 2010) the number of indicators is multiplied by 5, so the number of samples in this study is at least 90 samples. The research questionnaires were distributed online using google form as a data collection instrument. Furthermore, the research data is processed and analyzed using the SmartPLS 3.0 program. Data processing includes testing data quality which consists of validity and reliability tests, then structural model testing which aims to see variable relationships directly and indirectly through path coefficients, and last adjusted r square test.

3. Result and Discussion

Characteristic Respondents

The author managed to collect responses from the research questionnaire as many as 158 respondents which exceed the minimum number of respondents in this study. The following is a table of characteristics of research respondents that have been successfully collected:

Table 1. Characteristic of Respondents

Characteristics	Information	Amount	Percentage
Gender	Male	62	39,2%
	Female	96	60,8%
Age	< 20 years	107	67,7 %
	21 – 25 years	40	25,3%
	26 – 30 years	9	5,7%
	31 – 35 years	0	0%
	36 – 40 years	0	0%
	41 – 50 years	0	0%
	> 50 years	2	1,3%
Education	Senior high school	95	60,1%
	Diploma	3	1,9%
	Bachelor's degree	57	36,1%
	Magister or above	3	1,9%
Income per month	< Rp 4.200.000	112	70,9%
	Rp 4.200.000 - Rp 6.000.000	34	21,5%

	Rp 6.000.000 - Rp 8.000.000	6	3,8%
	> Rp 8.000.000	6	3,8%
Time spent on browsing the group shopping website per day	Below 10 minutes	21	13,3%
	10-30 minutes	64	40,5%
	31-60 minutes	21	13,3%
	1-2 hours	20	12,7%
	3-5 hours	13	8,2%
	5-7 hours	3	1,9%
	More than 7 hours	16	10,1%

Source: Data Processing Research Result (2022)

Validity and Reliability Tests

The validity of a question can be seen from the outer loading value test. If the data has an outer loading value > 0,6 then the research questionnaire question is valid (Suhartanto, 2020). In addition, to test the validity of the research construct, it can also be seen from the Average Variance Extracted (AVE) value with the condition that the AVE value must be > 0,5 to be declared valid (Hair *et al.*, 2017). Reliability is also used to state the extent to which a variable or group of variables is consistent in the measurement. Measurement of reliability usually uses an assessment between 0 to 1 regarding the results of the composite reliability value, namely the variable value must be greater than 0,7 (> 0,7) or the same to be declared reliable (Hair *et al.*, 2014). The test result is shown in table 2.

Table 2. Validity and Reliability Tests

Variable	Indicators	Outer Loading	Average Variance Extracted	Composite Reliability
Browsing	BR1 <- Browsing	0,865	0,68	0,812
	BR2 <- Browsing	0,787		
Hedonic Value	HV1 <- Hedonic Value	0,827	0,67	0,893
	HV2 <- Hedonic Value	0,784		
	HV3 <- Hedonic Value	0,843		
	HV4 <- Hedonic Value	0,834		
Impulse Buying Behavior	IBB1 <- Impulse Buying Behavior	0,881	0,80	0,941
	IBB2 <- Impulse Buying Behavior	0,902		
	IBB3 <- Impulse Buying Behavior	0,883		
	IBB4 <- Impulse Buying Behavior	0,910		
	IMP1 <- Impulsiveness	0,876		0,950

Impulsiveness	IMP2 <- Impulsiveness	0,910	0,82	
	IMP3 <- Impulsiveness	0,933	7	
	IMP4 <- Impulsiveness	0,918		
	Utilitarian Value	0,825	0,73	0,915
Utilitarian Value	UV1 <- Utilitarian Value	0,825	0,73	0,915
	UV2 <- Utilitarian Value	0,891	0	
	UV3 <- Utilitarian Value	0,865		
	UV4 <- Utilitarian Value	0,834		

Source: Data Processing Research Result (2022)

The overall value of the outer loading, AVE, and composite reliability in this study has met the value of the validity provisions. So that all indicators of research variables can be used in further testing.

Adjusted R square Test

The results of the Adjusted R Square test aim to analyze how big the relationship between each variable in the research model is. If the adjusted R square value is getting bigger, then the explanatory power of the regression equation and the dependence or the relationship between variables is getting stronger (Hair *et al.*, 2014).

Table 3. Adjusted R Square

Variable	Adjusted R Square
Browsing	0,345
Impulse Buying Behavior	0,625
Impulsiveness	0,302

Source: Data Processing Research Result (2022)

The value of the adjusted R square test results shows the percentage of model fit. In the table of determination coefficient test results, the adjusted R square value of the browsing variable is 0,345, which means that the utilitarian and hedonic values can explain the browsing variable of 34,5% and the remaining 65,5% is explained by other variables or factors. not included in the research model. The adjusted R square of impulse buying behavior is 0,625, which means that all variables in the research model can explain the impulse buying behavior variable of 62,5%, the remaining 37,5% is explained by other variables not included in the research model. The adjusted R square impulsiveness value is 0,302, which means that the variables in the research model can explain the impulsiveness variable by 30,2% and the remaining 69,8% is explained by other variables or factors that are not in the research model.

Quality Index

This test serves to provide an overall model assessment, the quality index can be calculated by the following formula (Jörg Henseler, 2013). Based on the data from the research above, it can be calculated that the average communities (AVE)

are 0,744 and the average adjusted R square is 0,424 so it can be calculated as follows:

$$GoF = \sqrt{0,744 \times 0,424}$$

$$GoF = 0,562$$

This means that the GoF value of the data can be classified into GoF large because it is > 0,36 which is 0,562.

Hypothesis Testing

Direct Effect and Indirect Effect

This test was conducted to see the influence of direct and indirect relationship between latent variables in the research model. Variables are declared to affect other variables if they meet the conditions for the t - statistic value greater than (> 1,96) and p - values < 0,05 (Hair *et al.*, 2014) on the path coefficient test results.

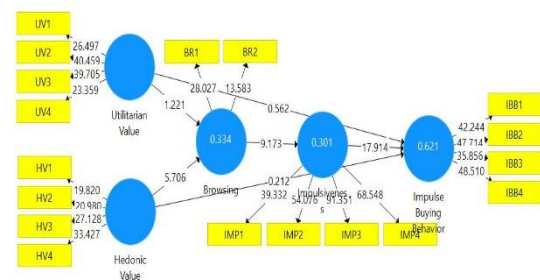


Figure 2. Test Result of Relationship between Utilitarian Value, Hedonic Value, Browsing and Impulsiveness on Impulse Buying Behavior of Batam Community (Source: Data Processing Research Result, 2022)

Table 4. Path Coefficient

Path X -> Y & X -> Y -> Z	Sample Mean (M)	T Statistics (IO/S TDE V)	P Values	Result
Browsing -> Impulsiveness	0,550	9,173	0,000	Significant Positive
Hedonic Value -> Browsing	0,497	5,706	0,000	Significant Positive
Hedonic Value -> Impulse Buying Behavior	-0,021	0,212	0,832	Not Significant
Impulsiveness -> Impulse Buying Behavior	0,791	17,914	0,000	Significant Positive
Utilitarian Value -> Browsing	0,130	1,221	0,223	Not Significant
Utilitarian Value -> Impulse Buying Behavior	0,044	0,562	0,574	Not Significant
Utilitarian Value -> Browsing -> Impulsiveness	0,070	1,251	0,212	Not Significant
Hedonic Value -> Browsing -> Impulsiveness	0,275	4,169	0,000	Significant Positive

Source: Data Processing Research Result (2022)

The test results above show that the relationship between browsing and impulsiveness significantly affects the t-statistic value of 9,173 (>

1,96) and p-value of 0,000 ($< 0,05$). Hedonic value can also be stated to significantly affect browsing with a t-statistic value of 5,706 ($> 1,96$) and a p-value of 0,000 ($< 0,05$). Hedonic value is declared not to affect impulse buying behavior because it does not meet the requirements with a t-statistic value of 0,212 ($< 1,96$) and a p-value of 0,832 ($> 0,05$). Impulsiveness significantly affects a person's impulse buying behavior; this is because this relationship meets the requirements with a t-statistic value of 17,914 ($> 1,96$) and a p-value of 0,000 ($< 0,05$). The relationship of utilitarian value is considered not significantly affecting browsing because the test results of this relationship do not meet the terms and conditions with a t-statistic value of 1,221 ($< 1,96$) and p-value 0,223 ($> 0,05$). The utilitarian value also does not significantly affect impulse buying behavior. The results of this relationship test do not meet the terms and conditions with a t-statistic value of 0,562 ($< 1,96$) and a p-value of 0,574 ($> 0,05$).

Through the indirect effect test results column, the utilitarian value through mediation by browsing does not affect impulsiveness with a t-statistic value of 1,252 ($< 1,96$) and a p-value of 0,212 ($> 0,05$). While the hedonic value indirectly affects impulsiveness with the browsing variable as mediating the relationship, this relationship is declared significant because it has a t-statistic value of 4,169 ($> 1,96$) and a p-value of 0,000 ($< 0,05$).

Discussion

Hypothesis 1: Impulsiveness affects impulse buying behavior of Batam Community

Impulsiveness has a positive significant effect on impulse buying behavior of Batam Community, which means that the first hypothesis (H1) can be accepted. This statement means that it shows that the impulsiveness factor can have an impact on their impulse buying behavior and this influence relationship runs in the same direction. Consumers in the age group of 20 years or younger show high levels of impulsiveness and impulse buying behavior. Individuals with a high level of impulsiveness tend to make purchases without planning which of course affects their buying behavior. Individuals with impulse buying behavior are usually consumers who use online shopping sites because their easy access and variety make them often make impulse purchases. The results of this study show similarity with previous research by Zhang *et al.* (2018) and Ratnasari (2019).

Hypothesis 2: Browsing affects the level of impulsiveness of Batam Community.

Browsing significantly positive affects the level of impulsiveness of Batam Community, which means that this hypothesis (H2) can be accepted. This relationship shows that browsing has an impact on individual impulsiveness and this relationship goes hand in hand, the more time a person spends searching for information either in the form of browsing online shopping sites or reading online reviews from consumers can affect their impulsiveness. Browsing for information on online shopping sites, especially searching for information without any purpose and just for fun or

diversion to spend leisure time, makes consumers often get the urge to finally make a purchase. This of course affects the level of individual impulsiveness. The results of this study show similarity with previous research by Zhang *et al.* (2018), Hong *et al.* (2021) and Ningsih and Andjarwati (2021).

Hypothesis 3: Utilitarian Value affects Browsing of Batam Community.

Utilitarian values do not significantly affect the browsing of Batam Community. This means that the third hypothesis (H3) of this study cannot be supported or accepted. Consumers with low impulsiveness choose to use utilitarian values in developing browsing behavior. On the other hand, consumers with high levels of impulsiveness develop browsing behavior based on hedonic values. Consumers with high utilitarian values will consider the functional factors of a product more and do not depend on browsing when making or making shopping decisions. This study shows findings that are in line with research by Hong *et al.* (2021) and Ningsih and Andjarwati (2021) but contradict the results of research conducted by Zhang *et al.* (2018).

Hypothesis 4: Utilitarian value affects impulse buying behavior of Batam Community

Utilitarian values do not significantly affect the Impulse Buying Behavior of Batam Community. This means that the fourth hypothesis (H4) of this study cannot be supported or accepted. Individuals with a utilitarian value have more rational shopping behavior, not only based on emotion or pleasure in making purchases. Meanwhile, impulse buying behavior is a purchase that is made without any planning and is decided in a short time which often leads to inefficient product purchases and only for pleasure. So that impulse buying behavior does not appear or be influenced by utilitarian values, because purchases based on utilitarian values are usually planned and allocated efficiently to the funds to be issued. The results of the study are in line with research by Cahyono (2019).

Hypothesis 5: Hedonic value affects Browsing of Batam Community.

The hedonic value significantly affects the browsing of Batam Community. Consumers with high hedonic values will increasingly be browsing for information about the product or online reviews from sellers and consumers on online shopping websites. Hedonic value makes consumers feel that reviews on online shopping sites are fun or recreational activities. The results of this study show similarities with the results of research by Hong *et al.* (2021) and Zhang *et al.* (2018) In their research, they stated that most consumers search for information if they have a good experience.

Hypothesis 6: Hedonic value affects impulse buying behavior of Batam Community.

The hedonic value does not significantly affect the Impulse Buying Behavior of Batam Community. This means the hypothesis sixth (H6) of this study cannot be supported or accepted. Hedonic value requires an intermediary or

mediation of browsing to influence consumer impulse buying behavior on online shopping sites. Without a search for information, consumers will not get information about a product. In addition, without searching for information, consumers cannot feel the pleasure or satisfaction of browsing online reviews. So, they don't get the urge to make a purchase and of course, this makes online consumers not impulsively make a purchase. It can be concluded that the hedonic value requires browsing to influence the impulse buying behavior of online consumers. This study shows results that are in line with research by Prihatiningsih and Estiasih (2020) and Cahyono (2019).

Hypothesis 7: Browsing mediates the relationship between Utilitarian and Hedonic Values on Impulsiveness.

Browsing is a mediation of the relationship between hedonic values on impulsiveness of Batam Community, indicated by the indirect effect of hedonic values on impulsiveness through mediation by browsing. However, this result is inversely proportional to the relationship between utilitarian values and Impulsiveness, though the test results show that utilitarian values do not affect the impulsiveness of the Batam Community, which means that browsing cannot mediate the relationship. Consumers with utilitarian values are more rational and non-emotional in making shopping decisions, of course, consumers already know the functions and needs, so they do not make impulsive shopping decisions. On the other hand, consumers with high hedonic values tend to explore and search for longer information, both reviews and ratings about products on online shopping sites. Consumers like this spend a lot of their time searching for information with the aim of emotional pleasure and satisfaction which causes consumers to make product purchases without any purpose or prior planning. Conditions like this can affect a person's level of impulsiveness. This study also shows results that are in line with research by Ningsih and Andjarwati (2021) and Chen *et al.* (2019).

4. Conclusion

This research was conducted to identify the factors that can influence the Impulse buying behavior of Batam Community in the online era. Testing and analysis are done by looking at whether there is an influence or relationship between the independent variables to the dependent either without the mediating variable or with the mediating variable. this research shows that impulsiveness significant affect impulse buying behavior, browsing significant effect the impulsiveness level of people in Batam city, utilitarian value does not affect browsing and impulse buying behavior, hedonic value significant affect browsing but does not significantly affect impulse buying behavior, and the last browsing mediated relationship between hedonic value with impulsiveness but not on the relationship between utilitarian value with impulsiveness.

Limitation and Recommendation

The limitation of the research compiled by the researcher is that the results of this study can only describe the impulse buying behavior of Batam Community. The results and data of this study do not represent the condition of the people in other cities. In addition to limitations, researchers also experienced difficulties during the research process, this was because the distribution of research questionnaires was only carried out by one researcher and distributed online only. So that research respondents are not evenly distributed in terms of geography and demography.

Recommendations or suggestions for further research from researchers are for further research with the same topic, researchers can add independent variables, mediation, or other factors in testing the relationship between these variables. In addition, subsequent research can also expand the range of the questionnaire distribution area. Then further research can also add supporting journals and information that can support the research results.

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