

# The effect of personal factors and situational factors on impulse buying on Tiket.com users in Indonesia

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## Abstract

This study aims to examine the effect of personal factors and situational factors on impulse buying in the context of impulse tourism especially on Tiket.com users in Indonesia. The survey method was used, and questionnaires were distributed to Tiket.com users. A sample of 400 respondents and the data were analyzed using multiple regression analysis with the help of SPSS 26 version software. The findings reveal that impulse buying tendency (IBT), materialism (MT), use of credit cards (CCU), personal situation (PS), motivational activities by retailers (MAR), serendipity information (SI) have a positive and significant effect on impulsive buying among Tiket.com users in Indonesia. Higher level of IBT, MT, CCU, PS, MAR, and SI variables increase the impulse buying impulse purchases for Tiket.com users in Indonesia. However, the research shows that website quality (WQ) and product attributes (PA) have a negative and significant influence on impulsive buying. The shopping enjoyment tendency (SET) and scarcity (SC) have no effect on impulsive buying (IB) for Tiket.com users in Indonesia. Based on these findings, it is suggested that further studies be conducted utilizing the same model with various objects to compare impulse purchases among Online Travel Agent (OTA) users and provide new insights into consumer behaviour, along with explore other factors that influence impulse purchases.

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## Introduction

The rapid growth of science and technology contributes to the need for technology among humans. According to Chung et al. (2017), the internet's influence on numerous tourism markets is growing. Online Travel Agents (OTA) make it easier for tourists to travel to other locations (Nuralamsyah, 2021). Indonesia's online travel market is expected to continue to dominate Southeast Asia in 2025, according to research published in 2019, SEA economic reported by Google, Temasek, and Bain & Company. This potential is sparked by the expansion of Indonesia's tourism industry. In the past year, searches for online travel agents such as Traveloka, Pegipegi, and Tiket.com have increased significantly (Jayani, 2019).

According to the findings of a survey conducted by Dailysocial (2018) among Indonesian citizens, 76.22% of respondents utilised Traveloka to reserve airline tickets, railway tickets, and hotel reservations. According to Rizaty (2022), Traveloka has received 7.2 million visits from Indonesian travellers as of March 2022. The results of both surveys indicate that Traveloka is a popular Online Travel Agent application among Indonesians. In second position, with a total of 6.2 million visits, is Tiket.com.

Indonesia is not the only nation to experience impulse purchasing (Imron et al., 2021). Populix has conducted a survey to characterize the shopping habits of Indonesians. As a form of self-appreciation and because they are motivated by the opportunity to purchase a product they have desired but delayed purchasing, the survey found that Indonesian citizens has the potential to make impulsive purchases. In addition, the survey found that promotional campaigns conducted by business actors were a motivating factor for Indonesians to make unplanned purchases, such as special promotions from sellers or discounts at specific times (Hayashi, 2023).

Online retailers recognize the benefits of selling tourism-related products online. However, consumer product purchases are frequently subjective (Daliri et al., 2014). According to Madhavaram and Laverie (2004), online retail can encourage impulsive purchasing behavior. In their opinion, online purchases can encourage consumers by allowing them to shop around before making a purchase and by accommodating their whims. Buying on impulse refers to non-reflective, non-rational behavior triggered by exposure to pleasurable consumption situations. The conflict between the desire to obtain pleasure and the willingness to reject it manifests itself in a person who makes snap decisions and is highly motivated to obtain it immediately (Kacen & Lee, 2002).

Shopping without self-control and with little or no thorough deliberation is referred to as impulse buying (Wijaya & Oktarina, 2019). According to Jeffrey and Hodge (2007), tourists' impulsive behavior, like that of customers in other industries, is influenced by a variety of factors, including easy availability of products, ease of purchase, lack of social pressure, and no delivery effort. As a result, consumer impulse buying behavior is based on a feeling of desire that is driven unexpectedly and without consideration for the implications. This happens primarily to present consumers with a sensation of pleasure. In this study, impulse buying is measured not by how much money consumers spend on Tiket.com transactions, but by the quickness with which they decide to buy things on Tiket.com unexpectedly.

According to Rizal (2020), Indonesian consumers frequently compare potential purchases prior to making a purchase decision. Fauzia (2019) reported that only 35.4% of customers, particularly women aged 49-55, plan and search for the products and brands they wish to purchase. This suggests that only a small percentage of consumers plan their purchases in advance. The impulsive behavior of consumers towards tourism products is comparable to their behavior in other industries. This impulsive behavior is influenced by a number of factors, including easily accessible products, a straightforward purchasing procedure, and a lack of social pressure (Rezaei et al., 2016). According to the findings of Laesser and Dolnicar (2012), planned impulsive purchases can occur in tourism.

In the Weekly Briefing of the Ministry of Tourism and Creative Economy, the Minister of Tourism and Creative Economy stated that impulsive tourism has increased in 2022. In 2022, the spontaneous tourism trend has increased by 14%. As a result of the phenomenon of impulse tourism, the Minister of Tourism and Creative Economy stated that, by 2023, it will accelerate the achievement of 1.4 billion domestic visitor movements with a contribution value of over 4% to tourism's Gross Domestic Product. This spontaneous tourism was sparked by the reduction in PPKM following the pandemic (Tempo.co, 2023).

According to Atulkar and Kesari (2018), there are still significant gaps in the research on personal and situational factors in impulse purchasing. According to the previous study, while studies on consumers and marketing have explored impulsive purchase behavior, a concept of literature in the tourism industry is still rarely carried out, making this concept relatively underdeveloped (Khachatryan et al., 2018). Due to the lack of research on collective personal factors and situational factors on impulsive purchasing especially in the tourism sector, the authors are interested in examining personal and situational factors collectively in this study. Furthermore, based on the observations of researchers, there has been little research conducted on personal and situational factors related to tourism products or the tourism industry in Indonesia. The objective of this study is to determine whether personal factors and situational factors can influence impulsive buying among Tiket.com users, with the intention that the findings will provide an understanding of the factors that influence impulsive buying in the tourism industry and for businesses as information about the factors that influence impulse purchases among online travel agent consumers.

## **Literature Review and Hypotheses Development**

### **Personal Factors**

According to Badgaiyan and Verma (2015), personal factors relating to money, leisure, the use of credit cards, etc., that can influence impulsive purchases. According to Kotler and Keller (2012),

personal factors include personality and self-concept, lifestyle, and economic conditions as personal characteristics that influence consumer decisions. According to Ali and Sudan (2018), when consumers make purchasing decisions, they seek a better balance between price and quality, quantity, convenience, dependability, and innovation. According to Kalla and Arora (2011), impulsive purchasing is a significant personality trait and a consistent consumer characteristic across product categories.

### ***Impulse Buying Tendency (IBT)***

According to Mohan et al. (2013), impulse buying tendencies are the tendency to make unplanned purchases and buy spontaneously, without much thought or consideration of the consequences. According to Badgaiyan and Verma (2014), customers with impulse buying tendencies are more likely to make impulsive purchases due to a lack of self-control than consumers with minimal impulse buying tendencies.

According to the previously explained theory, the basis of impulsive buying tendencies can be defined as an impulse that exists within consumers that allows them to make impulsive purchases. The tendency to be impulsive is not a purchasing decision, but it is one of the factors that contribute to impulse purchases. This is supported by the following previous research findings of Kalla and Arora's (2011) study found that impulsive buying tendencies predict impulsive shopping behavior. In line with the findings of Atulkar and Kesari (2017) who found that impulsive buying tendencies significantly and positively influenced impulsive purchases. Consequently, this research proposes a hypothesis:

H<sub>1</sub>: Impulse buying tendency has a positive and significant effect on impulsive buying on Tiket.com users in Indonesia.

### ***Shopping Enjoyment Tendency (SET)***

According to Bayley and Nancarrow (1998), the enjoyment of shopping is defined as the pleasure customers receive during purchasing activities, and customers who enjoy shopping during their shopping trips are considered recreational buyers. The tendency to enjoy shopping is an abnormal form of shopping characterized by intense, uncontrollable, chronic, and recurrent desires (Rahmadi, 2014).

The nature of consumers' tendency to enjoy shopping will provide them with a sense of fulfillment when they can get what they want while shopping. Because they can feel pleasure quickly when they make impulse purchases without thinking about their needs, this characteristic can encourage consumers' impulse purchases. This is supported by several research findings that explain the relationship between the proclivity to enjoy shopping and impulsive purchases; the positive and significant effect of shopping enjoyment on impulse buying was found by Badgaiyan and Verma (2014). The propensity to enjoy shopping, however, has been shown by Husnain et al. (2019) to have a substantial negative effect on impulsive purchases. Consistent with the findings of Febrilia and Warokka (2021), the propensity to enjoy shopping does not predict impulsive purchasing. Consequently, this research offers a hypothesis:

H<sub>2</sub>: The tendency to enjoy shopping has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### ***Materialism (MT)***

According to Daliri et al. (2014), materialism is a way of viewing the significance of acquiring and possessing things in one's life. Materialistic consumers prioritize product acquisition as a primary life objective, with the requisite degree of complexity. Materialistic consumers have positive feelings and beliefs about products or services that improve their social status or self-esteem during the purchasing process (Atulkar & Kesari, 2017). Higher materialistic consumers have a more positive outlook on shopping because they are more likely to make impulsive purchases of the products they desire (Kalla & Arora, 2011).

Consumers with high materialistic values are more likely to make impulse purchases. This is due to materialistic consumers purchasing a product solely for the sake of desire rather than necessity. This happens in order to advance their social standing. Thus, materialistic consumers have a relationship with impulse buying. This is supported by several research findings, including; Badgaiyan and Verma (2014) found that materialism significantly predicted a greater propensity to make impulsive purchases. The study by Sen and Nayak (2022) also found that materialism encourages spontaneous buys. Consequently, this research offers a hypothesis:

H<sub>3</sub>: Materialism has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### ***Credit Card Use (CCU)***

Credit cards are a type of demand deposit that can be used to purchase goods or services that are gaining popularity among consumers (Akram et al., 2017). Soman and Gourville (2001) contended that consumers who routinely use credit cards pay more for the products and services they desire. The use of credit cards can make purchases easier or more convenient for consumers, and the use of credit cards is one of the primary factors that encourage online shopping (Akram et al., 2018).

The ease of using credit cards can lead to impulse purchases. Using a credit card allows consumers to complete transactions faster, even if they do not have funds available at the time of purchase. The ease of using a credit card to make a transaction can encourage consumers to make impulse purchases because they do not need to think about it. This is supported by research findings that credit card use influences impulsive purchases; according to Badgaiyan and Verma (2015), credit card use was found to significantly influence the urge to make impulse purchases. In line with research conducted by Lo et al. (2016) revealed that the use of a credit card has a positive and significant effect on impulse purchases. Therefore, this study proposes the following hypothesis:

H<sub>4</sub>: The use of credit cards has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### **Situational Factors**

According to Febrilia and Warokka (2021), situational factors are temporary environments that contribute to the context of consumer activities that occur in particular places and at particular times. According to Parsad et al. (2019), impulse purchasing is influenced by consumer situational factors, such as willingness to spend money and time, family considerations, and store-related factors, such as sales promotions, store environment, sales staff, and store ambiance.

### ***Personal Situation (PS)***

Foroughi et al. (2012) state that the availability of both time and money are factors in a person's propensity to make spontaneous purchases. Spending more time browsing in a store is associated with more impulse buys (Parsad et al., 2019). Amos et al. (2014)'s research and Atulkar and Kesari (2018), found that shoppers who spend more time in stores end up buying more than those who don't. This effect varied, however, depending on the nature of shoppers' impulsive purchases.

Money and time are important factors in a personal's situation. When customers have more time and money to shop, they are more likely to make impulse purchases. This is due to the fact that they have more time to explore the store's environment. As a result, it may encourage them to make unplanned purchases. Previous research findings support the notion that a person's situation influences impulse buying. Joghee and Alzoubi (2021) found a correlation between an individual's situation and their propensity to make impulsive purchases. Brito et al. (2019) found that an individual's situation has a positive and significant effect on impulsive purchases. Consequently, this research offers a hypothesis:

H<sub>5</sub>: Personal situation has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### ***Website Quality (WQ)***

Websites are the primary source of information that consumers can use to find information (Akram et al., 2017). According to Lavuri (2023), the quality of a website is the customer experience when using and interacting with websites created by organizations that reflect the website's operations and facilities. Bao and Yang (2022) found that visual appeal, transaction security, and navigation can directly influence consumer impulse purchases.

Websites can help consumers find the information they need. Consumers can make impulse purchases if the information they find on the website is trustworthy and complete. This will make things easier for customers and encourage them to make quick purchases. The findings also support the assumption that the quality of a website influences impulse purchases. Website quality has been shown to have a significant impact on consumers' propensity to make impulsive purchases online (Beldona et al., 2005). According to studies cited by Akram et al. (2018), a higher quality website does encourage more spontaneous purchases. The quality of a website, according to Anas et al. (2022) study, is irrelevant to whether or not a customer makes an impulsive purchase. Consequently, this research offers a hypothesis:

H<sub>6</sub>: Website quality has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### ***Motivational Activities by Retailers (MAR)***

Retailer motivational activities include complimentary samples, gift vouchers, coupons, point-of-purchase, sign displays, live shows, and sales staff that is supportive (Ali & Sudan, 2018). According to Liao et al. (2009), consumers are more impulsive when they receive price cuts and offers for completed products or services. Retailers believe that price promotion is an essential marketing activity that can encourage impulse purchases of goods by displaying them in distinctive ways (Sen & Nayak, 2022).

It can encourage consumers to make impulse purchases if retailers make appealing offers. This is due to the low prices of the products offered, which entices consumers to purchase more goods than they had planned. As a result, retail offers may motivate customers to make unplanned purchases. Customers may act impulsively during certain retail promotion events (Foster & Ford, 2003). Results from the study by Brito et al. (2019) showed that retailers' motivational activity has a positive and significant effect on impulse buys. According to studies conducted by Lavuri (2023), customers' impulse buys can be increased through retailer motivational activity. Consequently, this research proposes a hypothesis:

H<sub>7</sub>: Motivational activities by retailers have a positive and significant effect on impulsive purchases on Tiket.com users in Indonesia.

### ***Product Attributes (PA)***

Retailers can use product attributes such as price, features, and quality to encourage consumers to make impulse purchases (Imron et al., 2021). According to research conducted by Husnain et al. (2019), consumers make impulsive purchases in both premium and inexpensive product categories when they are offered at lower prices. According to Amos et al. (2014) and Atulkar and Kesari (2017), consumers seek a combination of quality, quantity, and competitive pricing when making impulsive purchases.

Product attributes are important considerations for consumers before making a purchase. Consumers are concerned with product attributes such as price, features, and quality. Consumers can make impulse purchases if the product quality and price match their preferences. Consumers will purchase low-cost, high-quality products more frequently. Amos et al. (2014) found that consumers' impulse buying decisions were influenced favorably by product attributes. Meanwhile, studies by Naeem (2021) showed that attributes of products do not play a role in spur-of-the-moment purchases. Consequently, this research proposes a hypothesis:

H<sub>8</sub>: Product attributes have a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### **Scarcity (SC)**

In marketing, scarcity is defined as the availability of a product for a limited period of time and in a limited quantity (Jeffrey & Hodge, 2007). According to Lynn (1989), messages of scarcity have a significant impact on encouraging impulsive purchasing. The limited quantity of the product offered is due to the seller's limited stock and was communicated to consumers at the outset of the promotion (Gierl et al., 2008). The labels "limited release" and "two minutes left" are used by online retailers to exert psychological pressure on consumers (Lo et al., 2016). When consumers receive messages of scarcity regarding certain products or services, they tend to make online impulse purchases as a means of stimulating consumer enjoyment.

Scarcity messages will encourage consumers to buy on the spur of the moment. This is due to the fact that if they run out of a product, they must wait for it to become available again. As a result, the message of scarcity is one of the factors motivating consumers to make unplanned purchases. According to research conducted by Akram et al. (2017), the results showed that scarcity has a direct effect on impulsive purchases. In line with the results of research conducted by Kacen and Lee (2002) stated that there is a positive relationship between messages of scarcity and impulse purchases. Therefore, this study proposes the following hypothesis:

H<sub>9</sub>: Scarcity has a positive and significant effect on impulsive purchases for Tiket.com users in Indonesia.

### **Serendipity Information (SI)**

According to Foster and Ford (2003), coincidence includes value and unexpected discoveries. When consumers find information, this information will be of great interest to them. Serendipity information will affect consumer experience, such as consumers' belief that it has shopping value (Akram et al., 2018). The sudden discovery of incidental information triggers impulsive purchasing rather than a planned search (Zaidan & Sukresna, 2021). The results of a study by Gierl et al. (2008) indicate that accidental information influences online impulse purchases. When consumers receive unexpected information, they are more likely to make impulsive online purchases.

One of the unexpected messages discovered by consumers is serendipity information. Serendipity information emerges through unexpected discovery, triggering an impulse purchase rather than a planned search. This is because when consumers find information by chance, it will be very interesting to them, causing them to make transactions that were not planned. Previous research indicates that serendipitous information influences impulse purchases. Results from a study by Lo et al. (2016) demonstrated the positive and significant impact that serendipity information has on impulse purchases. Prawira and Sihombing (2021) conducted research showing that accidental knowledge is linked to on-the-spot purchases. Consequently, this research offers a hypothesis:

H<sub>10</sub>: Serendipity information has a positive and significant effect on impulse purchases for Tiket.com users in Indonesia.

### **Impulse Buying (IB)**

According to Rook (1987), impulse purchasing occurs when consumers have a sudden, often intense, and persistent urge to purchase something promptly. According to Turkyilmaz et al. (2015), impulse purchasing is characterized by a lack of self-control and minimal or no consideration. Stern (1962) asserted that several economic factors, personality, time, location, and even culture influence impetuous purchasing. Beatty and Ferrell (1998) identified several categories of impulsive purchases: (1) Pure impulse: purchase balance from normal purchase pattern/customer purchase. This type is usually called novelty/escape buying. (2) Suggestion impulse: there is a lack of prior knowledge about the product; the buyer experiences the product for the first time and immediately recognizes a use for it. (3) Reminder impulse: shoppers view a product and are alerted that it is out of stock or needs to be added. (4) Planned impulse: this behavior occurs when a shopper enters a store with the intention of buying a particular product and also with the expectation of making

another purchase. This is because consumers may not know the type of sales promotion, or new products/brands offered by the seller.

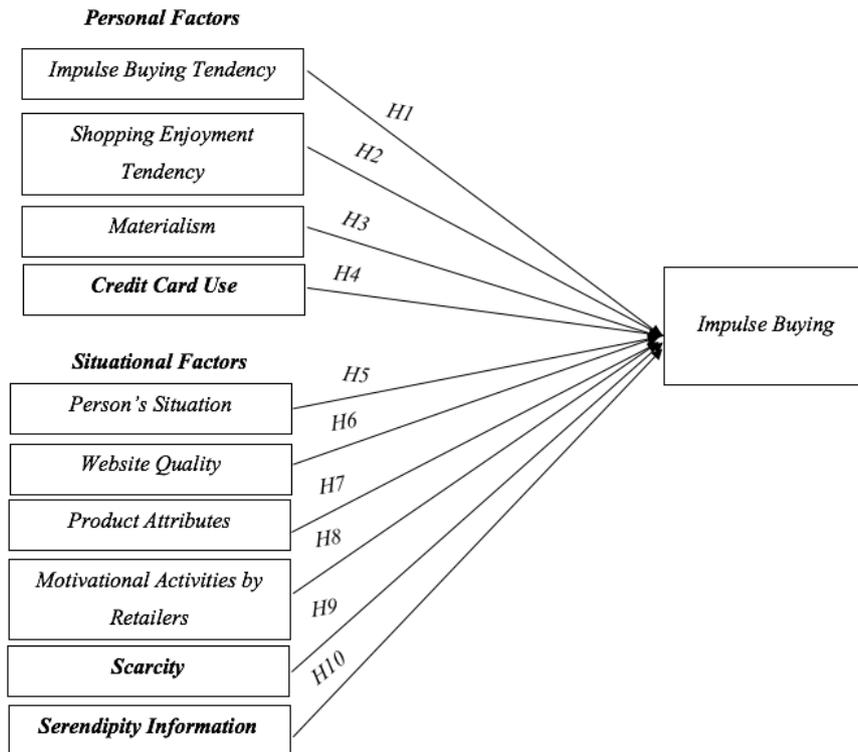


Figure 1. Research Framework

## Research Methods

The type of research employed by researchers is quantitatively descriptive. Quantitative research methods are methods that are based on positivism and are used to examine specific populations and samples; using a random sampling technique, and data analysis is quantitative/statistical in nature with the objective of testing the research hypothesis (Brandimarte, 2012). This research employs a non-probability sampling method. The nonprobability employed in this study is therefore purposive sampling. According to Sekaran and Bougie (2016), purposive sampling is sampling from specific types of people who can provide the desired information and have information based on the researcher's predetermined criteria. This study's sample consists of Tiket.com users in Indonesia who have conducted transactions on Tiket.com. Through the distribution of online questionnaires to Tiket.com customers in Indonesia, samples were collected. The population size is currently unknown.

This study uses the classic assumption test, namely the normality test, linearity test, heteroscedasticity test, and multicollinearity test. In addition, to test the hypothesis, this study uses the T-test, F-test, and the coefficient of determination (R<sup>2</sup>). The authors use the Bernoulli formula to determine the number of samples that can represent an unknown population, as shown below:

$$n = \frac{(Z_{\frac{\alpha}{2}})^2 \cdot p \cdot q}{e^2} \quad (1)$$

Information:

n = Number of samples

Z = Level of normal distribution at a significance value of 5% = 1.96

$\alpha/2$  = Level of confidence

p = Proportion of questionnaires considered correct

q = (1- p), the proportion of questionnaires that failed to be processed

e = Error rate or maximum retrieval error rate

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} \quad (2)$$

$$n = 384.16 \text{ (rounded to 400)}$$

A total of 400 respondents who were users of Tiket.com in Indonesia participated in the study. Questionnaires were distributed as the data collection technique. The data analysis in this study involved multiple regression techniques with the assistance of SPSS version 26.

**Table 1.** Validity, Reliability, and Multiple Regression Results

Variables	Indicator Items	R-Value	Validity	Unstandardized Coefficients		Cronbach's Alpha
				B	Std. Error	
Constant				-.831	.721	
Impulse Buying Tendency (IBT)	IBT1	0.527	Valid	0.145	0.039	0.789
	IBT2	0.341	Valid			
	IBT3	0.559	Valid			
	IBT4	0.421	Valid			
Shopping Enjoyment Tendency (SET)	SET1	0.817	Valid	-0.021	0.075	
	SET2	0.649	Valid			
	SET3	0.185	Invalid			
Materialism (MT)	MT1	0.311	Valid	0.103	0.065	
	MT2	0.669	Valid			
Credit Card Use (CCU)	CCU1	0.444	Valid	0.149	0.036	
	CCU2	-0.341	Invalid			
	CCU3	0.563	Valid			
Personal Situation (PS)	PS1	0.669	Valid	0.160	0.068	0.878
	PS2	0.318	Valid			
Website Quality (WQ)	WQ1	0.062	Invalid	-0.236	0.075	
	WQ2	0.446	Valid			
	WQ3	0.179	Invalid			
	WQ4	0.534	Valid			
Motivational Activities by Retailer (MAR)	MAR1	0.656	Valid	0.323	0.060	
	MAR2	0.653	Valid			
	MAR3	0.247	Invalid			
Product Attribute (PA)	PA1	0.005	Invalid	-0.160	0.078	
	PA2	0.048	Valid			
	PA3	0.276	Valid			
Scarcity (SCR)	SCR1	0.352	Valid	0.034	0.033	
	SCR2	0.431	Valid			
	SCR3	0.477	Valid			
	SCR4	0.603	Valid			
Serendipity Information (SI)	SI1	0.698	Valid	0.236	0.035	
	SI2	0.724	Valid			
	SI3	0.736	Valid			
	SI4	0.755	Valid			
Impulse Buying (IB)	IB1	0.669	Valid	-	-	0.904
	IB2	0.681	Valid			

Source: Primary data processed, 2023

The validity results have a higher R-count than the R-table (0.274). According to Table 1, 28 statement items have values greater than the R-table. As a result, these items are declared valid and suitable for dissemination in order to collect data. Six statement items are invalid because their R-count value is less than the R-table, so they are not included in the research questionnaire.

According to Table 1, the Cronbach Alpha for each variable is greater than 0.60. As a result, personal factors, situational factors, and impulsive buying variables have been declared reliable. So that the measurements taken are reliable and consistent when successive measurements are taken.

## Results and Discussion

### Multiple Regression Analysis

This study employs multiple independent variables on a single dependent variable. Personal factors (impulse buying tendencies, shopping enjoyment tendencies, materialism, and credit card use) and situational factors (people's situation, website quality, motivational activity by retailers, product attributes, scarcity, and incidental information) are the independent variables in this study, while the dependent variable is impulse buying. Based on the outcomes of data processing, this study's multiple linear regression analysis yielded the following results:

$$Y = -0.831 + 0.145X_1 - 0.021X_2 + 0.103X_3 + 0.149X_4 + 0.160X_5 - 0.236X_6 + 0.323X_7 - 0.160X_8 + 0.034X_9 + 0.236X_{10} \quad (3)$$

The constant value is -0.831, which indicates that if impulse buying tendencies, shopping enjoyment tendencies, materialism, credit card use, a person's situation, website quality, retailer motivational activity, product attributes, scarcity, and accidental information all have a value of 0 and remain constant, then the constant value is -0.831. If values remain unchanged, impulse purchases will continue to be worth -0.831. This demonstrates that impulsive purchasing has a negative direction. If every independent variable is equal to zero, consumers will not be motivated to make impulse purchases because there are no supporting factors. The variable X7 has a regression coefficient of 0.323, indicating that the variable motivational activity by retailers has the greatest influence on impulsive purchases among Tiket.com users in Indonesia.

### Hypothesis Testing

The hypothesis testing in this study was conducted using SPSS 26 software. The hypotheses were tested using the T-Test and F-Test.

#### T-test

The purpose of statistical testing is to determine the extent to which the influence of one independent variable explains the variation of the dependent variable (Dawson, 2016). If the t-count is greater than t-table or the t-test significance value is less than 0.05, it can be concluded that each of the independent variables has a significant effect on the dependent variable.

A hypothesis can be accepted or rejected by examining the significance level, t-table, and t-count. In this study, the hypothesis is accepted if the t-value is greater than 1.64 and the significance value is less than 0.05.

**Table 2.** T-Test Result

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t-value	Sig.
Impulse Buying Tendency (IBT)	.145	.039	.178	3.683	.000
Shopping Enjoyment Tendency (SET)	-.021	.075	-.013	-.280	.780
Materialism (MT)	.103	.065	.070	2.374	.018
Credit Card Use (CCU)	.149	.036	.177	4.207	.000
Personal Situation (PS)	.160	.068	.100	2.355	.019
Website Quality (WQ)	-.236	.075	-.137	-3.153	.002
Motivational Activities by Retailer (MAR)	.323	.060	.235	5.344	.000
Product Attribute (PA)	-.160	.078	-.081	-2.059	.040
Scarcity (SCR)	.034	.033	.042	1.033	.302
Serendipity Information (SI)	.236	.035	.315	6.684	.000

Source: Primary data processed, 2023

Regarding the influence of impulsive buying tendencies on impulse buying, the t-count results are 3.68 with a significance of 0.000. Since  $t\text{-count} > t\text{-table}$  ( $3.68 > 1.64$ ) and  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_1$  is accepted. According to the characteristics of the respondents in this study, the majority of respondents were 16 to 25-year-old Tiket.com users. According to a survey conducted by Madhu et al. (2022), some of them make impulsive purchases because they believe they have benefited from the promotion and are pleased with their new purchase. Therefore, this is the primary reason why they have strong confidence in purchasing products from Tiket.com. Khachatryan et al. (2018) reported that consumers with a higher impulsive buying tendency score are more likely to experience impulsive desires and make impulsive purchases. The results of this study are in line with the results of research conducted by Utama et al. (2021).

Based on the test of the influence of shopping pleasure tendencies on impulsive purchases, the t-count results are -0.280 (signed negatively) with a significance of 0.780 because  $t\text{-count} < t\text{-table}$  ( $0.0280 < 1.64$ ), and significance of  $0.780 > 0.05$ ; therefore,  $H_0$  is accepted and  $H_2$  is rejected. The pleasure of shopping is the pleasure that customers experience during purchasing activities, and customers who enjoy shopping can be interpreted as recreational purchasers. Beatty and Farrell (1998) defined a natural shopping tendency as the pleasure one derives from shopping. This is consistent with research conducted by Miao et al. (2019) which indicates that customers with high shopping pleasure characteristics tend to spend more time in a store with a pleasant environment, but it is not a crucial factor. Customers who come to a store for the purpose of making a purchase. Thus, it can be concluded that the respondents in this study did experience pleasure when purchasing interesting products, and that they had a relatively high tendency to enjoy shopping. As a result, they are less likely to make impulsive purchases because they enjoy shopping as a form of recreation.

The t-count results for the influence of materialism on impulsive purchases are 2.374 with a significance of 0.018. Since  $t\text{-count} > t\text{-table}$  ( $2.374 > 1.64$ ) and  $0.018 < 0.05$ ,  $H_0$  is rejected and  $H_3$  is accepted. This study's findings are consistent with those of Cuandra and Kelvin (2021) and Pradhan et al. (2018), who found that materialism influences impulsive purchases. According to Liao et al. (2009), materialists constantly compete and compare themselves with members of their reference group in their search for more products that make their hearts feel good. Thus, it can be concluded that the participants in this study have a relatively materialistic disposition. Users of Tiket.com believe they are willing to pay for a product that will make them happy. Customers with a materialistic nature will continue to compete to gain social status and feel happy when they have a lot of products based on their daily urges. In this case, Tiket.com users feel happy when they can enjoy products based on their impulses on Tiket.com.

Because  $t\text{-count} > t\text{-table}$  ( $4.207 > 1.64$ ) and significance  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_4$  is accepted regarding the effect of using a credit card on impulse purchases. This study's findings are consistent with those of Prasetio and Muchnita (2022), who found that the use of credit cards influences impulse purchases. Phau and Woo (2008) found that the use of a credit card can increase spending and strengthen the link between money attitudes and impulsive purchases. Roberts and Jones (2001) found that when credit card payment options are available, consumers spend more, shop more, and make purchase decisions more quickly. Thus, it can be concluded that the respondents in this study used credit cards to make purchases on Tiket.com. Tiket.com offers multiple transaction options, including the use of a credit card. A variety of credit card payment options can encourage Tiket.com customers to spend more money and make impulsive purchases.

Impulsive buying is influenced by person situation, with a t-count of 2.355 and a significance of 0.019. Since  $t\text{-count} > t\text{-table}$  ( $2.355 > 1.64$ ) and  $0.019 < 0.05$ ,  $H_0$  is rejected and  $H_5$  is accepted. Time and money increase product search time and impulse buying. This boosts consumer confidence in their purchases and encourages them to return (Foroughi et al., 2012; Husnain et al., 2019). The respondents in this study agree that they have extra money when shopping at Tiket.com to buy their favourite products. According to Joghee and Alzoubi (2021), enough time and money can lead to impulse purchases. This opinion is consistent with research: some respondents have extra money and time to shop at Tiket.com, so they can make impulse

purchases. When browsing products on Tiket.com, respondents have the possibility of making impulse purchases.

The study found that website quality has a significant negative impact on impulsive purchases ( $t$ -count = -3.153, significance  $0.02 < 0.05$ ). Therefore, H0 is accepted and H6 is rejected. This study is consistent with Zhang et al. (2020). Even though the Tiket.com website is attractive and provides complete and reliable information, respondents are not impulsive buyers. This study's respondents were mostly 16-25-year-olds, making them young. Cuandra and Kelvin (2021) found that 97.7% of Z generation and 90.4% of millennials use the internet (Dataindonesia.id, 2023). Research suggests that young users can compare prices with tiket.com competitors better than adults (Prasetio & Nursandi, 2022). This study found that young respondents are smarter at finding information on a product that meets their needs. The more online travel agent websites they can find, the less likely they are to make impulsive decisions on Tiket.com. Thus, website design does not affect impulse purchases on Tiket.com.

Retailer motivational activities have a significant impact on impulsive purchases, with a  $t$ -count of 5.344 and a significance of 0.000, rejecting H0 and accepting H7. This suggests that retailer motivational activities partially boost impulsive purchases. Miao et al. (2019) found similar results to this study. Discounts, coupons, free shipping, and prize draws can make consumers buy unplanned items. More retailer promotions lead to more impulsive purchases (Bao & Yang, 2022). Retailer motivation is one of the biggest factors influencing impulse buying, according to this research. Tiket.com business partners can offer promos with regular price cuts to encourage impulse purchases. As a result, offering product price cuts, vouchers, or other appealing offers will encourage consumers to make impulse purchases. Because Tiket.com customers are pleased when they receive additional benefits from Tiket.com promotional offers.

The study found that product attributes have a significant impact on impulsive purchases, with a  $t$ -count of -2.059 (negative sign) and a significance of 0.040 ( $t$ -count >  $t$ -table,  $2.059 > 1.64$ ); therefore, H0 is accepted and H8 is rejected. Thus, product attributes partially do not affect impulsive purchases. This study agrees with Hyun et al. (2016). The study found that price, quality, and product completeness did not positively affect impulsive purchases but were significant. The study's respondents said they always consider price before buying a product and that it should be carefully considered, even if the retailer offers an attractive promo. Because the research results indicate that this variable has significant impacts because consumers always consider price and quality. So that business actors that partner with Tiket.com can provide prices and quality guarantees that give consumers a sense of trust and encourage consumers to make impulse purchases, so that consumers do not consider about it for too long. The longer they consider the price, the harder impulse buying becomes, so other factors must encourage it. This study contradicts Pradhan et al. (2018) and Ali and Sudan (2018).

The effect of scarcity on impulsive buying is supported by a  $t$ -count of 1.033 and a significance of 0.302 (significance  $< 0.05$ ). Therefore, H0 is accepted and H9 is rejected. Thus, scarcity partially does not affect impulse buying. Scarcity increases consumer impulse purchases due to pressure and perceived value (Chung et al., 2017). The message of scarcity on Tiket.com products did not motivate respondents to make impulse purchases in this study. This supports Hyun et al. (2016)'s claim that product and time scarcity can reduce impulse purchases due to limited information processing. Limited processing time may prevent Tiket.com customers from making impulse purchases. According to research findings on product attribute variables, where consumers value price and quality, they require time to process this information. If they are pressed for time, they will make few impulse purchases.

The study found a significant effect of serendipity information on impulsive buying, with a  $t$ -count of 6.684 and a significance of 0.000 ( $t$ -count >  $t$ -table,  $0.000 < 0.05$ ). Therefore, H0 is rejected and H10 is accepted. Thus, serendipity information partially boosts impulsive buying. This study agrees with Akram et al. (2017). Consumers tend to buy on impulse when they receive information by chance in the transaction environment. Because the information obtained is unexpected and can cause consumers to make sudden purchases and change their shopping values (Lo et al., 2016). Thus, this study's respondents agree that they can see everyday things in new ways.

According to previous research, this can encourage impulse buying because consumers can find unexpected information and make spontaneous purchases.

### F-test

The F-test aims to determine whether all the independent variables used in the model, if combined, will affect the dependent variable or not. The F-test compares the calculated F-value to the F-table and p-value. The F-table from the 5% probability results,  $df_1 = 10$  and  $df_2 = 400 - 2 = 398$ , yields 1.86. After data processing, the F-test yielded the following hypothesis testing results.

**Table 3.** F-Test Result<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1215.270	10	121.527	45.883	.000 <sup>b</sup>
Residual	1030.327	389	2.649		
Total	2245.598	399			

a. Dependent variable: IB

b. Predictors: (constant), SI, PA, CCU, MT, SCR, PS, WQ, MAR, SET, IBT

According to Table 3, simultaneous hypothesis testing yielded an F-count of 45.883, which is greater than 1.86, rejecting  $H_0$  and accepting  $H_a$ , indicating that personal and situational factors influence impulse buying simultaneously. The hypothesis can be accepted due to the F-test sig value of  $0.000 < 0.05$ . Personal and situational factors significantly influence impulsive purchases, so the two independent variables can predict impulse buying variables.

### Implication and Conclusion

Impulsive buying tendencies, materialism, credit card use, personal situation, retailer motivational activities, and incidental information positively and significantly affect impulsive buying among Tiket.com users in Indonesia. Website quality and product attributes negatively impact impulsive buying. The tendency of shopping enjoyment and scarcity have no effect on impulsive buying for Tiket.com users in Indonesia. Retailer motivation drives impulse purchases among Indonesian Tiket.com users. Discounts, coupons, free shipping, and prize draws can make consumers buy unplanned items. To increase customers' impulse purchases, retailers must continue to offer appealing promotions, particularly product price reduction promotions. Aside from that, Tiket.com or its partners can provide vouchers to users with various payment methods, allowing the vouchers to be used. Retailers who work with Tiket.com should avoid creating limited-time promotions because this eliminates the possibility of users making impulse purchases. Based on the findings of this study, offers with scarcity can prevent users from making impulse purchases because Tiket.com is currently offering product price cuts for a very limited time. Regular price cuts in promotions can increase Tiket.com users' impulse purchases.

This study has several limitations, therefore the authors suggest several things that can be taken into consideration for future researchers. Future researchers can conduct research using the same model with different objects to make comparisons of impulse purchases among Online Travel Agent (OTA) users and provide new insights about consumer behavior. Conduct similar research on a regular basis, because user responses regarding Online Travel Agents can change along with developments and changes in consumer behavior. This study does not use a mediating variable; however, future studies may use mediating variables such as age or gender with the same object in order to enhance more complex model to gain more knowledgeable understanding.

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