

## SHOPPING ORIENTATION AND TRUST IN ONLINE STORES TOWARDS IMPULSE BUYING

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**Abstract:** This study aims to determine the effect of shopping orientation and online store trust on impulsive purchases among students of the Faculty of Tarbiyah and Teacher Sciences of University X in Samarinda. This research uses a quantitative approach. This study involved 100 students of the Faculty of Tarbiyah and Teacher Sciences of University X in Samarinda who were selected using a simple random sampling technique. The use of data collection methods is the scale of impulsive purchases, shopping orientation, and the trust of the online store. The collected data are analyzed with the help of SPSS 25.0 for Windows programs. The results showed that the major hypothesis was accepted, namely simultaneous shopping orientation and online store trust can predict the occurrence of impulsive purchases in students, as evidenced by a value of  $p = 0.000$  ( $p < 0.05$ ). The predicted rate is 52.9%. The first minor hypothesis is accepted, namely shopping orientation is able to predict student impulsive purchases, proven by a value of  $p = 0.000$  ( $p < 0.05$ ), while the second minor hypothesis is accepted, namely trust in online stores able to predict student impulsive purchases as evidenced by a value of  $p = 0.000$  ( $p < 0.05$ ). The results showed that the major hypothesis was accepted, namely simultaneous shopping orientation and online store trusts can predict the occurrence of impulsive purchases in students, as evidenced by the value of  $p = 0.000$  ( $p < 0.05$ ). The positive impact of this research when people specifically read this research article is that it can increase literacy about the main factors that cause impulsive purchases, especially among students, especially caused by shopping orientation and also caused by trust in online stores.

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**Keywords:** impulsive buying, online store beliefs, shopping orientation

**Abstrak:** Penelitian ini bertujuan mengetahui efek orientasi belanja dan kepercayaan toko online terhadap pembelian impulsif di kalangan mahasiswa Fakultas Tarbiyah dan Ilmu Keguruan Universitas X di Samarinda. Penelitian ini menggunakan pendekatan kuantitatif. Penelitian ini melibatkan 100 mahasiswa Fakultas Tarbiyah dan Ilmu Keguruan Universitas X di Samarinda yang terpilih menggunakan teknik simple random sampling. Penggunaan metode pengumpulan data adalah skala pembelian impulsif, orientasi belanja, dan kepercayaan toko online. Data yang dikumpulkan dianalisis dengan bantuan SPSS 25.0 untuk program Windows. Hasil penelitian menunjukkan hipotesis mayor diterima yaitu simultan orientasi belanja dan kepercayaan toko online dapat memprediksi terjadinya pembelian impulsif pada mahasiswa, dibuktikan dengan nilai  $p = 0,000$  ( $p < 0,05$ ). Adapun tingkat prediksinya yaitu sebesar 52,9%. Hipotesis minor pertama diterima yaitu orientasi belanja mampu memprediksi pembelian impulsif mahasiswa, dibuktikan dengan nilai  $p = 0,000$  ( $p < 0,05$ ), adapun hipotesis minor kedua diterima yaitu kepercayaan terhadap toko online mampu memprediksi pembelian impulsif mahasiswa dibuktikan dengan nilai  $p = 0,000$  ( $p < 0,05$ ). Hasil penelitian menunjukkan bahwa hipotesis mayor diterima, yaitu orientasi belanja simultan dan online store trust dapat memprediksi terjadinya pembelian impulsif pada siswa, yang dibuktikan dengan nilai  $p = 0,000$  ( $p < 0,05$ ). Dampak positif dari penelitian ini saat masyarakat khususnya membaca artikel penelitian ini yaitu dapat menambah literasi mengenai faktor utama yang menyebabkan terjadinya pembelian impulsif khususnya di kalangan mahasiswa terutama disebabkan oleh orientasi belanja dan juga disebabkan karena adanya kepercayaan terhadap toko online.

**Kata kunci:** pembelian impulsif, keyakinan toko online, orientasi belanja

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## INTRODUCTION

Currently, the use of technology has been very advanced, including in Indonesia. Based on a survey on smartphone use found that 56.2 percent or about half of the population in Indonesia used smartphones in 2018, including students who use it (Gustilawati et al. 2020). Students who use smartphones certainly have a reason, including as a life style and a support for their lives (Anzani et al. 2020; Pebriani, 2019; Syifa, 2020).

Young people, especially students, are often categorized as a group of consumers who tend to be open to new products that appear in the market. This group is also believed to always want to follow the latest lifestyle trends, regardless of whether they really need the product and benefit from the products they consume (Widodo & Qurniawati, 2017). If you look deeper into the use of smartphones among students to shop online. Literally shopping online can be said to be a means to meet daily needs by utilizing technological developments (Handoko et al. 2021).

Online shopping methods can make it easier for buyers to make purchase transactions without having to come to their store. Online buying and selling activities can be done through internet media using a web browser (Minanda et al. 2018). Loekamto (2012) added that online shopping can be used as a means for online shopping made through internet media and it offered various goods and services for consumers in the form of photos, pictures and videos. The use of the internet and this change in shopping methods brought many changes in the lifestyle of students.

The phenomenon of immersive purchases occurs because of the ease of shopping, especially with the emergence of online shopping platforms such as shopee, lazada, Tokopedia, especially among students who have high consumption, plus since the implementation of policies from the government regarding working from home and studying from home, thus making the consumption of immersive shopping even higher (Khrishananto & Adriansyah, 2021). This gap can be seen from the research conducted by (Pratiwi, 2017) revealing that various activities become easy to cause consumptive traits among young people, including students. The rise of online shopping among students has made student consumption patterns increase in the purchase of fashion products (Kaulah et al. 2017). Students have needs and desires in meeting the needs

of their lives, for example for products such as clothes, bags, shoes and so on (Ardiyanto, 2017)

The purchase of products with the reason of wanting to follow the trend among students triggers the occurrence of consumptive behavior and impulsive purchases. Impulsive buying is caused by a natural impulse that arises to make unplanned purchases (Sulistiowati & Widodo, 2015). Previous research on the consumptive behavior of students through online shopping fashion conducted by (Thohiroh, 2015) showed the results that students of the Faculty of Psychology, University of Muhammadiyah Surakarta do shopping based on pleasure intentions, excessive and impulsive shopping.

The impulsive buying process made by students can be influenced by shopping orientation (Fatkul & Yulianto, 2016). Shopping orientation can be formed from the personality and environment of peers (Wijayanti et al. 2019). The results of a study conducted by (Pratiwi, 2017) showed that the peer group that is the shape of the shopping orientation has a positive and significant effect on impulsive buying behavior. Ivoni et al. (2015) mentioned that shopping orientation has a positive effect on buying intentions in students. This is in accordance with the results of research conducted by (Nurhidayah, 2020) on 163 UMS accounting education students who stated that the influence of shopping orientation on online buying interests amounted to 49.8%, which means that the higher the shopping orientation owned by students, the more likely students are to make impulsive purchases repeatedly. The research mentioned above shows that student shopping behavior can be influenced by shopping orientation.

Impulse buying is also influenced by the trust factor in an online store. Trust in an online store can increase impulse purchases because basically before making a purchase they will do an analysis of the products they will buy at an online store. This belief can arise due to knowledge and opinions that affect emotional factors (Asriningati & Wijaksana, 2019). Based on research conducted by (Asriningati & Wijaksana, 2019b) on 100 respondents stated that the influence of trust in online stores has an influence of 53%. This suggests that in impulse purchases, individuals will make purchases at online stores they already trust.

Previous research that was similar to the picture of impulsive buying in students was known to have differences from the research that would be carried out

by researchers. Research on the influence of shopping lifestyle and online store beliefs on impulse buying in lazada.co.id has several similarities, namely in one of the free variables in the form of trust in online stores and bound variables in the form of impulsive purchases (Asriningati & Wijaksana, 2019). The difference in the research carried out lies in one of the free variables, namely shopping lifestyle and the subject does not use students, while researchers use the free variable of shopping orientation and the subject uses students.

Another study is the influence of hedonic shopping motivation on the impulsive purchases of Matahari store consumers (Paramita & Suhermin, 2015). This previous research showed that hedonic shopping motivation has a positive and significant influence on impulsive purchases. The similarity of the studies carried out lies in the similarity of dependent variables, namely impulsive purchases. The difference with this study lies in the subjects who use Matahari Store consumers and in the different free variables, namely shopping orientation and trust in online stores.

The research that will be carried out by researchers has variables tied in the form of impulsive purchases with the phenomenon of online shopping in students. The importance of conducting research on impulsive buying in students is to find out what factors influence the level of impulsive purchases in students. Based on previous research that has been presented, it can be seen that impulsive purchases are influenced by shopping orientation and trust in online stores. The focus or purpose of this study discusses shopping orientation and trust in online stores can act as predictors of impulsive purchases. The major hypothesis in this study is that shopping orientation and trust in online stores are able to predict impulsive purchases of tarbiya faculty students and University X teachers.

## METHODS

The type of research used in this study is quantitative research, which is research that contains many calculations and numbers, from the process of data collection, data analysis and the appearance of research data. The design the researchers used in this study were descriptive and inferential statistics. This study was designed by the researcher to provide an overview of the conditions of the distribution of research data.

The design of inferential statistics is used to determine whether or not there is an influence of shopping orientation and trust in online stores on purchases.

The number of samples used as research as many as 100 students of the Faculty of Tarbiyah and Teacher Science of University X in Samarinda. The sampling technique in this study uses probability sampling, which is a sampling technique that provides equal opportunities for each member of the population to be selected to be a sample. Then for the determination of samples in this study using simple random sampling, namely sampling members from the population that is done randomly by not paying attention to the strata in the selected population (Sugiyono, 2017).

Data collection methods in research using measurement tools or instruments. The research instruments used are three, namely the scale of impulse buying, shopping orientation, and trust in online stores. In this study, the type of scale used was the likert type scale. The likert scale is used to measure the views, opinions, and attitudes of a group of people or a person regarding social phenomena (Sugiyono, 2017) The likert type measurement scale has two properties, unfavorable and favorable.

The data processing process in this study began by conducting a test of validity and reliability on each variable scale in this study. On the impulsive purchase scale, there were five items that fell out of 40 items with a reliability value of 0.935. The scale of shopping orientation, there were 2 items that fell with a reliability value of 0.676. For the trust scale in online stores, there is 1 item that falls out of 30 items with a reliability value of 0.905.

The data analysis technique that researchers use for research data processing is to use multiple linear regression analysis to find out how the influence and ability of both free shopping orientation and trust in online stores on variables depending on impulsive purchases. Regression analysis is used by researchers to find out how between variables in the study are interconnected, generally the relationships between these variables are expressed in mathematical equations and express the functional relationships of one variable to another. The analysis technique is entirely carried out using SPSS (Statistical Packages for Social Science) software version 23.0 for Windows.

This study used two free variables and one dependent variable, which are as follows: Independent Variables (Shopping Orientation (X1); Trust in the Online Store (X2)) and Dependent Variables (Impulsive Purchase (Y)). Based on the identification of variables, the composition of the research framework of this study can be seen from Figure 1.

## RESULTS

### Characteristics of Respondents

The description of the characteristics of the research subject provides information related to the description of the subject in this study which is tailored to the goals and needs of the researcher. The subjects in this study were students of the Faculty of Tarbiyah and Teacher Training, University X in Samarinda. Determination of study subjects using simple random sampling, namely the sampling of sample members from the population which was carried out randomly without paying attention to the strata in the population. The number of research samples was as many as 100 students of the Faculty of Tarbiyah and Teacher Training, University X in Samarinda. Characteristics of the subject of the study can be seen in Table 1.

Based on Table 1, it can be seen that the subjects in this study showed that the largest number came from the age category of 19 - 20 years, with a percentage of 52%. The second highest age category is 21 - 22 years with a percentage of 48%. This suggests that the

subjects in this study fall into the age category of early adulthood.

Based on Table 2, it can be seen in this study that based on the sex of the 100 students of the Faculty of Tarbiyah and Teacher Science who were the subjects of the study, it shows that most of the subjects of this study are female, namely with a percentage of 57%.

### Descriptive Test Results

Descriptive data is used to describe the condition of data distribution among students of the Faculty of Tarbiyah and Teacher Science at University X. Empirical mean and hypothetical mean obtained from the response of research samples through three research scales, namely the scale of impulsive purchases, the scale of shopping orientation, and confidence in online stores.

Categories based on the comparison of hypothetical mean and empirical mean can be directly carried out by looking at the descriptive research data. The meaning of the score is a norm (mean) theoretical score as a parameter so that the measuring instrument in the form of a number (quantitative) can be interpreted qualitatively. The normative reference will make it easier for users to understand the measurement results. Any empirical mean score significantly higher than the hypothetical mean can be considered an indicator of the high state of the subject group on the variable under study, and vice versa. The empirical mean and hypothetical mean of the study can be seen in the following Table 3.

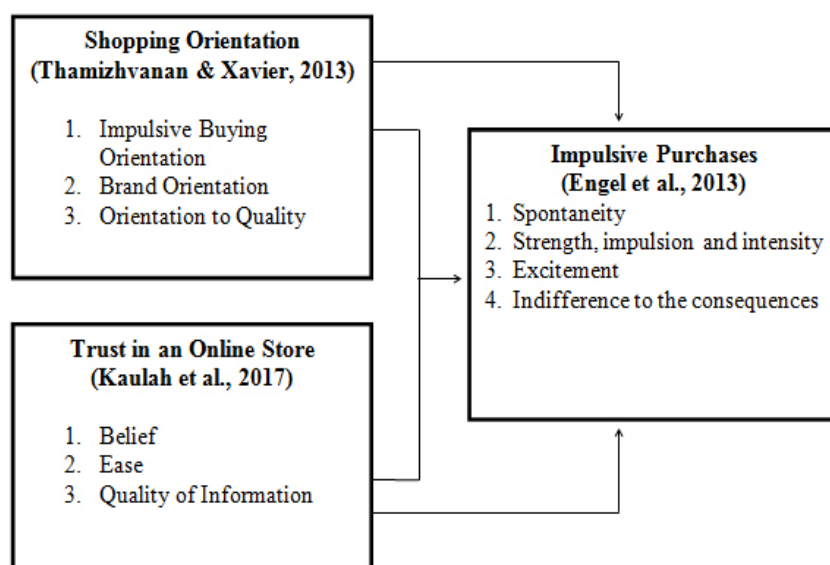


Figure 1. Research framework



Table 1. Distribution of research subjects by age

Aspects	Age	Frequency	Percentage
Age	19-20 Years	52	52%
	21-22 Years	48	48%
Total		100	100%

Table 2. Distribution of research subjects by gender

Aspects	Gender	Frequency	Percentage
Gender	Man	43	43%
	Woman	57	57%
Total		100	100%

Table 3. Mean empiric and mean hypothetical

Variable	Mean Empirik	Mean Hipotetik	Status
Impulse Buying	87.89	105	Low
Orientation Shopping	85.45	84	High
Trust in Online Stores	110.13	87	High

Through the Table 3, you can see an overview of the distribution of data umum on the research subjects of students of the Faculty of Tarbiyah and Teacher Science, University X in Samarinda. Based on the results of measurements of impulsive purchase scales obtained, the empirical average of 97.89 is lower than the hypothetical average of 105 with a low category. This proves that the study subjects fall into the low category of impulsive buying behavior.

Based on the results of the shopping orientation scale measurement, the empirical average of 85.45 is higher than the hypothetical average of 84 with higher categories. These results showed that the subjects in the study had a high shopping orientation. Based on the results of measurements through the empathy scale that has been filled by the subjects, an empirical mean of 110.13 is higher than the hypothetical means of 87 with a high category. These results showed that the subjects in the study had high confidence in online stores.

### Assumption Test Results: Normality

The normality test aims to see the deviation of the frequency of observations studied from theoretical frequencies. The Data Normality Test, among others, can be carried out by comparing the probability of the Kolmogorov-Smirnov value with 0.05 (5%). The rule used is that if  $p > 0.05$  then the distribution is normal, on the other hand, if  $p < 0.05$  then the distribution is abnormal.

Based on the Table 4 normality test results, it can be interpreted as follows:

1. The results of the test of the assumption of normality of data distribution to the data of the Impulsive Purchase variable resulted in a Z value of 0.075 and a p value of 0.189 ( $p > 0.05$ ). The test results based on the rules showed that the distribution of impulsive purchase items was declared normal.
2. The results of the test assumed the normality of the distribution of data against the shopping orientation variable data resulted in a Z value of 0.081 and a p value of 0.102 ( $p > 0.05$ ). The test results based on the rules show that the distribution of shopping orientation items is declared normal.
3. The results of the test of the assumption of normality of distribution to the data of the trust variable in the online store resulted in a Z value of 0.084 and a p value of 0.082 ( $p > 0.05$ ). The test results based on the rules show that the distribution of points of trust in the online store is declared normal.

Based on the Table of the results of the normality assumption test, it can be concluded that from the three variables, namely impulsive purchases, shopping orientation, and trust in online stores, they have a normal data distribution because they have a p value of  $> 0.05$ . Based on these results, the data analysis in this study can be carried out parametrically because the test requirements for the assumption of normality of the distribution of research data are met. Parametric data analysis in this study used multiple linear regression analysis.

Table 4. Normality Test Results

Variable	Kolmogrof-Smirnov Z	p	Information
Impulse Buying	0.073	0.189	Normal
Orientation Shopping	0.081	0.102	Normal
Trust in Online Stores	0.084	0.082	Normal

### Assumption Test Result: Linearity

The linearity assumption test is carried out to determine the linearity of the relationship between the dependent variable and the independent variable. The rule used in the linearity test is that if the deviation value of linearity  $p > 0.05$  and the value of F counts  $< F$  Table at a significance level of 5% or 0.05, then the relationship is declared linear. The following linearity test results between each free variable and the dependent variable are presented in Table 5.

Based on Table 5 linearity assumption test results, it can be interpreted as follows:

1. The results of the linearity assumption test between impulsive purchases and shopping orientation showed a deviant value from linearity F of 1.835  $<$  a Table F value of 3.09 which means that there is an influence but a p value of 0.021  $<$  0.05 which means that the effect is declared linear.
2. The results of the linearity assumption test between student involvement and social support showed a deviant value from linearity F calculated at 1.745  $<$  a Table F value of 3.09 which means that there is an influence but a p value of 0.026  $<$  0.05 which means the effect is declared linear.

### Assumption Test Result: Multicholinerarity

The Multicholinerarity Test aims to determine whether there is a significant correlation between free variables, multicholinerarity occurs when two or more free variables are strongly correlated with each other. The multicholinerarity test can be done using a regression test with the rule that if the VIF (variance inflation factor) value is around the number 1 or has a tolerance close to 1, then it is said that there is no multicholinerarity problem in the regression model.

If the tolerance coefficient  $<$  1 and the coefficient of VIF value  $<$  10, then the distribution of the data is declared to be non-multicholinerarity. If the tolerance coefficient  $>$  1 and the coefficient of VIF value  $>$  10, then the

distribution of the data is declared multicholinerarity. The following results of the multicholinerarity test between each free variable and the dependent variable are presented in the Table 6.

Based on Table 6 of the results of the multicholinerarity assumption test, it is known that the results of the multicholinerarity test between the shopping orientation free variable and the impulsive purchase-dependent variable resulted in a VIF value of 1.169  $<$  10 and had a tolerance value of 0.855  $<$  1 which means that in the regression between shopping orientation and impulsive purchases, multicollinearity does not occur. Then the results of the multicholinerarity test between the trust-free variables in the online store and the variable depending on impulsive purchases resulted in a VIF value of 1.169  $<$  10 and had a tolerance value of 0.855  $<$  1 which means that in the regression between trust in the online store and impulsive purchases, multicholinerarity does not occur.

### Hypothesis Test Results of Full and Incremental Model Regression Analysis

The hypothesis in the study was to determine the influence between shopping orientation and trust on student involvement in online lectures in students of the Faculty of Tarbiyah and Teacher Training at one of the universities in Samarinda. The analysis technique used is multiple linear regression analysis. Based on the results of the full model regression test on the variables of shopping orientation and confidence in online stores towards impulsive purchases together, results can be obtained which can be seen in Table 7.

Based on the analysis that has been carried out, it was found that the major hypothesis is accepted, namely simultaneous shopping orientation and online store trust can predict the occurrence of impulsive purchases in students, evidenced by a value of  $p = 0.000$  ( $p < 0.05$ ). The predicted rate is 52.9%. Then from the results of the analysis of minor hypotheses can be known as follows Table 8.

Table 5. Linearity Assumption Test Results

Variable	F Count	F Table	p	Information
Impulsive Buying – Shopping Orientation	1.835	3.09	0.021	Linear
Impulsive Buying – Trust in an Online Store	1.745	3.09	0.026	Linear

Table 6. Multicholinerity Assumption Test Results

Variable	Tolerance	VIF	Information
Impulsive Buying – Shopping Orientation	0.855	1.169	non-multicholinerity
Impulsive Buying – Trust in an Online Store	0.855	1.169	non-multicholinerity

Table 7. Multiple linear regression analysis test results

Variabel	F-hit	F-tab	R <sup>2</sup>	p
Impulse Buying Orientation Shopping Trust in Online Stores	54.445	3.09	0.529	0.000

Table 8. Results of minor hypothesis analysis test

Variabel	Beta	T Count	T Table	p
Orientation Shopping (X1) Impulse Buying (Y)	0.786	10.432	1.984	0.000
Trust in Online Stores (X2) Impulse Buying (Y)	-0.281	-3.730	1.984	0.000

Based on the Table 8 results of minor hypothesis analysis test, it can be seen that  $t$  calculate  $>$   $t$  Table and  $p$  value  $<$  0.05 which means that there is an influence and significant orientation of spending on impulsive purchases with the value of the beta coefficient ( $\beta$ ) = 0.786,  $t$  count = 10.432, and  $p$  = 0.000 ( $p <$  0.05). This means that the minor hypothesis in this study is accepted, namely that there is an influence of shopping orientation on impulsive purchases. Then the confidence in the online store in impulsive purchases shows  $t$  calculate  $<$   $t$  Table which means that there is a negative and significant influence with the value of the beta coefficient ( $\beta$ ) = - 0.281,  $t$  count = - 3.730, and  $p$  = 0.000 ( $p <$  0.05). This means that the minor hypothesis in this study is accepted, namely that there is an influence of trust in online stores on impulsive purchases.

Based on the analysis hypothesis test found that the major hypothesis in this study was accepted, namely shopping orientation and trust in online stores were able to predict the occurrence of impulsive purchases in students. The contribution of influence is 52.9%. The findings of this study prove that the factors that influence impactful purchases are shopping orientation and trust in online stores. Fatkhul & Yulianto (2016)

explain that impulse buying is influenced by how students' orientation in shopping and trust will invite many customers so that trust in online stores will increase. Putra et al. (2017) revealed the orientation of online shopping because of the trust in online stores which can be said to be a trigger factor for impulsive purchases.

Conventional and online shopping activities today become very easy, practical and change the style of student shopping to trigger impulsive purchases, especially in students (Hidayah & Mudjiyanti, 2021; Parhusip & Lubis, 2020). Satisfaction in shopping, brand orientation, convenience and price can change the concept pattern even the purpose for shopping (Sofiany & Sucento, 2013). Therefore, the occurrence of impulsive purchases in students can be influenced by the orientation of consumer spending regarding the satisfaction in shopping, as well as the existence of a quality brand orientation (Parhusip & Lubis, 2020).

Shopping orientation becomes part of the lifestyle that describes how one's wants and needs in shopping (Kusuma & Septarini, 2013). Shopping activities carried out by students can reflect the student's lifestyle which is related to the occurrence of impulsive purchases (Aditya

et al. 2020). Students make impulsive purchases to keep up with fashion and the times to form a hedonistic shopping orientation (Pulungan et al. 2018). This theory can give the sense that shopping orientation can affect impulse purchases in college students.

Based on the test of minor hypotheses obtained results that shopping orientation can prioritize impulse purchases. The results of this hypothesis test also explain that the higher the shopping orientation, the higher the tendency to impulsive purchases in students. The findings are also in line with previous research conducted by (Park & Kim, 2016) which showed that shopping orientation is an important factor that influences impulsive buying in college students. Putri & Iriani (2020) also showed results that there is an influence of shopping orientation with a consumptive lifestyle towards impulse purchases. The results of the previous study mean that shopping orientation affects impulsive purchases in college students.

Based on the analysis of the data distribution picture found that students have a high shopping orientation. Shandy et al. (2021) explained about the rise of shopping activities carried out by students, especially those based online due to the shopping behavior itself. Students form a shopping orientation based on how the personality and environment in which the student lives. The personality formed and the people closest to them have contributed to the formation of shopping orientation (Wijayanti et al. 2019)

The orientation of shopping in students is also inseparable from how the product or seller of a product can be trusted. One aspect of the shopping orientation according to Thamizvhanan & Xavier (2013) is the orientation towards the brand. The formation of trust in the brand of the product or in a physical store or online will foster a sense of comfort. This convenience according to (Asriningati & Wijaksana, 2019) is one of the factors that can affect trust in online stores. Increased trust in online stores can increase the likelihood of college students making impulsive purchases. Previous research conducted by Kaulah et al. (2017) found that impulsive buying is also influenced by the level of trust in online stores. This suggests that trust in online stores can affect impulse purchases in college students.

Trust in online stores can predict the impulsive purchase of college students. Permatasari (2016) said that students have confidence in online stores to shop, so that with the continuous shopping behavior causes impulsive purchases. Noviasari (2018) explained that trust in online stores has a significant influence on impulse purchases. Trust in online stores refers to trust between buyers and sellers where there is clear and definite information there (Dewi & Sinuraya, 2015). The trust built online between sellers and buyers will bring a sense of security and comfort. The appeal of a product will also be able to increase confidence in the online store. According to Asriningati & Wijaksana (2019) the convenience and attractiveness of products are factors that can affect trust in online stores.

Based on the description above, it can be concluded that shopping orientation and trust in online stores are able to predict the occurrence of impulsive purchases in students, therefore the occurrence of technological developments gives a big role in impulsive purchases, especially in students. This study is interesting to study more deeply, especially for the next researcher to deepen the study of this study by comparing with the results of previous studies by conducting a meta-analysis.

The positive impact of this research when people specifically read this research article is that it can increase literacy about the main factors that cause impulsive purchases, especially among students, especially caused by shopping orientation and also caused by trust in online stores. If students already know the factors causing impulsive purchases, then to reduce these behaviors, one way is to reduce shopping orientation, which means focusing more on shopping with the needs needed and needed.

### **Managerial Implication**

It is hoped that this research can help students in controlling the desire and desire to shop and prevent the possibility of impulsive purchases. Furthermore, it is also hoped that this study will be useful to be used as a reference for researchers to find out the picture of the shopping orientation of students who make purchases.



## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The results showed that the major hypothesis accepted, namely shopping orientation and trust in online stores can predict the occurrence of impulsive purchases in students. Meanwhile, the results showed that the first minor hypothesis was accepted, namely shopping orientation can act as a predictor to predict impulsive purchases of impulse purchases in students and the results of the study showed that the second minor hypothesis was accepted, namely trust in online stores can act as a predictor to predict impulsive purchases in students. From the three hypotheses stated all accepted, impulsive purchases are basically caused by shopping orientation and trust in online stores, causing students to tend to have impulsive buying behaviors, but what is a concern is the negative impact of impulsive purchases. This research will be interesting if it is linked more deeply, especially using the design of meta-analysis research, the goal is to compare the results of this study with previous research, so that coherent and reliable research results can be obtained.

### Recommendations

Students are expected to learn how to control their desire and desire to shop. The use of social media and a hedonistic friendship environment will certainly form a hedonistic shopping orientation as well and coupled with a very massive flow of information about a product can increase the possibility of impulsive purchases. Impulsive purchases have a negative impact such as running out of money for daily needs. Therefore, good financial literacy is needed to reduce this impulsive buying behavior, especially in students.

Researchers can then examine other variables that are likely to influence impulsive buying in students. Then the researcher can then use the population and samples taken from different places so that the data to be generated can more accurately describe the influence of the studied variables.

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