HEDONIC SHOPPING MOTIVATION AND SHOPPING LIFESTYLE ON FASHION PRODUCT PURCHASES (AMONG SHOPEE ONLINE MARKETPLACE USERS IN WEST JAVA, WITH A CASE STUDY IN CIREBON CITY)

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ABSTRACT

This study aims to determine the effect of hedonic shopping motivation and shopping lifestyle on impulse purchases of fashion products among Shopee e-commerce customers partially and simultaneously. The survey was conducted on Shopee e-commerce customers in Cirebon City. The research method used is a quantitative method with a descriptive approach and an indicator measuring instrument on a Likert scale of 1-4. Data collection using a questionnaire method distributed in the form of a google-form consists of 30 statements filled out by 150 respondents. The sampling technique used is purposive sampling technique. Data analysis used validity test, reliability test, multiple linear regression analysis, T test, F test and coefficient of determination. The results showed that partially hedonic shopping motivation variables had a significant effect on impulse buying with a value of 2.948> 1.976 and a sign of 0.004 <0.05 and a shopping lifestyle variable had a significant effect on impulsive buying with a value of 3.615 > 1.976 and a sign of 0.000 < 0.05 and the results of the study simultaneously that hedonic shopping motivation variables and shopping lifestyles had a significant effect on impulse buying with a value of 33.929 > 3.06 and a sign of 0.000 < 0.005. R Square value of 0.316 indicates that the percentage of the influence of hedonic shopping motivation and shopping lifestyle on impulse buying is 31.6% and the remaining 68.4% is influenced by other variables not analyzed in this study.

KEYWORDS	*Hedonic Shopping Motivation, Shopping lifestyle, Impulse buying.*

INTRODUCTION

Currently, business progress in Indonesia is very fast, especially business progress in the retail sector. The development of increasingly modern times and technology makes this retail business not only in the form of direct retail (conventional) but indirect or online retail businesses, namely through e-commerce. E-commerce is a form of technology that is experiencing rapid development of sales transactions and purchases of business products, both goods or services, using electronic tools, namely the internet. According to Rerung (2018: 19) e-commerce is also often referred to as market-marking because of its existence which can directly and at the same time form buying and selling activities in the internet world which are able to unite sellers and buyers from various countries by only utilizing existing internet access.

According to statistical results from the Central Statistics Agency (BPS), the 2021 e-commerce survey results state that the number of types of businesses that collect data on December 31, 2020 was recorded at 25.25 percent of e-commerce activities and increased on June 31, 2021 which was recorded at 25.92 percent, this shows that the types of businesses that sell products on the internet in Indonesia are still in the minority and are still dominated by conventional types of businesses.

The results of the 2021 e-commerce survey from the statistical calculations of the Central Statistics Agency (BPS) show that close to the total number of businesses that have sold products online on instant messaging applications is 93.98 percent of businesses, 54.66 percent sell products online on social media and only 21.64 percent of businesses sell products on marketplaces or e-commerce. Ipsos, an organization that conducts research in world markets, produced research on e-commerce competition in Indonesia at the end of 2021. Based on the results of its research, there are three largest e-commerce platforms in Indonesia, namely first Shopee, second Tokopedia, and third Lazada. Shopee is in first place as the e-commerce that has the most visitors in Indonesia.

According to the Central Statistics Agency (BPS), the 2021 e-commerce survey states that the type of goods / services that are sold in second place in e-commerce is fashion products with a proportion of businesses selling as much as 20.71 percent. Shopee collaborates with several retail businesses such as sellers and resellers who have quality fashion product brands to attract customer purchasing power and provide convenience for its customers in transactions such as on-site payments (COD), through minimarkets, e-banking and spaylatter. Shopee provides benefits in the form of discounts, discounts on shipping costs with a minimum purchase, and free shipping and massive promotions on big days and harbolnas (national online shopping days), this results in customers being attracted to Shopee, which initially they only look at existing products but in the end are tempted by the products and free shipping provided, resulting in the purchase of products that were not previously planned (implusive purchases).

According to Prastia (2013) in Zayusman & Septrizola (2019), explaining that impulse purchases are included in the type of purchase that has no plan and occurs spontaneously. The component of impulse buying occurs due to emotional or impulse when a purchase is made suddenly to immediately buy a product, there is a deep feeling shown towards the purchase of the urge to buy a product immediately, ignore negative consequences, feel satisfaction, and experience conflict in thinking, the existence of this behavior customers tend not to care and do not think long to buy the product they want so that customers easily order products spontaneously which can cause regret because the desired expectations do not match the state of the product that has been purchased. A person does not experience awareness when buying products that are not important, resulting in wasteful behavior that can harm themselves and uncontrolled finances which can eventually get entangled in debt. This impulse purchase is influenced by the motivation factor of hedonic shopping which is carried out in order to get the desired product.

Hedonic shopping motivation is the motivation of someone who likes to shop because the person gets something interesting and fun when shopping. This motivation includes thoughts and pleasures that a person experiences subjectively (Rahma & Septrizola, 2019). A person purchases fashion products without seeing the benefits or great usefulness of the product so that they only get a sense of satisfaction, a sense of joy, and happiness in an individual after seeing interesting things such as promotions or discounts so that they can make purchases immediately which can result in repeated product purchases in fulfilling a shopping lifestyle.

According to Yusri (2014) in Zayusman & Septrizola (2019), shopping lifestyle is included in a lifestyle that discusses how a person lives his life habits, how a person spends money, time and shopping activities carried out, opinions, attitudes and views of a person about the world in which they live. The increasing number of various latest products makes customers want to follow the development of fashion that is always updated, especially those that are booming in society so that it will lead to addictive behavior towards purchasing products with popular brands and the latest models which can result in spending money continuously and uncontrollably. This lifestyle behavior of shopping for fashion products can increase a person's social status so that they will be called a fashionable or trendy person.

Researchers have conducted pre-research on e-commerce users in Cirebon City residents with the results of the most widely used e-commerce in Cirebon City residents, namely Shopee with a percentage value of 86.8 percent and the rest using Tokopedia and Lazada. Based on the phenomenon from the results of pre-research, therefore researchers are interested in taking and conducting research with the title "Hedonic Shopping Motivation and Shopping Lifestyle Towards Shopee Fashion Product Implusive Purchases".

Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12240

RESEARCH METHOD

Hedonic Shopping Motivation

Purchases with hedonic behavior are not driven or appear without a strong motivation. According to Sitorus (2020: 56) motivation is something that can incite human behavior or habits, motivation is also referred to as a means of encouragement, support, desire, or need that can make someone enthusiastic and someone is motivated to minimize or maximize the encouragement that exists in oneself so that one is able to do and act in ways that can make the maximum direction. Strong motivation causes a person to behave hedonistically. According to Utami (2010) in Afif & Purwanto (2020), hedonic shopping motivation is a person's desire to shop because shopping itself is a happiness so that it does not show the benefits and functions of the products that have been purchased.

Shopping Lifestyle

Lifestyle can be defined as a form of a person's secondary needs that can be adjusted by the times or technology with a situation where a person has a desire to change his lifestyle, which includes clothing styles, habits, and so on. Simply put, lifestyle can be defined as the way they live (Afif & Purwanto, 2020). According to Levy in Gunawan & Sitinjak (2018), shopping lifestyle is included in a lifestyle that discusses how a person lives his life habits, how a person spends money, time and shopping activities carried out, opinions, attitudes and views of a person about the world in which they live.

Impulse Buying

Impulse buying is a form of purchase made by someone with a strong urge to acquire a product and no in-depth consideration of their reasons for buying the product (Verhagen and Dolen, 2011, p.320 in Nugroho & Idris, 2018). According to Sitanggang & Prayetno (2021: 9) unplanned, illustrated by impulse buying habits that occur in some people who buy a product that is not included in their shopping list, only interested in the discounts offered or also attracted by certain product attributes.
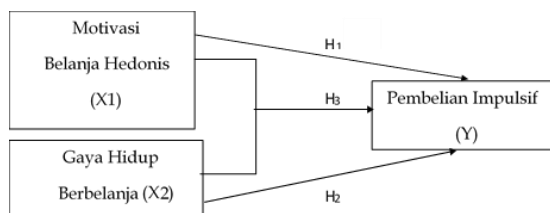
Type of Research

The type of research used in this research is quantitative research with a descriptive approach. According to Jaya (2020: 6) quantitative research is a type of research that uses several statistical (measurement) processes and procedures. This quantitative approach pays more attention to a symptom or phenomenon that has certain characteristics or that commonly occurs in people's lives, which are called variables. The quantitative approach has a relationship with variables that are analyzed using objective theories. According to Jaya (2020: 17), the definition of descriptive research is a type of research conducted to determine the value of each variable. Descriptive research is independent in order to obtain an overview of the variables used, in processing data using the mean, median, mode, standard

deviation, minimum, maximum, frequency and percentage values. These variables can describe systematically and accurately about a particular population or field.

Previous Research

Debora Dian Maydiana Anggraeni and Sentot Suciarto A (2020) with the results Shopping lifestyle has a positive and significant effect on impulse purchases. Hedonic behavior has a positive and significant effect on impulse purchases. Shopping lifestyle and hedonic behavior together have a positive and significant effect on impulse purchases.

Framework of Thought

Research Location

The research location is the place where this research is carried out in order to obtain information about the data needed to support the research process in order to obtain appropriate results. Based on the title of the research, the location of this research was carried out in the Districts of Harjamukti, Kesambi, Kejaksan, Lemahwungkuk, and Pekalipan Cirebon City, West Java Indonesia.

Population and Sample

According to Ismiyanto in Roflin (2021: 5) population is all objects or research subjects which can be people, regions, objects, or things that can provide information (research data). The population studied in this study were Shopee customers in Cirebon City. Samples according to Roflin (2021: 11) are part of the population, namely all population units must have the opportunity to be taken as sample units and samples as a population in a small form, meaning that the sample size must be sufficient to be able to describe the population. The sample determination in this study is in accordance with Hair, et al (2010) which states that the minimum sample size is 5-10 observations for each statement to be estimated. In this study, the number of statements used was 30 statements, including:
1) Hedonic shopping motivation variable: 12 (twelve) statements
2) Shopping lifestyle variable: 10 (ten) statements
3) Impulse buying variable: 8 (eight) statements

The sample used in this study was 5 x 30 (statements) so that 150 respondents were obtained. The sampling technique used *purposive sampling* technique.

Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12242

Data Source

The research data source is the source of the subject whose data comes from a place that can be obtained. The data sources in this study used primary data. Primary data is data obtained by researchers directly from the company both through observation and questionnaires. Primary data in this study were obtained from questionnaires filled out by respondents.

Data Collection Technique

Questionnaire Method

The questionnaire is data collection that is done by distributing a list of questions for respondents to answer. The questionnaire in this study given to respondents was measured on a Likert scale from strongly agree to strongly disagree. Data collection is done with google form.

Table 1. *Likert* Scale

Likert Scale	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

Source: Sugiarto (2017:244)

Documentation Method

The documentation method is a method by reviewing data obtained from Shopee in the form of activities, company profiles, and vision and mission.

Data Analysis Technique

Validity Test

According to Noor (2012: 130) "the data obtained through research is empirical data (observed) which has certain criteria, namely validity. Validity is an index that shows the extent to which a measuring device actually measures what will be measured". This validity test aims to analyze whether the tools compiled are suitable for measuring research variables. The assessment criteria are:

If rcount> rtable, then the statement is valid.

If rcount < rtable, then the statement is invalid. Formula rtabel:

$$df = (N-2)$$

Source: Darma (2021:8)

Description:

df: *Degree* of *freedom*

N: Number of respondents

Next set the significance level at 0.05.

Reliability Test

According to Syahrum & Salim (2012: 135), the reliability test is the ability of a measuring instrument to remain consistent in use even at other times. According to Darma (2021: 17) "If the Cornbach Alfa value> 0.60 significant level, the instrument is said to be reliable. If the Cornbach Alfa value <0.60 significant level, the instrument is said to be unreliable."

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to find the form of a linear relationship (relationship) between the independent variables (X1) and (X2) and the dependent variable (Y). According to Darma (2021: 32) multiple linear regression analysis is used when there are two or more independent variables (X), where:

X1: Hedonic Shopping Motivation
X2: Shopping Lifestyle
Y: Implusive Purchasing

The regression equation in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + ... + b_nX_{(n)} + e$$

Source: Darma (2021:32)

Partial Test (t-test)

According to Darma (2021: 41) the t-test aims to determine whether the independent variable has an influence on the dependent variable partially (individually). The t-test is carried out with the following formula provisions:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1r2}}$$

Source: Hidayat (2021:12)

The t-table value is obtained by the formula:
t-table = t (α/2; n-k-1)
T-test scoring criteria:
If tcount> ttable at a significance level <0.05, then the independent variable has a partial influence on the dependent variable and Ho is rejected and Ha is accepted.
If tcount < ttable at a significance level > 0.05, then the independent variable has no partial influence on the dependent variable Ho is accepted and Ha is rejected.

Simultaneous Test (F-test)

According to Darma (2021: 48) the f-test aims to determine whether the independent variable affects the dependent variable simultaneously (together). The f-test is used for research that has two or more independent variables (X). This f-

Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12244

test is done by comparing the Fcount value with Ftable. With the provisions of the formula:

$$\text{Fn} = \frac{2/Rk}{(1 - R\,2)/(n - k - 1)}$$

Source: Sugiyono (2016: 277)

The ftable value is obtained by the formula:
ftabel = f (k; n-k)
The criteria for assessment are:
If Fcount> Ftable at a significance level <0.05 then the independent variable simultaneously affects the dependent variable and Ho is rejected and Ha is accepted. If Fcount < Ftable at a significance level <0.05 then the independent variable has no simultaneous effect on the dependent variable and Ho is accepted and Ha is rejected.

Coefficient of Determination

According to Darma (2021: 53) the coefficient of determination is carried out to see the magnitude of the relationship (percentage) shown in changes in the independent variable followed by the dependent variable in the same proportion. The greater the coefficient of determination, the better the ability of variable X to explain variable Y. The coefficient of determination formula is as follows:

$$K\,D = R^2 X\,100\%$$

Source: Riduwan and Akdon (2013: 125)

RESULT AND DISCUSSION

Data Analysis Results

Validity Test

Researchers conducted a validity test on each statement submitted to 150 respondents. The validity test is used to measure whether the questionnaire statement used is valid or not. The results of rcount are greater than rtable so that the validity test on all variables of this study is declared valid.

Table 2. Validity Test Results

Variables	Item	r_{count}	r_{table}	Description
	X1.1	0,577	0,160	Valid
	X1.2	0,653	0,160	Valid
Hedonic	X1.3	0,666	0,160	Valid
Shopping	X1.4	0,500	0,160	Valid
Motivation	X1.5	0,596	0,160	Valid
	X1.6	0,571	0,160	Valid
	X1.7	0,653	0,160	Valid

X1.8	0,482	0,160	Valid
X1.9	0,543	0,160	Valid
X1.10	0,548	0,160	Valid
X1.11	0,605	0,160	Valid
X1.12	0,564	0,160	Valid
Shopping Lifestyle	X2.1	0,648	0,160	Valid
	X2.2	0,658	0,160	Valid
	X2.3	0,597	0,160	Valid
	X2.4	0,624	0,160	Valid
	X2.5	0,645	0,160	Valid
	X2.6	0,607	0,160	Valid
	X2.7	0,707	0,160	Valid
	X2.8	0,660	0,160	Valid
	X2.9	0,547	0,160	Valid
	X2.10	0,537	0,160	Valid
Impulse Buying	Y.1	0,697	0,160	Valid
	Y.2	0,732	0,160	Valid
	Y.3	0,710	0,160	Valid
	Y.4	0,672	0,160	Valid
	Y.5	0,819	0,160	Valid
	Y.6	0,813	0,160	Valid
	Y.7	0,726	0,160	Valid
	Y.8	0,671	0,160	Valid

Source: Results of Researcher Data Processing, 2022

Reliability Test

The measuring instrument is declared reliable if the measuring instrument is consistently used at different times. The value of each of these variables is above the minimum Cornbach Alpha value of 0.60 so that it can be stated that all variable instruments in this study are declared reliable.

Table 3. Test Results

Variables	Cronbach Alpha	Minimum Reliability	Description
Hedonic Shopping Motivation	0,814	0,60	Reliable
Shopping Lifestyle	0,823	0,60	Reliable
Impulse Buying	0,874	0,60	Reliable

Source: Results of Researcher Data Processing, 2022

Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12246

Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to see the effect of hedonic shopping motivation and shopping lifestyle on impulse buying. The results of the multiple linear regression equation are as follows:

$Y = a + b1X1 + b2X2 + ... + bnXn + e$

$Y = 0.005 + 0.277 + 0.424 + e$

Explanation:

1. The constant value is 0.005, which means that if the hedonic shopping motivation and shopping lifestyle are constant or there is no change, there will be an increase in impulse purchases of 0.005.
2. The shopping motivation regression coefficient value of 0.277 means that if the hedonic shopping motivation variable (X1) increases by 1%, it will increase impulse buying (Y) by 0.277 assuming the shopping lifestyle variable (X2) is constant.
3. The shopping lifestyle regression coefficient value of 0.424 means that if the shopping lifestyle variable (X2) increases by 1%, it will increase impulse buying (Y) by 0.424, assuming the hedonic shopping motivation variable (X1) is constant.

Table 4. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.005	3.455		.001	.999
Hedonic Shopping Motivation	.277	.094	.275	2.948	.004
Shopping Lifestyle	.424	.117	.337	3.615	.000

a. Dependent Variable: Impulse Buying

Source: Results of Data Organized by Researchers, 2022

Partial Test (t-test)

Partially, the effect of each independent variable on the dependent variable can be described as follows:

1. The effect of hedonic shopping motivation (X1) on impulse buying (Y)

The calculation results state that tcount 2.948> ttable 1.976 with a significance value of the influence of hedonic shopping motivation on impulse purchases of 0.004 <0.05, then H0 is rejected and Ha is accepted, meaning that hedonic shopping motivation (X1) partially has an effect on impulse buying.

significant to impulse buying (Y).

2. The effect of shopping lifestyle (X2) on impulse purchases (Y)

The calculation results state that tcount 3.615> ttable 1.976 with a significance value of the effect of shopping lifestyle on impulse purchases of 0.000 <0.05, then H0 is rejected and Ha is accepted, meaning that shopping lifestyle (X2) partially has a significant effect on impulse purchases (Y).

Table 5. Partial Test Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.005	3.455		.001	.999
Hedonic Shopping Motivation	.277	.094	.275	2.948	.004
Shopping Lifestyle	.424	.117	.337	3.615	.000

a. Dependent Variable: Impulse Buying
Source: Results of Researcher Data Processing, 2022

Simultaneous Test (Test-f)

The results of the calculation of the F value of the effect of hedonic shopping motivation and shopping lifestyle on impulse purchases, namely fcount 33.929> ftabel 3.06 with a significance value of 0.000 <0.05, then H0 is rejected and Ha is accepted, meaning that hedonic shopping motivation (X1) and shopping lifestyle (X2) simultaneously affect impulse purchases (Y).

Table 6. Simultaneous Test Results (F-Test

ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	517.328	2	258.664	33.929	.000[a]
Residuals	1120.672	147	7.624		
Total	1638.000	149			

a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation
b. Dependent Variable: Impulse Buying
Source: Results of Researcher Data Processing, 2022

Coefficient of Determination

The R Square value is 0.316 or 31.6%. This shows the percentage of the influence of hedonic shopping motivation and shopping lifestyle on impulse purchases is 31.6% and the remaining 68.4% is influenced by other variables not examined in this study such as reference groups, brand trust, time pressure, and promotions (Salsabila & Ama, 2022).

Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12248

Table 7. Determination Coefficient Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.562[a]	.316	.307	2.761

a. Predictors: (Constant), Shopping Lifestyle, Hedonic Shopping Motivation
Source: Researcher Processed Data, 2022

CONCLUSION

Based on the results of data analysis and the objectives of the study, the researcher can conclude that the results of the analysis that have been described can be concluded that hedonic shopping motivation (X1) partially has a significant effect on impulse purchases (Y). The results of the analysis that have been described can be concluded that the shopping lifestyle (X2) partially has a significant effect on impulse purchases (Y). The results of the analysis that have been described can be concluded that hedonic shopping motivation (X1) and shopping lifestyle (X2) simultaneously have a significant influence on impulse purchases (Y).

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Hedonic Shopping Motivation and Shopping Lifestyle on Fashion Product Purchases (Among Shopee Online Marketplace Users in West Java, With A Case Study in Cirebon City)

12250