

## **The Role of Consumer Hedonic Behavior in Mediating the Influence of Website Quality and Environment on Impulsive Buying (A Study of Tokopedia Users in Palangka Raya)**

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**Abstract:** The purpose of this study is to test and explain the influence of website quality and the environment on consumer hedonic behavior and impulsive buying on Tokopedia. This study uses a quantitative (positivist) approach; data collection was carried out using a questionnaire. The sample size was determined using the Slovin formula and obtained 196 samples. The sampling technique was random sampling. Respondents in this study were people who had shopped at Tokopedia; respondents were selected as samples. The data analysis method in hypothesis testing was Partial Least Squares (PLS). The results of the study indicate that website quality and the environment directly influence consumer hedonic behavior and impulsive buying on Tokopedia. Likewise, consumer hedonic behavior influences impulsive buying. Consumer hedonic behavior is not a moderating variable in the relationship between website quality and its influence on impulsive buying. The practical implications of this study can provide knowledge and understanding for the public regarding the role of website quality and the environment in efforts to increase sales volume. The limitations of this study lie in the limited research object of people who shop through the website. Thus, the results of the study can only be generalized to the internet user community. The originality of this research provides a basis for model development and proves an integrated conceptual model of the relationship between the influence of website quality and the environment on consumer hedonic behavior and impulsive buying on Tokopedia.

**Keywords:** website quality, hedonic behavior, impulsive buying

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### **INTRODUCTION**

Impulse buying, or unplanned purchase, is consumer behavior that involves making purchases without prior planning (Nyrhinen et al., 2023). In this situation, consumers have no initial intention to purchase a particular product or brand but instead make a purchase directly due to an immediate attraction. Redine et al. (2022) define impulse buying as the tendency of consumers to make purchases spontaneously, reflexively, suddenly, and automatically without going through a lengthy deliberation process. The phenomenon of impulse buying can occur in various places and situations, including in the context of online shopping, which is currently

growing along with advances in digital technology and internet use in people's consumption activities.

Impulsive buying behavior in online environments is influenced by various factors, including individual characteristics, website quality, purchasing motivation, time pressure, and consumer satisfaction (Thamara et al., 2025; Jois et al., 2024). Several previous studies have shown that these factors contribute to the emergence of impulsive buying behavior on the internet. Research conducted by Kathuria and Bakshi (2024), Gulfraz et al. (2022), and Jois et al. (2024) shows that the characteristics of the digital platform and user experience in accessing shopping sites can influence consumers' spontaneous purchasing decisions. Furthermore, research by Cahyani and Marcelino (2023) states that positive emotions and hedonic behavior have an influence on impulsive buying behavior, while Zhang and Shi (2022) found that the social environment also plays a role in influencing consumers' tendency to make impulsive purchases.

Another study conducted by Hayu et al. (2023) showed a significant influence of hedonic motives on browsing in online shops, as well as a significant influence of hedonic motives on shopping lifestyle. The study also found a significant influence between hedonic motives on impulse buying and between shopping lifestyle and impulse buying in the context of online shopping. However, the study did not find an effect between browsing and impulse buying and did not find an indirect effect of hedonic motives on impulse buying through browsing and shopping lifestyle. These findings indicate that hedonic behavior and shopping lifestyle play a significant role in driving impulse buying, although the mechanism of influence still requires further study.

Based on the above description, this study seeks to further analyze the factors influencing impulse buying behavior in the context of online shopping, specifically related to the role of website and environmental quality on hedonic behavior and its impact on impulsive buying. More specifically, this study aims to analyze the influence of website and environmental quality on hedonic behavior, analyze the influence of hedonic behavior on impulsive buying, and test the direct and indirect effects of website and environmental quality on impulsive buying through hedonic behavior as a mediating variable.

## **METHOD**

This research was conducted on consumers who make online purchases through the Tokopedia platform. The scope of the study focused on the consequences of hedonic behavior among Tokopedia consumers, particularly those who have made repeat purchases through the platform. Therefore, the research subjects were consumers who have experience shopping online on Tokopedia and have made more than one purchase.

The population in this study was all consumers who made purchases through the Tokopedia website. Because the exact number of Tokopedia users is unknown, the sampling technique used was non-random sampling with a purposive sampling approach. This technique was used to select respondents who met certain criteria, namely individuals who had made purchases on Tokopedia. Data collection was carried out by distributing an online questionnaire via Google Forms accompanied by filtering questions related to respondents' experiences shopping on Tokopedia. The sample is a portion of the population that has relatively similar characteristics and is considered capable of representing the research population. According to Indriantoro and Supomo (1999), a sample is a portion of the population to be studied. Determination of the sample size in this study used the Slovin formula with an error rate of 5% ( $\alpha = 0.05$ ) and a Z value of 1.96, resulting in a sample of 196 respondents.

$$n = \frac{Z^2}{4e^2}$$

where:

n = sample size

Z = at 5% alpha, Z = 1.96

e = allowance for inaccuracy due to tolerable sampling error. Constant (0.5 or 5%)

$$n = \frac{1,96}{4 \times (0,05)^2} = 196$$

Research variables are attributes or characteristics with specific variations determined by researchers to be studied, and then conclusions are drawn (Sugiyono, 2013). In this study, there are three types of variables: independent variables, intervening variables, and dependent variables. The independent variables in this study are website quality and the environment, which are assumed to influence other variables in the research model. The intervening variable in this study is hedonic behavior, which acts as an intermediary variable connecting the independent variables with the dependent variable. Meanwhile, the dependent variable in this study is impulsive buying, which is purchasing behavior carried out spontaneously without prior planning.

The data analysis techniques in this study consisted of descriptive analysis and inferential analysis. Descriptive analysis was used to describe the characteristics of data obtained from respondents without generalizing to a wider population. According to Sugiyono (2014), descriptive analysis is a statistical method used to describe or depict collected data as it is. Data presentation in descriptive analysis can be done through tables, graphs, diagrams, and measurements of central tendency such as mean, median, and mode. In this study, inferential analysis was used to examine the relationships between variables in the research model. This study used the path analysis method with a structural equation modeling (SEM) approach based on partial least squares (PLS). This method was chosen because it is able to analyze direct and indirect relationships between variables and test research models involving mediating variables.

## RESULTS AND DISCUSSION

### Hypothesis Test Results

#### a. Direct Effect Test

**Tabel 1.** Uji Hasil Hipotesis Pengaruh Langsung

Hypothesis	Variables	Original sample	Sample mean	Std. Deviation	t-statistics	P-Value	Explanation
H1	X1 → Y1	0.436	0.529	0.414	2.052	0.023	Significant
H2	X2 → Y1	0.836	0.959	0.406	2.061	0.040	Significant
H3	Y1 → Y2	0.239	0.230	0.202	2.182	0.038	Significant
H4	X1 → Y2	0.313	0.292	0.473	1.982	0.049	Significant
H5	X2 → Y2	0.409	0.337	0.500	2.818	0.014	Significant

Source: Data Processed by Smart-PLS 3.0 (2019)

H1: Website quality has a positive and significant effect on the hedonic behavior of Tokopedia consumers.

The test results show that the p-value for the website quality variable on hedonic behavior is  $0.023 < 0.05$ , indicating that H1 states that website quality has a positive and significant effect on the hedonic behavior of [Tokopedia.com](https://www.tokopedia.com) consumers. Therefore, the first hypothesis is accepted.

H2: The environment has a positive and significant effect on the hedonic behavior of Tokopedia consumers.

The test results show that the p-value for the environment variable on hedonic behavior is  $0.040 < 0.05$ , indicating that H2 states that the environment has a positive and significant effect on hedonic behavior. Therefore, the second hypothesis is accepted.

H3: Hedonic behavior has a positive and significant effect on impulsive buying among Tokopedia consumers.

The test results show that the p-value for the hedonic behavior variable on impulsive buying is  $0.038 < 0.05$ , indicating that H3 states that hedonic behavior has a positive and significant effect on impulsive buying among Tokopedia consumers. Therefore, the third hypothesis is accepted.

H4: Website quality has a positive and significant effect on impulsive buying among Tokopedia consumers.

The test results show that the p-value for the website quality variable on impulsive buying is  $0.049 < 0.05$ , indicating that H4 states that website quality has a positive and significant effect on impulsive buying among Tokopedia consumers. Therefore, the fourth hypothesis is accepted.

H5: Environment has a positive and significant effect on impulsive buying among Tokopedia consumers.

The test results show that the p-value for the environment variable on impulsive buying is  $0.014 < 0.05$ , indicating that H5 states that the environment has a positive and significant effect on impulsive buying among Tokopedia consumers. Therefore, the fifth hypothesis is accepted.

#### b. Indirect Effect Test

**Tabel 2.** Hasil Uji Hipotesis Pengaruh Tidak Langsung

Hypothesis	Influence of variables	Path Coefficient	t- statistics	p-value (sig)	Explanation
H6	X1→Y1→Y2	0,104	0.649	0,516	Not significant
H7	X2→Y1 →Y2	0,200	0,893	0.372	Not significant

Source: Data Processed by Smart-PLS 3.0 (2019)

H6: Website quality has a positive and significant effect on impulsive buying through the hedonic behavior of Tokopedia consumers.

The test results for the effect of website quality on impulsive buying through hedonic behavior are demonstrated by the p-value of  $0.516 < 0.05$ , indicating insignificance. Therefore, there is sufficient empirical evidence to reject H6, which states that hedonic behavior is not an intervening variable between the influence of website quality on impulsive buying among Tokopedia consumers in this study. Therefore, H6 is rejected.

H7: Environment has a positive and significant effect on impulsive buying through the hedonic behavior of Tokopedia consumers.

The test results for the effect of environment on impulsive buying through hedonic behavior are demonstrated by the p-value of  $0.372 < 0.05$ , indicating insignificance. Therefore, there is sufficient empirical evidence to reject H7, which states that hedonic behavior is not an

intervening variable between the influence of environment on impulsive buying among Tokopedia consumers in this study. Therefore, H7 is rejected.

## **CONCLUSIONS**

The findings of this study indicate that website quality plays a significant role in shaping consumer hedonic behavior in online shopping. Good website quality, such as an attractive appearance, easy navigation, and an efficient transaction process, can create a pleasurable shopping experience for consumers (Liu et al., 2020). In the context of e-commerce, user experience is one factor that can trigger hedonic motivation in shopping, where consumers shop not only to fulfill functional needs but also to obtain pleasure and emotional satisfaction (Tyrväinen et al., 2020). This aligns with the concept of hedonic consumption proposed by Hirschman and Holbrook (1982), which explains that consumption is often driven by emotional experiences and pleasure experienced during the consumption process. Therefore, website quality serves not only as a means of transaction but also as a medium capable of creating an engaging shopping experience for consumers.

In addition to website quality, environmental factors also play a role in influencing consumer hedonic behavior. The environment in question can be situational conditions, social influences, or specific moments that encourage consumers to engage in shopping activities as a form of entertainment or recreation (Ciocodeică et al., 2025; Xu et al., 2020). From a consumer behavior perspective, the environment is an external factor that can influence individual attitudes and behaviors in making purchasing decisions (Kotler & Keller, 2016). When consumers are in a supportive situation, such as promotions at certain times or influences from the social environment, the tendency to engage in hedonic shopping activities will increase. This finding supports the results of research by Liu et al. (2023) and Xue et al. (2024), which stated that the social and situational environment can influence pleasure-oriented consumption behavior.

Hedonic behavior in this study was also shown to be associated with an increased tendency for consumers to engage in impulsive buying. Consumers who shop for pleasure are more likely to make spontaneous purchases without prior planning. In online shopping, the process of browsing products, viewing attractive offers, and interactive experiences on e-commerce platforms can trigger emotional impulses that lead to impulsive purchases. This finding aligns with research by Ngo et al. (2024), which states that hedonic motivation influences consumers' tendency to make impulsive purchases in online shopping environments. Thus, hedonic behavior can be understood as a psychological factor that strengthens consumers' tendency to make spontaneous purchasing decisions.

This study also shows that website quality can directly encourage impulsive buying. In the e-commerce context, easy access to product information, attractive visual displays, and fast transaction processing can shorten the consumer decision-making process. This allows consumers to make spontaneous purchases without going through a lengthy evaluation process (Chen et al., 2019). This finding aligns with research by Zhao et al. (2021), which stated that website design and visual quality can increase consumer emotional engagement and encourage impulse buying behavior. Therefore, website quality is a strategic factor in creating a shopping experience that can trigger quick purchasing decisions.

Furthermore, the environment also influences impulsive buying. Environmental factors such as social situations, the influence of others, and specific moments can create psychological urges that lead consumers to make spontaneous purchases (Hanifah & Sabandi, 2024; Akram et al., 2018). In consumer behavior theory, situational factors often trigger impulse buying because

they can influence consumers' emotional states during shopping (Beatty & Ferrell, 1998). When consumers are in a favorable situation, such as a special promotion or a developing trend, the tendency to make unplanned purchases increases.

However, hedonic behavior in this study was not shown to mediate the effect of website quality or the environment on impulsive buying. This suggests that in the context of online shopping, consumers can be directly driven to make impulsive purchases by external factors such as website ease of use or certain situational conditions without first undergoing a hedonic motivation process. In other words, the characteristics of e-commerce platforms that provide easy access and various marketing stimuli can directly influence consumer purchasing decisions (Pambudi et al., 2024). These findings suggest that in a fast-paced digital environment, impulsive purchasing decisions often occur instantly due to the convenience of technology and the situational stimuli consumers receive.

Overall, the results of this study indicate that consumer behavior in online shopping is influenced not only by internal factors such as hedonic motivation but also by external factors such as website quality and the environment. Therefore, e-commerce companies need to simultaneously consider both aspects when designing digital marketing strategies that can enhance the user experience and drive consumer purchasing decisions.

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