



THE INFLUENCE OF INTERNET ADDICTION AND SALES PROMOTION ON IMPULSE BUYING IN TIKTOK SHOP E-COMMERCE WITH RELIGIOSITY AS A MODERATION VARIABLE

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Abstract

The purpose of this research is to examine the role of Internet Addiction and Sales Promotion on Impulse Buying with Religiosity as a moderating variable. Using a sample of 100 respondents using the proportional quota sampling technique. The data analysis tool uses SPSS 25. The research results show that Internet Addiction has a negative and significant effect on Impulse Buying at the Tiktok Shop. Sales Promotion has a positive and significant influence on Impulse Buying at the Tiktok Shop. Religiosity weakens the influence of Internet Addiction and Sales Promotion on Impulse Buying. This research is useful for UIN Salatiga students to adopt wise behavior to avoid impulse buying.

Keywords: Internet Addiction, Promotion, Religiosity, Impulse Buying

INTRODUCTION

In Indonesia, internet use has recently grown very rapidly. There were 215.63 million internet users recorded in Indonesia from 2022 to 2023. The number of users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. The internet is a technology that makes it possible to shop online. Online shopping is a phenomenon that is increasingly popular among modern society today. The shopping phenomenon has also changed from a necessity to a lifestyle. If someone shops without prior planning, they will behave consumptive.

A platform that has recently become popular in Indonesia is Tiktok. Tiktok is a social media application that is not only a means of entertainment but can be used for online shopping. A survey entitled "The Social Commerce Landscape in Indonesia" conducted by Populix showed that 86% of respondents had shopped on social commerce. The platform most used is Tiktok Shop with a percentage of 46% and the rest is divided into other platforms. The number

of Tiktok Shop e-commerce users continues to increase over time. In the last few years, Tiktok has had the highest percentage growth compared to other social media growth.

Extensive internet users have a significant impact on people's consumption patterns. One worrying impact is that excessive internet use can result in someone making unplanned purchases. This phenomenon is called Impulse Buying, meaning buying something without prior planning, unexpectedly with the ambition to immediately buy something without thinking about the consequences that will occur (Noni Rozaini and Bismi, 2019).

Impulse Buying actions are influenced by 2 factors, namely internal factors and external factors (Laudon and Bitta, 1993). Internal factors originate from individuals, namely internet addiction factors. Internet addiction can cause someone to not be able to control themselves when surfing while looking for information, in some cases it is not uncommon for this activity to end in Impulse Buying. Furthermore, external factors that influence Impulse Buying are promotional factors. Promotional media is one of the factors that influences increased sales (Sumarwanto, 2021). Sales Promotion is able to make someone make a purchase at that time (Impulse Buying) because of the influence of the encouragement given.

Religiosity is one of a person's self-control tools. In the Islamic view, all human behavior with all its actions, including consumption activities, must have positive values (Ruslaini, 2019). According to Zakiyah Drajat (2007) Religious is a complex system of attitudes, beliefs, convictions and principles that connect a person from one existence to things that are religious. Religiousness is an important driver in influencing a person's behavior. This means that the higher the level of religiosity, the better a person's self-control will be. Conversely, the lower the religiosity, the worse a person's self-control will be.

This research is expected to prove the influence of Internet Addiction and Sales Promotion on Impulse Buying with Religiosity as a moderating variable. Hopefully this can be useful for UIN Salatiga students so that they always adopt wise behavior to avoid impulse buying.

This research was conducted using a sample of 100 student respondents. By using the Quota Proportional Sampling method, where respondents have been classified according to certain characteristics and divided the population into several groups. Data collection was stopped after all the data was filled in according to its portion. Then the data obtained was processed using the SPSS 25 analysis tool.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Effect of Internet Addiction on Impulse Buying

Because it is very easy to find information online, customers may be more inclined to impulse buy (Winatha and Sukaatmaja, 2013). This is confirmed by research by Nurhalimah et al (2022), which states that there is a positive and significant influence between Internet Addition and Compulsive Buying. Based on the description above, a research hypothesis is formed:

H₁: Internet addiction has a positive and significant effect on impulse buying.

The Influence of Sales Promotion on Impulse Buying

Patricia and Elsie (2019) explain that unplanned purchasing actions (Impulse Buying) can occur due to the effects of given motivation. This is confirmed by research by Raihan, Susi and Ika (2020) that there is a significant positive influence between Sales Promotion and Impulse Buying. Based on the description above, a research hypothesis is formed:

H₂: Sales Promotion has a positive and significant effect on Impulse Buying.

The Influence of Religiosity Moderates Internet Addiction on Impulse Buying

Religiosity is one way to minimize the formation of impulsive shopping attitudes. Having high religious values will result in self-control in behavior (Djudiyah and Suryana, 2015). According to research, Tuty Alawiyah identified that trust strengthens the influence of religiosity on purchasing decisions.

A high level of religiosity allows a person to manage what is good and bad according to their beliefs and utilize social media to strengthen their religious beliefs. Conversely, low religiosity in adolescents can lead to negative behavior (Brubaker & Haigh, 2017; Granita & Fikry, 2021).Based on the description above, a research hypothesis is formed:

H₃: Religiosity weakens the influence of Internet Addiction on Impulse Buying.

The influence of religiosity moderates Sales Promotion on Impulse Buying

Religiosity is one way to minimize the formation of impulsive shopping attitudes. Having high religious values will result in self-control in behavior (Djudiyah and Suryana, 2015). According to research by Harista Hasyira Cahyani (2021) identified that religiosity does not influence promotions on purchasing decisions.

Religious people have a higher level of individual control where religiosity influences behavior according to rules (Raounding 2012).Based on the description above, a research hypothesis is formed:

H₄: Religiosity weakens the influence of Sales Promotion on Impulse Buying.

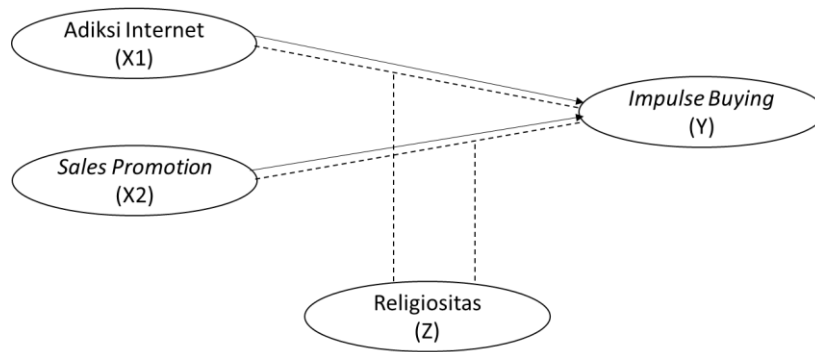


Figure 1 Research Framework

METHOD

This research was conducted at the State Islamic University (UIN) Salatiga and the respondents in this research were Generation Z students who had used the Tiktok Shop e-commerce. The sample in this study was 100 respondents who had been classified according to certain characteristics. The sample size of 100 respondents was used because it used a sample calculation with an error rate of 10%. The 100 samples were divided among all faculties at UIN Salatiga so that each population had the same opportunity to become the sample.

Data collection uses a questionnaire technique where respondents answer by selecting a Likert scale of 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). After the data is collected, the data is then processed using the SPSS 25 data analysis tool.

RESULTS AND DISCUSSION

Table 4.1 Respondent Characteristics

Characteristics	Number of Respondents	Percentage
Gender		
Man	37	37%
Female	63	63%
Age		
18-25 Years	100	100%
Faculty		
FTIK	26	26%
FACTS	18	18%
FASYA	18	18%
FUADAH	13	13%
FEBI	25	25%

Use of Tiktok Shop

Yes 100 100%

In table 4.1, the largest number of respondents in this study were women with a percentage of 63%. Then all respondents aged 18-25 years, this shows that all respondents are generation Z. Most of the faculty level respondents were from FTIK at 26%, then FEBI 25%, FAKDA and FASYA 18% and at least FUADAH 18%. Lastly, all respondents have used Tiktok Shop.

Table 4.2 Validity and Reliability Test

Variable	Items	r count	r table	information
Internet Addiction	AI1	0.530	0.361	Valid
	AI2	0.770		Valid
	AI3	0.839		Valid
	AI4	0.669		Valid
	AI5	0.754		Valid
	AI6	0.831		Valid
	AI7	0.853		Valid
	AI8	0.752		Valid
	AI9	0.740		Valid
	AI10	0.807		Valid
	AI11	0.865		Valid
	AI12	0.831		Valid
Sales Promotion	SP1	0.633	0.361	Valid
	SP2	0.795		Valid
	SP3	0.899		Valid
	SP4	0.871		Valid
	SP5	0.817		Valid
	SP6	0.695		Valid
	SP7	0.949		Valid
	SP8	0.874		Valid
	SP9	0.918		Valid
	SP10	0.905		Valid
	SP11	0.912		Valid
	SP12	0.900		Valid
Religiosity	SP13	0.918	0.361	Valid
	SP14	0.914		Valid
	SP15	0.844		Valid
	SP16	0.705		Valid
	SP17	0.636		Valid
	SP18	0.651		Valid
Religiosity	RS1	0.896	0.361	Valid
	RS2	0.829		Valid
	RS3	0.821		Valid
	RS4	0.866		Valid
	RS5	0.862		Valid
	RS6	0.784		Valid

	RS7	0.753		Valid
	RS8	0.804		Valid
	RS9	0.878		Valid
	IB1	0.904		Valid
	IB2	0.912		Valid
	IB3	0.904		Valid
Impulse	IB4	0.951	0.361	Valid
Buying	IB5	0.908		Valid
	IB6	0.818		Valid
	IB7	0.916		Valid
	IB8	0.922		Valid

Based on table 4.2, the results of the validity and reliability tests show that the calculated r value for each item is greater than the table r value (0.361). This shows that all items on the questionnaire are valid and can be used for further analysis.

Table 4.3 Classic Assumption Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Internet Addiction	0.702	1,425
Sales Promotion	0.703	1,423
Religiosity	0.907	1,103

Based on table 4.8, the multicollinearity test results show that the tolerance value for all variables is more than 0.10 and the VIF value is less than 10. So it can be said that the model does not have multicollinearity problems.

Table 4.4 Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
		B	Std. Error	Beta			
H1	Internet Addiction	-0.138	0.05	-0.305	2,743	0.007	Rejected
H2	Sales Promotion	0.095	0.035	0.303	2,722	0.008	Accepted
H3	Moderation_1	0.003	0.005	0.315	0.549	0.584	Accepted
H4	Moderation_2	0.001	0.003	0.246	0.519	0.605	Accepted

In table 4.4 the T Test Results can show the following equation:

$$Y = 34.262 + -0.138X1 + 0.095X2$$

From this equation β_1 (Internet Addiction) gets a coefficient value of -0.138, meaning there is a negative relationship with a significance of $0.007 < 0.05$, meaning there is a negative and significant influence on Impulse Buying.

Furthermore, β_2 (Sales Promotion) gets a coefficient value of 0.095, meaning there is a positive relationship with a significance of $0.008 < 0.05$, meaning there is a positive and significant influence on Impulse Buying. The results of the Moderation Test_1 (Internet Addiction and Religiosity) have a significance value of $0.584 > 0.05$, meaning that the Religiosity variable weakens the impact of Internet Addiction on Impulse Buying.

The same results are shown by the Moderation_2 value (Sales Promotion and Religiosity) which has a significance value of $0.605 > 0.05$, meaning that the Religiosity variable weakens the influence of Sales Promotion on Impulse Buying.

CONCLUSION AND RECOMMENDATION

Research results show that someone who experiences Internet Addiction does not necessarily do Impulse Buying. Sometimes people who play TikTok tend to look for entertainment and they zap when they see something they don't like. Sales Promotion can increase Impulse Buying because the internet and TikTok social media make it possible to target promotions appropriately, reach consumers according to behavior which ultimately increases the effectiveness of promotions to trigger Impulse Buying. Furthermore, religiosity can weaken the influence of Internet Addition and Sales Promotion on Impulse Buying because the higher a person's religious level, the better the person will have self-control.

The results of this research can then be used as case study evidence and reference or reference material for discussions related to the topics of Internet Addiction, Sales Promotion, Religiosity and Impulse Buying. UIN Salatiga students are expected to always adopt wise behavior to avoid impulse buying.

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