

## The Mediation of Buying interest to Shopping Lifestyle and Discount on Product Purchase Decision

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**Abstract** - This study aims to determine the effect of shopping lifestyle on buying interest, discounts on buying interest, buying interest in purchasing decisions, shopping lifestyle on purchasing decisions through buying interest and discounts on purchasing decisions through product buying interest in the Shopee Indonesia marketplace. This study uses a quantitative approach, with an unknown population and a sample of 200 respondents. The sampling technique uses a statistical calculation method, namely using the Hair et al formula. While the type of sample used is purposive sampling, the analysis method uses Structural Equation Modeling (SEM) SmartPLS software version 3.0. The results showed that shopping lifestyle had a positive and significant effect on purchase intention, discount had a positive and significant effect on purchase intention, purchase intention had a positive and significant effect on purchasing decisions, shopping lifestyle had a positive and significant effect on purchasing decisions through purchase intention, discount had a positive and significant effect on purchasing decisions through purchase intention. The practical implications of this research are expected to help shopee companies to maintain sales promotions by providing discounts to their consumers, because shopping lifestyle and discounts have a significant influence on buying interest and purchasing decisions.

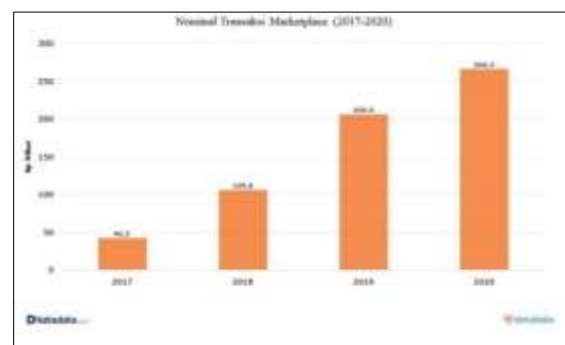
**Keywords:** Shopping Lifestyle, Discount, Purchase Interest and Purchase Decision

### 1. Introduction

The rapid growth of technology has made life more modern and practical. Technological advancements have affected many aspects of life. Nowadays, many things can only be done using a smartphone. One aspect that has been affected positively by the rapid advancement of technology is the aspect of trade. By utilising existing technological growth, buying and selling transactions are now easier (Ayuning et al., 2019). The existence of the internet helps consumers in facilitating shopping activities and increasing the consumptive behaviour of the Indonesian people, making Indonesia a potential market for marketplaces. One of the current uses of technology in the trading system is the presence of a marketplace platform.

The emergence of marketplaces, aka online stores, presents a new phenomenon and lifestyle for the community, namely online shopping. The phenomenon that occurs in Indonesian society, especially the people of DKI Jakarta, who are currently happy to shop online. Shopping online is more practical, saves energy and saves time and is easier when looking for a product that is needed. In Shopee, there are many products available, ranging from small children to adults, from the beginning just

idly opening the Shopee application after seeing many attractive discounts, free shipping, consumers are interested in buying (Baskara, 2015). This is supported by nominal data on marketplace transactions in Indonesia in Figure 1.



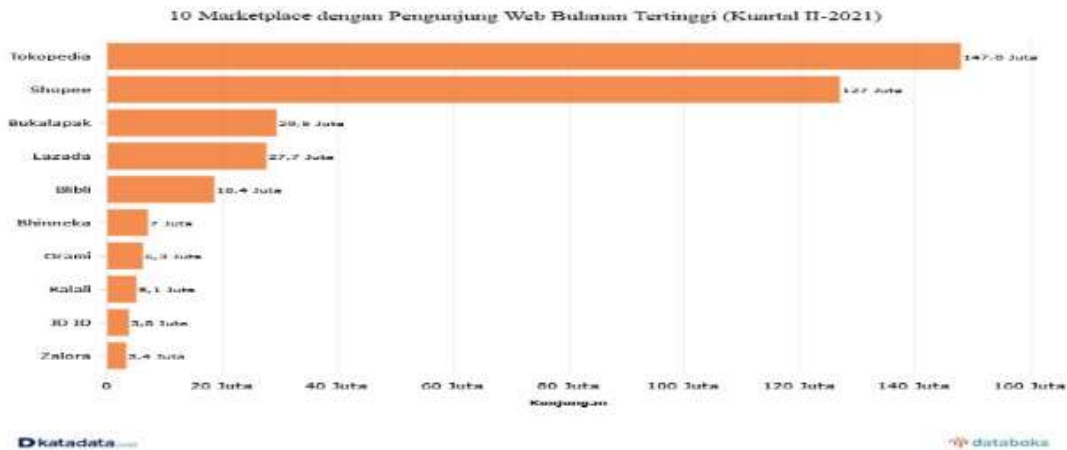
Source: Databoks.katadata

Figure 1. Indonesian Marketplace Transactions (2017 - 2020).

The problem encountered by online stores is that consumers still consider the uncertainty and risk of being deceived, such as the product does not match the seller's description or after purchasing the transaction process to the online shop seller but the

product is not sent or takes too long to arrive. Online transactions cannot meet directly with the seller and know who the seller is and the condition of the product being sold. This creates a dilemma for consumers and is one of the reasons why consumers hesitate to buy and sell online (Agustianti, 2019). There are many marketplace companies that provide platforms for consumers to attract consumers' attention.

One of the marketplace companies that attracts consumer interest is Shopee. Based on the data below, Shopee is one of the second marketplaces in Indonesia in Figure 2.



Source: Databoks.katadata

Figure 2. Monthly Web Visitors (Q2 2021).

Based on the data in Figure 2, it can be seen that Shopee is one of the second marketplaces in Indonesia in the second quarter of 2021. The first place was won by Tokopedia, in the second quarter of 2021 with the number of Tokopedia monthly web visitors reaching 147.8 million. Meanwhile, Shopee managed to reach second place, which was 127 million (Databoks.katadata, 2021). Shopee management makes various efforts to increase popularity so that their marketplace is in demand, such as providing shopping coupons, free shipping and also flash sales. In addition, the Shopee marketplace provides discounts for every purchase of its products (Huda, 2021). Shopee is one of the leading applications that provides a variety of products online, Shopee has been widely used in DKI Jakarta and Shopee makes it easy to access the application..

This can happen because of the flash sale event at the Shopee marketplace which offers various kinds of discounts on a large scale. In addition, the price offered is far below the market price accompanied by a free shipping voucher on purchases with a certain amount of price, this is a strong encouragement for consumers to shop with a large number of products and low prices, so that these consumers can be included in the purchasing decision-making and shopping lifestyle behaviour groups. The results of previous research on shopping lifestyle on buying interest, where as researchers found that shopping lifestyle has an effect on buying interest. The positive effect of

shopping lifestyle on buying interest is documented by (Sitepu, 2019), (Karim et al., 2019). Likewise, the results of previous research on discounts on buying interest. The positive effect of discounts on buying interest is documented by (Nasir, 2017), (Setiawan & Putri, 2020), (Seto, 2019). the effect of discounts on buying interest has a negative effect.

The results of previous research on buying interest in purchasing decisions. The positive effect of buying interest on purchasing decisions documented by (Ridwan et al., 2020), (Sriyanto & Kuncoro, 2019). Based on the explanation above, this study fills the gap, previous researchers who have conducted this research, but still produce different research results, so the authors add one independent variable, this research is conducted directly and indirectly, and the data in the study is processed using Smart PLS and examines the shortcomings of the researchers (Seto, 2019).

## 2. Research Methods

This research is causal research because it determines the effect of the independent variable (Shopping Lifestyle, Discount) on the dependent variable (Purchase decision). In this study, population characteristics are needed to obtain representative results, so the following population characteristics have been determined: a) Domiciled in DKI Jakarta, b) Shopee application users, c) Have made purchases at Shopee at least three times. So the total population in this study is unknown. The sample in this study were consumers who live in DKI. This study uses the

Structural Equation Modeling-Partial Least Square data analysis method with a minimum of 100 samples. This refers to (Hair et al., 2011). Or refer to the calculation of Hair et al. namely the number of research indicators multiplied by 5 to 10. Instrument testing in this study uses validity test and reliability test after that make a path diagram for the purpose of data analysis using Smart PLS 3.0 software. In this study, the exogenous construct consists of Shopping Lifestyle (X1) and Discount (X2).

**3. Results and Discussion**

The following are the results of the output of factor loading constructs shopping lifestyle, discounts, purchase intention and purchase decisions on PLS:

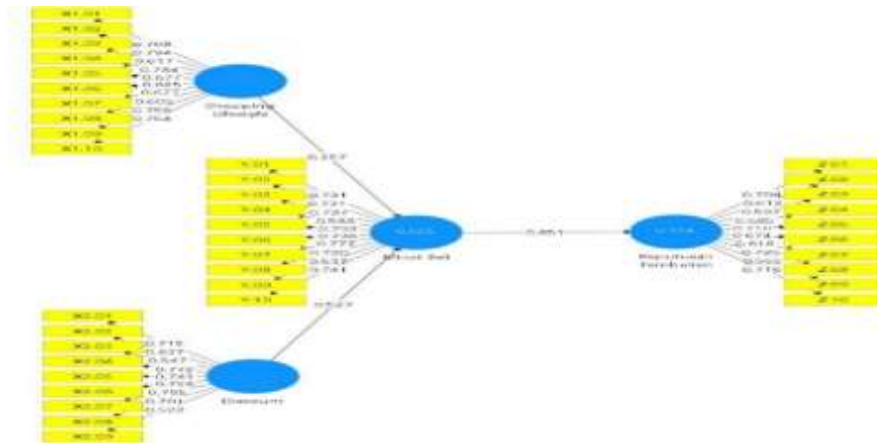


Figure 3. Loading Factor Convergent Validity Research Variables

Based on the output on the path diagram above, factor loading for all indicators per variable has fulfilled convergent validity, namely the indicator value is above 0.5 for the data above, all of which are valid. Meanwhile, a variable is said to have sufficient reliability if the variable has a construct reliability value greater than 0.6. The following is a table of reliability test results on each latent variable shopping lifestyle, discounts, purchase intention and purchase decisions.

Table 1. Reliability Testing

Variable	AVE	Composite Reliability	Cronbachs Alpha
Shopping Lifestyle (X1)	0.494	0.906	0.885
Discounts(X2)	0.480	0.891	0.860
Buying Interest (Y)	0.507	0.911	0.890
Purchase Decision (Z)	0.440	0.886	0.857

Source: Results processed Smart PLS 3.0

Based on the results of the reliability output in Table 1, it can be concluded that for shopping lifestyle variables, discounts, purchase intention and purchase decisions have a composite reliability above 0.7 so it can be concluded that the indicators used in each variable have good enough reliability or are able to measure their constructs.

3.1. Evaluation of Goodness of Fit Structural Model (Inner Model)

Evaluation of the goodness of fit of the structural model is measured using the predictive-relevance value (Q2). R2 is the coefficient of determination which is the share of total variation in the dependent variable explained by variation in the independent variables. Table 2 describes the results of the analysis of the coefficient of determination variables:

Table 2. R Square

Variable	R Square
Buying Interest (Y)	0.655
Purchase Decision (Z)	0.724
Predictive-Relevance (Q2)	0.905

Source: Results processed Smart PLS 3.0

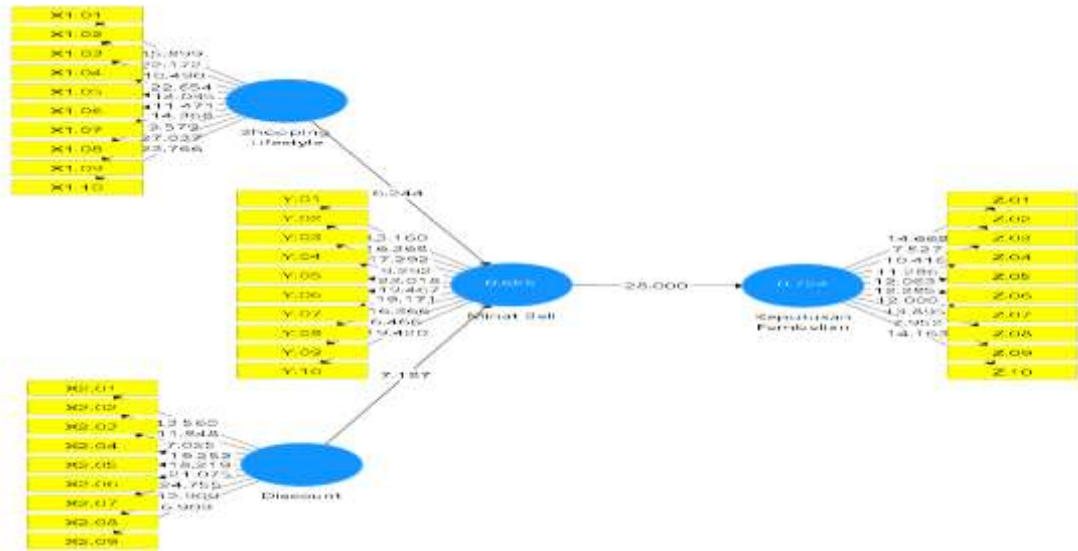
Based on the Table 2, the R2 value of the Purchase Interest variable is 0.655. The R2 value for the Purchase Decision variable is 0.724. Meanwhile, the predictive-relevance value for the structural model in this study is 0.905 or 90.5%. From this data, hypothesis testing is then carried out.

In hypothesis testing, all indicators in each variable must have a Tstatistic greater than 1.660 (Ttable) so that these indicators are able to measure each construct. To test the hypothesis in this study, the Tstatistic value on each direct effect path is used

partially. The following is an image that explains the path diagram for testing.

Based on the hypothesis results of the Figure 4, all indicators in each variable have a T-statistic value greater than 1.660. The following is a table that

provides the results of the relationship between constructs (variables).



Source: Smart PLS 3.0 processed results

Figure 4. Research Path Diagram Output

Table 3. Path Coefficients (Mean, STDEV, T-alues)

Relations Between Variables	Parameter Coefficient	T Statistics	P Value	Information
Shopping Lifestyle-> Purchase Interest	0.357	6,244	0.000	Significant**
Discounts-> Purchase Interest	0.527	7,187	0.000	Significant**
Purchase Interest -> Purchase Decision	0.851	28,000	0.000	Significant**
Shopping Lifestyle-> Purchase Interest -> Purchase Decision	0.303	6,337	0.000	Significant**
Discounts-> Purchase Interest -> Purchase Decision	0.448	6,499	0.000	Significant**

Note: \*\* Significant at 5% level, \* Significant at 10% level  
 Source: Results processed by Smart PLS3.0

The effect of the relationship between exogenous latent variables on endogenous latent variables in the table above can be explained as follows:

- The path parameter coefficient of the effect of shopping lifestyle variables on purchase intention is 0.357 with a T-statistic value of 6.244 > 1.660 at the significance level  $\alpha = 0.05$  (5%) which states that there is a positive and significant influence between shopping lifestyle on purchase intention. This means that the higher the shopping lifestyle, the more buying interest will increase. The results of this study support the first hypothesis, where there is a positive and significant influence between shopping lifestyle on buying interest.
- The path parameter coefficient of the effect of the discount variable on purchase intention is 0.527 with a T-statistic value of 7.187 > 1.660 at the

significance level  $\alpha = 0.05$  (5%) which states that there is a positive and significant effect between discounts on purchase intention. This means that the higher the discount, the more buying interest will increase. The results of this study support the second hypothesis, where there is a positive and significant influence between discounts on buying interest.

- The path parameter coefficient of the effect of the purchase interest variable on purchasing decisions is 0.851 with a T-statistic value of 28,000 > 1,660 at the significance level  $\alpha = 0.05$  (5%) which states that there is a positive and significant influence between purchase interest on purchasing decisions. This means that the higher the buying interest, the more purchasing decisions will increase. The results of this study support the third hypothesis, where

- there is a significant influence between buying interest on purchasing decisions.
- d. The P value of the shopping lifestyle variable on purchasing decisions through purchase intention is 0.000 with a T-statistic value of  $6.337 > 1.660$  at the significance level  $\alpha = 0.05$  (5%), which states that there is a positive and significant effect of shopping lifestyle on purchasing decisions through purchase intention. The value of 0.303 in the parameter coefficient means that the higher the shopping lifestyle, the more buying interest and purchasing decisions will increase. These results support the fourth research hypothesis, where there is a positive and significant influence between shopping lifestyle on purchasing decisions through purchase intention.
  - e. The P value of the discount variable on purchasing decisions through purchase intention is 0.000 with a T-statistic value of  $6.499 > 1.660$  at the significance level  $\alpha = 0.05$  (5%), which states that there is a positive and significant effect of discount on purchasing decisions through purchase intention. The value of 0.448 in the parameter coefficient means that the higher the discount, the more buying interest and purchasing decisions will increase. These results support the fifth research hypothesis, where there is a positive and significant influence between discounts on purchasing decisions through purchase intention.

### 3.1. The Effect of Shopping lifestyle on Purchase Intention

Based on the results of testing the first research hypothesis, it shows that shopping lifestyle has a positive and significant effect on buying interest. This means that the higher a person's shopping lifestyle, the more buying interest will increase. In line with the research documented by (Sitepu, 2019), (Karim et al., 2019), (RAHMA, 2022), in their research shows that shopping lifestyle has a positive and significant effect on buying interest variables.

### 3.2. The Effect of Discount on Purchase Intention

Based on the results of testing the second research hypothesis, it shows that discounts have a significant effect on buying interest. These results support the second research hypothesis, where there is a positive and significant influence between discount on buying interest. This means that it shows that the greater the discount offered, the more buying interest will increase. In line with the research documented by (Nasir, 2017), (Setiawan & Putri, 2020), (Seto, 2019), (M. Z. Aulia, 2021), (Pratama & Yoedjadi, 2021), (C. Putri et al., 2017), (Muhfyani, 2021), (Wagini et al., 2021), (Rozikin, 2021), (Dirgantara N, 2019), in their research shows that discount has a positive and significant effect on the purchase intention variable.

### 3.3. Buy Interest Effect on Purchasing Decisions

Based on the results of testing the third research hypothesis, it shows that buying interest has a positive and significant effect on purchasing decisions. These results support the third research hypothesis, where there is a positive and significant influence between buying interest on purchasing decisions. This means that it shows that the higher the buying interest, the more purchasing decisions will increase. This is in line with the research documented by (Ridwan et al., 2020), (Sriyanto & Kuncoro, 2019), (Rosdiana et al., 2020), (Rahmawati, 2018), (G. P. Putri & Welsa, 2021), (Noviatun & Khasanah, 2017), (Sukron, 2019), (Seto, 2019), (Pasharibu et al., 2020), (Pasaribu & Khasanah, 2017), (Sukron, 2019), (Seto, 2019), (Pasharibu et al., 2020), (Pasaribu & Khasanah, 2017), (2020), (Pasaribu & Purba, 2020), (Manongko & Kambey, 2018), in their research show that buying interest has a positive and significant effect on purchasing decision variables. From the data above, it can be seen that the purchase interest variable has the largest indicator of 4,585, namely interest in buying products through Shopee and the purchasing decision variable has the largest indicator of 4,495, namely buying products according to the amount needed. (Sriyanto & Kuncoro, 2019) Because buying interest is one of the factors considered by consumers to make purchasing decisions. At the stage of arising interest, consumers realise that they like certain products and want to own these products so that if the belief in the product is positive, it will lead to a decision to make a purchase Shimp in (E. W. Putra, 2014). Purchase interest is able to produce purchasing decisions from the interest experienced by consumers. With the interest of consumers in a product, it will result in a consumer decision to make further choices about the product of interest (E. W. Putra, 2014). Consumer product purchasing decisions are strongly influenced by the buying interest that consumers have to buy the desired product (Khotimah et al., 2016). Purchase interest is very decisive for consumers to buy or not.

### 3.4. The Effect of Shopping Lifetsyle on Purchasing Decisions Through Purchase Intention

Based on the results of testing the fourth research hypothesis, it shows that shopping lifestyle has a positive and significant effect on purchasing decisions through buying interest. These results support the fourth research hypothesis, where there is a positive and significant influence between shopping lifestyle on purchasing decisions through buying interest. This means that it shows that the higher the shopping lifestyle, the more buying interest and purchasing decisions will increase. In line with research documented by (Khotimah et al., 2016), in their research shows that shopping lifetsyle has a positive and significant effect on purchasing decision variables through buying interest. These results can be seen in the shopping lifestyle variable has the largest indicator of 4.565, namely shopping for

products that have the best quality, the purchase interest variable has the largest indicator of 4.585, namely being interested in buying products through Shopee and the purchasing decision variable has the largest indicator of 4.495, namely buying products according to the amount needed. This is because a person's life style in making product purchasing decisions mediated by buying interest is higher because a lifestyle that always wants to keep up with product developments is more driven by the interest they have, so that consumers make more efforts to fulfil it by making the desired product purchase decision (Khotimah et al., 2016).

### 3.5. The Effect of Discount on Purchasing Decisions Through Purchase Intention

The results of testing the fifth research hypothesis accepted that there is a positive and significant effect of discount on purchasing decisions through purchase intention. These results support the fifth research hypothesis, where there is a positive and significant influence between discount on purchasing decisions through buying interest. This means that it shows that the higher the discount, the more buying interest and purchasing decisions will increase. In line with research documented by (Rozikin, 2021), (Dirgantara N, 2019), in his research shows that discount has a positive and significant effect on purchasing decision variables through buying interest. This can be seen in the discount variable has the largest indicator of 4.480, namely being interested and wanting to buy when there is a large discount, the purchase interest variable has the largest indicator of 4.585, namely being interested in buying products through Shopee and in the purchasing decision variable has the largest indicator of 4.495, namely buying products according to the amount needed. (E. W. Putra, 2014) The application of price discounts is one of the variables that can influence consumer buying interest before making purchasing decisions. (Dirgantara N, 2019) Because in making decisions, you have to consider several things, but the most influential is the interest of consumers when seeing, knowing product information so that it stimulates thoughts of buying a product by thinking rationally about the usefulness of the product so that a purchase decision will occur.

### 4. Conclusion

Shopping lifestyle and discount have a positive and significant effect on purchase intention, meaning that buying interest will increase when a large discount and a person's lifestyle increases. Purchase interest has a positive effect on purchasing decisions so that the higher the purchase interest, the more purchasing decisions will increase. Shopping Lifestyle and discount have a positive and significant effect on purchasing decisions through buying interest, meaning that the higher a person's shopping lifestyle plus a high discount, the more buying interest will increase, resulting in purchasing decisions. The

results of this study can be used as a reference that can provide rich insights into knowledge, especially regarding marketing related to the influence of shopping lifestyles, discounts on buying interest and their impact on product purchasing decisions.

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