

RESEARCH PAPER
THE EFFECT OF TRUST, NEED FOR AROUSAL, AND MATERIALISM
ON ONLINE IMPULSIVE BUYING BEHAVIOR:
COMPARISON OF TOKOPEDIA AND
SHOPEE MARKETPLACES



Submitted To Complete Requirements in Obtaining
A Bachelor's Degree in Management

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THE EFFECT OF TRUST, NEED FOR AROUSAL, AND MATERIALISM
ON ONLINE IMPULSIVE BUYING BEHAVIOR:
COMPARISON OF TOKOPEDIA AND
SHOPEE MARKETPLACES

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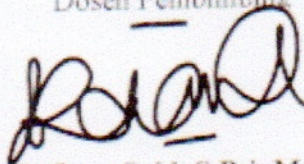
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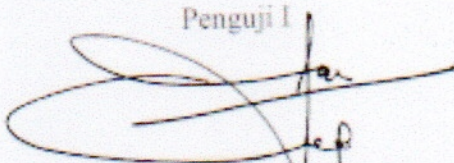
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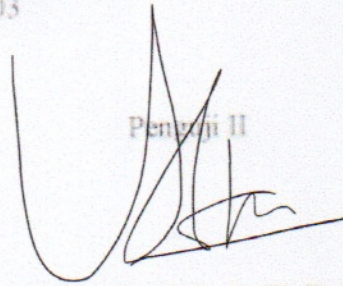
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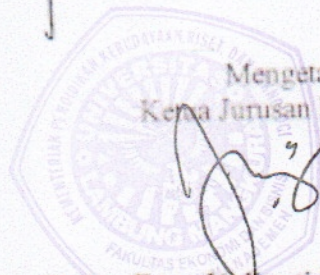
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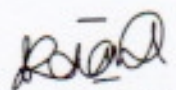
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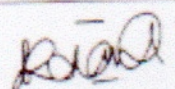
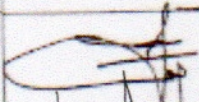
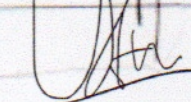
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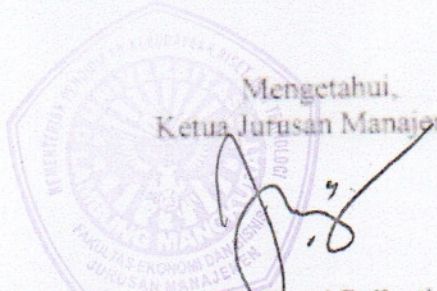
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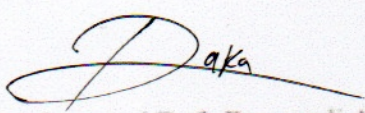
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SURAT PERNYATAAN ORISINALITAS

Saya yang bertanda tangan dibawah ini menyatakan dengan sesungguhnya, bahwa skripsi ini merupakan hasil penelitian yang telah saya lakukan, segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagaimana mestinya. Skripsi ini belum pernah di publikasikan untuk keperluan lain oleh siapapun juga. Apabila dikemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukuman dari ketidakbenaran pernyataan tersebut.

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Yang membuat pernyataan,

A red circular stamp with the text "METERAI TEMPEL" and a serial number "84AKX091046439" is placed over the signature. The signature is written in black ink and appears to be "Dafa".

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FOREWORD

In the name of Allah, the Most Gracious and Most Merciful, I express my gratitude to Him who has bestowed His grace, guidance, and inayah to complete this research proposal entitled **THE EFFECT OF TRUST, NEED FOR AROUSAL, AND MATERIALISM ON ONLINE IMPULSIVE BUYING BEHAVIOR: COMPARISON OF TOKOPEDIA AND SHOPEE MARKETPLACE.**

Many individuals have generously suggested improving this research report. First, I would like to express my sincere gratitude and respect to my advisor, Laila Refiana Said, S.Psi, M.Si, Ph.D. who has contributed and given valuable evaluations, comments, and suggestions during the completion of this research paper. Other supports also come from family, Farah, and friends. For all of them, I express my deepest gratitude.

Although this research has many deficiencies in the arrangement and explanation, I hope that this research will make a positive contribution to the educational development of those who want to carry out further research.

Banjarmasin, 1 Agustus 2023

A handwritten signature in black ink, featuring a large, stylized 'D' followed by 'afa' and a horizontal line extending to the right.

Muhammad Dafa Rayyandi Aham

ABSTRACT

Aham, Muhammad Dafa Rayyandi (2023). The Effect of Trust, Need for Arousal, And Materialism on Online Impulsive Buying Behavior: Comparison of Tokopedia and Shopee Marketplaces. Advisor: Laila Refiana Said.

The recent Covid-19 outbreak has increased online transactions. There have been many studies about impulsive buying. However, limited studies analyze impulsive buying in online shopping, particularly those that examine the comparison between two highly competitive marketplaces in Indonesia, namely Tokopedia and Shopee. This study proposed a framework that explores the influences of Trust, the Need for Arousal, and Materialism on Online Impulsive Buying Behavior. It also analyzed whether there was any difference between Tokopedia and Shopee users regarding impulsive buying. Empirical data were collected from 192 Tokopedia users and 192 Shopee users—the questionnaires were distributed via Google Forms. The data were processed using multiple regression analysis and ANCOVA through the SPSS version 25 program. The findings showed that Need for Arousal and Materialism positively affected Online Impulsive Buying Behavior. In contrast, Trust did not affect Impulsive Buying Behavior. Results of the ANCOVA found no difference between Tokopedia and Shopee users. The findings of this study provide valuable insights that contribute to impulsive consumer behavior knowledge and online marketplace business. By examining the role of Trust, the Need for Arousal, and Materialism, this study suggests more effective strategies for promoting the marketplaces, especially in managing impulsive buying.

Keywords: ANCOVA, impulsive buying, materialism, need for arousal, trust

ABSTRAKSI

Aham, Muhammad Dafa Rayyandi (2023). The Effect of Trust, Need for Arousal, And Materialism on Online Impulsive Buying Behavior: Comparison of Tokopedia and Shopee Marketplaces. Advisor: Laila Refiana Said.

Wabah Covid-19 baru-baru ini telah meningkatkan transaksi online. Ada banyak penelitian tentang pembelian impulsif. Namun, studi terbatas menganalisis pembelian impulsif dalam belanja online, khususnya yang meneliti perbandingan antara dua pasar yang sangat kompetitif di Indonesia, yaitu Tokopedia dan Shopee. Penelitian ini mengusulkan kerangka kerja yang mengeksplorasi pengaruh Kepercayaan, Kebutuhan untuk Gairah, dan Materialisme pada Perilaku Pembelian Impulsif Online. Juga dianalisis apakah ada perbedaan antara pengguna Tokopedia dan Shopee terkait pembelian impulsif. Data empiris dikumpulkan dari 192 pengguna Tokopedia dan 192 pengguna Shopee—kuesioner dibagikan melalui Google Forms. Data diolah dengan menggunakan analisis regresi berganda dan ANCOVA melalui program SPSS versi 25. Hasil penelitian menunjukkan bahwa Need for Arousal dan Materialism berpengaruh positif terhadap Online Impulsive Buying Behavior. Sebaliknya, Kepercayaan tidak mempengaruhi Perilaku Pembelian Impulsif. Hasil ANCOVA tidak menemukan perbedaan antara pengguna Tokopedia dan Shopee. Temuan penelitian ini memberikan wawasan berharga yang berkontribusi pada pengetahuan perilaku konsumen impulsif dan bisnis pasar online. Dengan mengkaji peran Kepercayaan, Kebutuhan akan Gairah, dan Materialisme, studi ini menyarankan strategi yang lebih efektif untuk mempromosikan pasar, khususnya dalam mengelola pembelian impulsif.

Keywords: ANCOVA, impulsive buying, materialism, need for arousal, trust

LIST OF CONTENT

LEMBARAN PENGESAHAN UJIAN SKRIPSI	I
LEMBARAN BERITA ACARA PERBAIKAN SKRIPSI	II
SURAT PERNYATAAN ORISINALITAS	III
FOREWORD	IV
ABSTRACT	V
<i>ABSTRAKSI</i>	VI
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Formulation of the problem	7
1.3 Research Objectives	7
1.4 Significance of the research	8
1.5 Writing Systematics	9
CHAPTER II REVIEW OF RELATED LITERATURE	10
2.0 Introduction	10
2.1 Online Impulsive Buying Behavior	10
2.2 Trust	13
2.3 Need for Arousal	15
2.4 Materialism	16
2.5 Previous Research	18
CHAPTER III THEORETICAL FRAMEWORK AND HYPOTHESES	25
3.0 Introduction	25
3.1 Theoretical Framework	25
3.2 Hypotheses	25
CHAPTER IV RESEARCH METHOD	28
4.0 Introduction	28
4.1 The Scope of Research	28
4.2 Types of Research	29
4.3 Research Place / Location	30
4.4 Unit of Analysis	30
4.5 Population and Sample	30
4.6 Variables and Operational Variable Definitions	32
4.6.1 Variable	32
4.6.2 Operational Variable Definitions	32
4.7 Data Collection Technique	36

4.8 Data Analysis Technique	37
4.8.1 Descriptive Statistics Test	38
4.8.2 Validity Test	38
4.8.3 Reliability Test	38
4.8.4 Classical Assumption Test	39
4.8.5 Hypothesis test	41
4.9 Summary	44
CHAPTER V RESULTS AND ANALYSIS	45
5.0 Introduction	45
5.1 Characteristics of Respondents	45
5.1.1 Characteristics of Respondents Based on Gender	45
5.1.2 Characteristics of Respondents Based on Age	47
5.1.3 Characteristics of Tokopedia Respondents Based on Occupation/Job/Work	50
5.1.4 Characteristics of Tokopedia Respondents Based on Province	53
5.2 Statistical Description of Research Variables	57
5.2.1 Descriptive Analysis of Trust (X1)	57
5.2.2 Descriptive Analysis of Need for Arousal (X2)	58
5.2.3 Descriptive Analysis of Materialism (X3)	59
5.2.4 Descriptive Analysis of Online Impulsive Buying Behavior (Y1)	60
5.3 Data Quality Test	60
5.3.1 Validity Test	60
5.3.1 Reliability Test	63
5.4 Classic assumption test	64
5.4.1 Normality Test	65
5.4.2 Multicollinearity Test	66
5.4.3 Heteroscedasticity Test	67
5.5 Hypothesis testing	68
5.5.1 Multiple Linear Regression Analysis	68
5.5.2 F Test (Simultaneous)	70
5.5.3 t Test (Partial)	71
5.5.3 ANCOVA	73
5.6 Discussion of research results	73
5.6.1 The Effect of Trust on Online Impulsive Buying Behavior	73
5.6.2 The Effect of Need for Arousal on Online Impulsive Buying Behavior	75
5.6.3 The Effect of Need for Arousal on Online Impulsive Buying Behavior	76
5.6.4 Comparison of marketplaces users of Tokopedia and Shopee	77

5.7 Implications	78
5.7.1 Theoretical Implications	78
5.7.2 Practical Implications	80
5.8 research limitations	81
CHAPTER VI CLOSING	83
6.0 Introduction	83
6.1 Summary	83
6.2 Suggestion	83
BIBLIOGRAPHY	85
ATTACHMENT	91

LIST OF TABLES

Table 2.1 Previous Research	18
Table 4.1 Operational Variable Definitions and Items	33
Table 5.1 Percentage of Tokopedia Respondent's Gender	45
Table 5.2 Percentage of Shopee Respondent's Gender	46
Table 5.3 Percentage of Tokopedia Shopee Respondent's Gender	46
Table 5.4 Age Percentage of Tokopedia Respondents	47
Table 5.5 Age Percentage of Shopee Respondents	48
Table 5.6 Age Percentage of Tokopedia and Shopee Respondents	49
Table 5.7 Job Percentage of Tokopedia Respondents	50
Table 5.8 Job Percentage of Shopee Respondents	51
Table 5.9 Job Percentage of Shopee Respondents	52
Table 5.10 Province Percentage of Tokopedia Respondents	53
Table 5.11 Province Percentage of Shopee Respondents	54
Table 5.12 Province Percentage of Tokopedia and Shopee Respondents	54
Table 5.13 Validity Test Results of the Trust Variable	64
Table 5.14 Validity Test Results of the Need for Arousal Variable	65
Table 5.15 Validity Test Results of the Materialism Variable	65
Table 5.16 Validity Test Results of the Trust Variable	66
Table 5. 17 Kolmogorov-Smirnov One-Sample Normality Test Results	68
Table 5. 18 Multicollinearity Test Results	69
Table 5. 19 Spearman's Rho Heteroscedasticity Test Results	70
Table 5.20 Multiple Linear Regression Test Results	71

Table 5.21 Multiple Linear Regression Test Results	73
Table 5.22 F Test Results	74
Table 5.23 t Test Results	75
Table 5.24 ANCOVA Results	76

LIST OF FIGURES

Figure 1.1 Marketplaces rivalry data in Indonesia	2
Figure 3.1 Theoretical Framework	25

LIST OF ATTACHMENT

1 st ATTACHMENT	91
2 nd ATTACHMENT	94