

# The Effect of Web Design, Web Responsive, and Web Content on Impulse Buying and Compulsive Buying Behavior of E-Commerce Purchase

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# The Effect of Web Design, Web Responsive, and Web Content on Impulse Buying and Compulsive Buying Behavior of E-Commerce Purchase

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## ABSTRACT

Advances in information technology change the behavior and lifestyle of people in conducting transactions or shopping electronically. The Ministry of Communication and Information Technology of the Republic of Indonesia said that internet users in Indonesia reached fifty-four percent or 143 million people out of 265 million people in Indonesia. Digital data for 2020 explains that this figure shows that at least eight out of ten internet users in one month buy products or services online at least once a month. In terms of position, Indonesia is superior to developed countries regarding online buying and selling, such as the United States and China. Before designing online stores, star-up companies must pay attention to web design, the response of a web, and the content displayed must always be interesting and updated. The purpose of this study is to determine the effect of "Web Design, Web Responsiveness, and Web Content on Impulsive Buying and Tendency to Compulsive Buying on E-Commerce Purchasing Behavior". The sampling technique in this study is to use Non-Probability Sampling, where each respondent does not have the same opportunity or opportunity to be selected as a sample and the number of samples is 120 people. The data analysis technique used to test the hypothesis in this study uses Structural Equation Modeling (SEM), because this technique allows researchers to test the relationship between one variable and another. The results showed that Website Design has a strong influence on Impulsive Online Purchasing. Website design has a strong influence on Compulsive Buying. Responsiveness on the Web has an influence on Impulsive Buying. Responsiveness on the Web has an influence on Compulsive Buying. Web content has a strong influence on Impulsive Buying. Web content has a strong influence on Compulsive Buying. Impulsive Buying has a positive influence on Compulsive Buying.

Keywords: Web Design, Web Responsiveness, Web Content, Impulsive Buying, and Compulsive Buying

## INTRODUCTION

In Indonesia, there are currently many online shops that have various shapes and forms, and all of them are classified as e-commerce businesses. In this case, several large companies, namely star-up companies such as Olx, Lazada, Bukalapak, and others, have designed their online shops with good web designs.

Previous studies have shown that website quality has a positive effect on impulsive online purchases (Margaret and Junaidi, 2016). Shelomita, Elisabeth, Septiani, Sandoro, Sugiarto, and Youstini conducted a study in 2016 with the results of the research that in general OLX consumers pay attention to the attractiveness and content of a website rather than the quality of the website. Enggar Widianingrum and Doni Purnama in 2019 conducted a study with the results of website quality having a significant effect on Ewom Pedia stores among students in DKI Jakarta Province.

Downson et al., 1990 (in Anggriani and Athar, 2017) that consumers who have strong shopping motivation tend to lead to compulsive buying behavior. However, according to Prawira (2015), excessive activity can actually have a negative impact on a person's lifestyle which can lead to waste in shopping.

Impulsive buying or it can be called an unplanned purchase is a consumer behavior where the consumer does not plan beforehand when shopping. According to Rook and Fisher, (1995) impulsive buying is the consumers' tendency to buy spontaneously, reflexively, suddenly, and automatically. From this definition, it can be seen that impulsive buying is something scientific and is a spontaneous or sudden reaction and there is no prior intention to spend. This is in line with the opinion of Kharis, (2011 in Fernanda, 2019) where most Indonesian consumers have an unplanned character and usually like to act "last minute" so that often the purchases made the change from the original plan before and after entering the store, but it is different if consumers shop e-commerce. This is because when shopping online consumers cannot see the full item to be purchased

Previous research on impulsive buying on-line has been conducted by Counety and Goutam, (2004) that consumer psychology is the main factor that encourages consumers to shop online. However, it is different from the study conducted by Burns and Dick (2001) that environmental factors such as internet knowledge, Web responsiveness, and education level are the most powerful predictors that can influence consumer purchases on-line.

According to O'Guin and Faber, 1989, the tendency of compulsive buying is purchasing behavior that is carried out repeatedly and acutely which is the main response to dealing with unpleasant feelings or events such as sadness, depression, frustration, and others. Meanwhile, according to Sari, (2013), compulsive buying behavior can occur in every individual who has a normal mental condition. Compulsive buying tendencies can occur in consumer buying behavior in general, especially in individuals who have sufficient purchasing power and tend to buy products with high frequency (Naomi and Mayasari, 2009).

The empirical study conducted by Sari, (2014) that research related to Compulsive buying currently still needs to be studied further, especially for a number of researchers in the marketing or consumption sector. According to O'Guin and Faber, (1992) research related to the tendency of compulsive buying to continue to increase, this shows the importance of knowing the negative aspects of consumer behavior. Meanwhile, according to Garlick et al., (2015) studies related to positive buying so far have only focused on developed countries and have increasingly attracted the attention of researchers in the last decade. In this regard, it will draw more deeply the trend of compulsive buying in developing countries.

Based on previous descriptions, it is seen that it is important to carry out further research on the relationship between variables, where this research is entitled "encouraging researchers to further study the research with the title" The Effect of Web Design, Web Responsiveness, and Web Content on Impulsive Buying and Tendency. Compulsive Buying in E-Commerce Buying Behavior".

## **THEORETICAL FRAMEWORK**

### **Web Design**

Robbins states Because the web is a visual medium, web pages need presentation and design attention. Graphic designers make decisions about everything you see on a web page: graphics, type, color, layout, etc. (Niederst Robbins, 2007: 5). According to Carlos, Raquel, and Orus (2009: 180), the success of an e-Commerce website design is influenced by 4 dimensions, namely Appearance, Navigation, Content, and Shopping Process. Design is the process of creating an artifact with a planned, artistic, coherent, purposeful, and useful structure of the form. "From a consumer's perspective, a website should be designed with all the features to evoke affection from users and to increase their online visit or consumer purchase intention. (Carlos et al., 2009; 170).

### **Responsive Web**

According to Ethan Marcotte (2011), web responsiveness is a website display concept that will adapt the browser screen to the device used. A website is considered responsive if it has three important points on a website, namely: Flexible grid, fluid images, and media queries. Meanwhile, according to Jeffrey Zeldman website responsiveness is a technique used by website designers to provide an elegant visual experience regardless of the size of the browser used.

### **Web Content**

Web content is a visual text, image, animation, link, graphic, or video contained on a website, content has a very important role in a website and content can also differentiate one website from another.

The content on the website must be unique, original, useful, complete, and user-friendly. Content is what must be conveyed through text, images, sound, video, spoken words, mathematics, symbolic language, Morse code, music, body language, and so on (Gahran, 2005).

### Impulsive Buying

According to Solomon & Rabolt (2009) that Impulsive buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted. This tendency to buy spontaneously can generally result in a purchase when consumers believe that action is a natural thing (Rook & Fisher 1995 in Solomon, 2009). Verplanken & Herabadi (2001) define impulsive buying as purchases that are irrational and are associated with quick and unplanned purchases, followed by conflicting thoughts and emotional impulses. This emotional drive is related to the intense feelings shown by making a purchase because of the urge to buy a product immediately, ignoring the negative consequences,

### Compulsive Buying

According to Elizabeth A. Edwards (1993) states that compulsive buying is a behavior that has the characteristics of keeping busy with purchases or the urge to buy that is irresistible, annoying, and uncontrollable which is associated with repeated purchases of goods that are beyond the ability or shopping for a period of time, longer than planned.

O'Guinn and Faber (1989) define compulsive buying as a chronic condition, namely the behavior of someone who carries out repeated buying activities as a result of unpleasant events or negative feelings. Such actions that are done repeatedly cause a behavior called compulsive buying behavior. If a person has compulsive buying behavior, then when he faces an unpleasant or negative event he will carry out purchasing or shopping activities to reduce these unpleasant or negative feelings.

According to Edwards (1993), compulsive buying is an abnormal form of shopping and spending in which the involved consumer has a very strong, uncontrolled, chronic, and repetitive urge to spend and spend money. Compulsive spending in particular serves as a way to relieve negative feelings such as stress and anxiety. Based on the theory launched by Edwards 1992 (in Moore, 2009), compulsive buying behavior is an act of a person making decisions to buy goods not only because of their needs, but also for the satisfaction of their desires which are carried out excessively, chronically, and repeatedly as a representative. negative feelings or to reduce negative feelings.

Park and Burns (2005) stated that "some of them / consumers show extreme purchases or what is also called compulsive buying". Compulsive consumers are consumers who feel addicted, in some conditions they act out of control and their attitudes can be bad for themselves and others. Compulsive buying is a consumer who tends to spend money on goods even though they don't need the goods.

Based on the background description, problem formulation, research objectives, and literature review, the conceptual framework in this study are as follows:

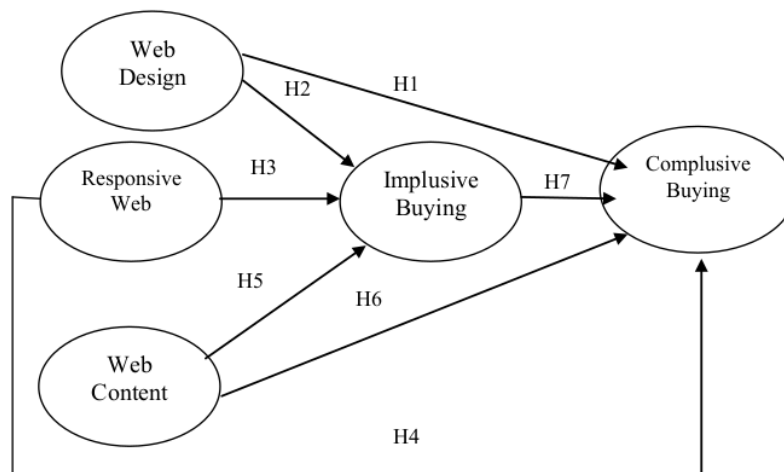


Figure 1. Conceptual Framework

## RESEARCH HYPOTHESIS

- H1 : It is suspected Website quality has a strong influence on impulsive purchases online
- H2 : It is suspected that Website Design has a strong influence on Compulsive Buying.
- H3 : It is suspected that responsiveness on the web has an influence on Impulsive Buying.
- H4 : It is suspected that Responsiveness on the Web has an influence on Compulsive Buying.
- H5 : It is suspected that Web Content has a strong influence on Impulsive Buying.
- H6 : It is suspected that Web Content has a strong influence on Compulsive Buying.
- H7 : It is assumed that Impulsive Buying has a positive effect on Compulsive Buying.

## RESEARCH METHOD

The data collection method in this study uses Non-Probability Sampling, where each respondent does not have the same opportunity or opportunity to be selected as a sample and the number of samples is 120 people with Structural Equity Modeling (SEM) analysis.

## RESULTS AND DISCUSSION

### Website design has a strong influence on Impulsive Online Purchasing

In this study it is proven to answer the hypothesis that web design has a significant effect on impulsive buying, this result is statistically a strong influence on web design on impulsive buying. This happens because when someone is happy looking at the contents of the website, comparing products, looking for information, then without realizing it, the urge to buy will appear automatically so that the possibility of impulsive buying will also be higher.

The results of this study indicate that web design also has a significant effect on compulsive buying, this influence is equally strong, both directly affecting compulsive buying and mediated by impulsive buying which is influenced by web design. The web design in this study can be seen that most of the respondents gave responses with high category values and likewise, most of the respondents gave responses on the indicator items of the impulsive buying variable with a high category, so the conclusion of the study is that there is an influence caused by web design, namely descriptively the higher the level of web quality in online media, the higher the impulsive purchase rate. This means that with easy access to the website, the color display of the website is in accordance with consumer desires, and the appearance of an attractive image design so that always remember appears in his mind where the ease of the website link provides quick answers to every consumer when looking for the desired product which is used as the main page by E-Commerce consumers, from this it can be seen that the occurrence of impulsive buying, namely display colors and images promotional discounts for the price of the product to be purchased can affect it, if there is an attractive discount, consumers buy it immediately even though the product is not needed and consumers think after having the product they want to think of themselves as careless because the product purchased does not meet expectations. This means that the high desire of consumers to frequently shop online when it is easy to access the E-Commerce website to see new products, resulting in high impulse buying.

Consumers who often buy products impulsively are due to the appearance or quality of the Web on the online shop selling products. This happens because the Commercial Website provides attractiveness such as a more attractive design so as to make consumers impulsively buy the product without a plan or suddenly because a design is attractive. The design of a web page is the most important factor in smooth online shopping.

When someone is browsing a website they are exposed to various information at that time. The information obtained can be in the form of advertisements that appear on the opened webpage. Promotions and advertisements received by someone can encourage impulsive purchases (Maymand and Ahmadijad, 2010).

Consumers immediately make a good purchase impulsive buying if it is done for a long period of time will make it excessive buyer behavior and continuously in a high frequency can lead to a tendency to compulsive buying. Shergill and Chen, (2005) identified that the design characteristics of the website are the dominant factors that influence consumers' perceptions of online shopping. Turban, et al (2002) argue that an elegant website design will be more satisfying to visitors. According to Kin and Lee (2002), attractive website design will attract consumers to visit more frequently and stay longer (Shaw et al., 2000). Then according to Than and Grandon (2002) found that the design quality of the website is vital for online shopping.

When someone is browsing the Website, they are exposed to various information at that time. Information obtained can be in the form of attractive advertisements appearing on the opened webpage. Attractive Web design, such as promotions and advertisements that someone receives can encourage impulsive buying (Ahmadinejad, 2011). This impulsive purchase can occur because consumers experience a crisis in purchasing planning, the process of thinking and reflecting when shopping, besides that it also involves the buying process involving information seeking. Impulsive consumers have less quality and quantity of information about the goods to be purchased (Verplanken and Herabadi, 2001).

Thus, the results of this study are in line with research conducted by Kurniawan (2018) regarding the effect of quality (web equal 4.0) on trust and its impact on purchasing decisions on e-commerce websites (study on consumers of PT. B). The results showed that the quality of the website has a significant effect on trust and its impact on purchasing decisions on e-commerce websites. Research by Fernanda, (2019) proves that web-quality has an effect on impulsive purchases.

### **Website design has a strong influence on Compulsive Buying**

Statistically, the web design research hypothesis has a significant effect on compulsive buying. Web design also affects impulsive buying in that this influence is equally strong on impulsive and compulsive buying. This means that with the quality of the web such as an attractive appearance displaying new online shop products, attractive images, namely pictures of discounted prices of online shop products, given easy access to quickly search for the desired product, consumers spontaneously desire to do online shopping that can be causing repeated viewing of websites for online shopping which has an impact on impulsive buying and leads to compulsive buying.

The direct effect of web design on compulsive buying is descriptive that consumers have the pleasure of channeling a hobby of wanting to have a product by shopping online when they have money they spend it shopping online shop which makes them happy even though the product is not needed. This is because repeatedly using online shopping websites that make dependence on ease of access, display of new products, discount price images, and websites that provide quick answers every time you write down search keywords for online shop products that encourage making repeated online purchases that impact on compulsive buying.

This study proves that the effect of web design on compulsive buying can increase consumer confidence in online transactions. The web design in this study is that the web is easily accessible even though it uses an old type of cellphone and there is a link on the website that provides easy access to products that consumers like and is easy to remember and fast every time consumers write a search keyword, the appearance of the web color is able to match the product color consumer preferences, as well as images. From this, it has a strong influence on compulsive buying. According to Elizabeth A. Edwards (1993) states that compulsive buying is a behavior that has the characteristics of keeping busy with purchases or the urge to buy that is irresistible, annoying, and uncontrollable which is associated with repeated purchases of goods that are beyond the ability or shopping for a period of time. longer than planned

In Faustina's research, et.al (2019), this study aims to determine the effect of web design on purchasing intentions of ZALORA Indonesia. The survey was conducted on ZALORA Indonesia website visitors in the city of Bandung. The results of this study indicate that there is a significant influence, web design on purchase intentions. Information content becomes the dimension with the largest percentage for web design.

According to Shin et al. (2013) website quality is an important factor for increasing repurchase intentions from the customer's perspective. In Pratama's research, et.al (2014), the results show that the appearance of the main features on the website gives a good impression to visitors as a support to increase consumer interest. Navigation makes it easy for visitors to search for what they want on the website. Complete information content and support for appropriate product images provide assurance that consumers will get a complete and real form of information.

The influence of web design on compulsive buying can be seen in research conducted by Marsella, (2017). The results show that the variables of trust, perceived benefits, and web quality is positive and significant towards consumer attitudes towards purchasing flight tickets online at Traveloka. Meanwhile, Fidiarini's research (2015) looked at the influence of Web Site quality on the level of the buyer's trust in online shopping. The research result shows that the quality of a web site is one of the factors that can increase the trust of buyers to do online shopping and even re-purchase a product.

The factor that can increase buyer's trust in online shopping among others, buyer's knowledge of a website of good quality. Schoefer and McKechnie (2004), with the quality of a Web site in a company

engaged in online trading, is a factor that can influence customer decisions. According to Wingfield (2002), displaying a web site in a professional manner indicates that a retailer company is competent in carrying out its operations. A professional website appearance gives customers a sense of comfort so that customers can be more confident and comfortable in making purchases. (Chen and Dhillon, 2003). According to Patria (2020) on the website page <https://www.domainesia.com/berita/7-elemen-desain-web>, web design elements such as logos, icons, text blocks,

#### **Responsiveness on the Web has an influence on Impulsive Buying**

In this study statistically, web responsiveness has a significant effect on impulsive buying, this influence shows a direct influence on the responsive web variable. In the descriptive results of the research on the responsive web variable, it shows that the category value of the indicator item is mostly high and the impulsive buying indicator item is in the high category. This means that the higher the web responsiveness, the more likely it is to shop impulsively. The effect of impulsive buying on web response is due to the web response on the web appearance of a product that is easily accessible which encourages consumers to shop online spontaneously, the appearance of the website is easily understood by consumers so that it can encourage the desire to shop online,

According to Sharma, Sivakumaran, and Marshall (2010), purchases made online are driven by factors such as consumer emotions, low cognitive control as well as spontaneous consumer behavior. The appearance of goods or products presented on the website encourages consumers to buy them without considering the financial side and other consequences that arise from the purchase.

Meanwhile, Andriati's research (2019) states that there is a positive influence on website quality on online impulse buying behavior. According to Koufaris (2002) found that shopping enjoyment strongly predicts the intention to return to the website and measures the dimensions in terms of an interesting and comfortable experience. If consumers feel comfortable and happy, stimulation will grow during their shopping experience, and it is certain that these consumers will make further transactions and look for other products (Childers et al., 2001).

#### **Responsiveness on the Web has an influence on Compulsive Buying**

The results of this study prove that Responsiveness on the Web has an influence on Compulsive Buying. This means that with a fast web response, it is certain that consumers will carry out Compulsive Buying. This is evidenced by the category scores on the indicator items that most of them give very high scores on the web responsive category. The effect of web responsiveness on compulsive buying is seen the web appearance of a product is easily accessible when writing search keywords, the website immediately responds quickly to online shopping, images or videos about products that can be accessed via cellphones can encourage consumers to shop online and influence consumers to shop online repeatedly or compulsively buying.

O'Guinn and Faber (1989) define compulsive buying as a chronic condition, namely the behavior of a person who carries out repeated buying activities as a result of unpleasant events or negative feelings.

In the results of this study responsive web has an influence on compulsive purchases. The results of this study are supported by research by Wangi et.al (2018) on the effect of website service quality on repurchase intentions mediated by Lazada.co.id customer satisfaction in Bandar Lampung, the results show the results of the research on website service quality variables have a significant effect on repurchase intention indirectly through Lazada.co.id customer satisfaction.

#### **Web content has a strong influence on Impulsive Buying**

The results of the study prove that web content has an indirect significant effect on impulsive buying. Web content does not have a strong effect on compulsive buying, based on statistical results that web content has a strong influence on impulsive buying variables, because consumers who often make online transactions, the desire to get price discounts, feel better after making online transactions due to the strong influence of the content attractive web, varied web content, new web content, relevant web content, narrative or sentences from easy to understand the content.

Web content has a strong influence on Impulsive Buying. The more attractive the web content is, the more consumers will buy spontaneously or impulse buying occurs.

The results of this study are supported by research conducted by Soendoro, et.al (2016), the results show that the attractiveness of content has a positive effect on impulse buying on the OLX Website. In this research, it can be seen that attractive web content can encourage consumers to shop online and search for

products they like, varied web content helps consumers to find the product they want, new web content can encourage consumers to shop online, web content that is more useful. Relevant can help consumers to find the product they want, narrative or sentences from easy to understand content can encourage consumers to shop online, as well as the words contained in content that are easy to understand and don't get bored can influence consumers in shopping online. So the higher the attractiveness of the content, the higher the impulse purchase. The attractiveness of supportive or conducive content is an external factor that influences purchasing decisions and consumer behavior. If the attractiveness of the content is high in the sense of price discounts, attractive layouts on the website, complete information on products sold on the website, and attractive promotional displays, it will increase the likelihood of someone making impulse purchases on a website.

In Sugianto's research, (2020), the advantage of the Zalora Shop or Online Fashion Shop is that it has a very easy-to-use website and an exclusive and attractive visual appearance, and the information content provided about the product is very complete. Products, appearance, convenience, and completeness of information are the advantages of Zalora that are not owned by other competitors. In addition, there are discount promos and themes that are always new and changed every 1 week, so that it can lead to impulse buying.

### **Web content has a strong influence on Compulsive Buying**

The statistical results show that web content has a significant effect, but this influence is not strong directly affecting compulsive buying because it is descriptive that consumers channel their hobbies by shopping online not because of interesting web content, or variations of the web content itself or the sentences contained in the web content. . So this is partly influenced by the narrative or sentence of the content that is easy to understand that can encourage consumers to shop online. E-Commerce consumers also only vent negative thoughts because they feel restless if they don't do online shopping and are wasteful in that when they have money they always want to spend on shopping because one of them is by shopping online consumers can make them happy.

Consumer behavior is the result of motives, attitudes, and values and can manifest in purchasing and consumption behavior (Khare, 2011). This consumer behavior can be categorized into two types, namely customers who are oriented towards hedonic values and customers who are oriented towards utilitarian values. Hedonic values are associated with an enhanced sense of gratification through experiences of pleasure, entertainment, fantasy, and playfulness (Babin, et al, 1994) (Bridges & Florsheim, 2008) (Holbrook & Hirschman, 1982) (Scarp, 2012). Customers can get hedonic value, through stimulation/passion, play, and positive influences, such as fun and excitement (Bridges & Florsheim, 2008). In hedonic value-oriented customers, the use of products can create a sense of fantasy, generate feelings based on senses, and generate emotional stimulation to satisfy oneself (J. Kang & Poaps, 2010). Hedonic value is closely related to compulsive buyers, where according to Kinney, et al (2016), compulsive buyers experience a higher level of hedonic motivation when shopping on websites than non-compulsive buyers.

The rapid development of e-commerce encourages e-commerce companies to pay attention to quality, including the quality of their websites because an attractive website will encourage customers to make more online purchases (Hadaya et al, 2006);(Novak et al, 2000);(Poddar et al, 2009). According to Rayport & Jaworski (2003), as stated by Brown et al (2012), the quality of a website can be seen through several attributes, such as context, content, commerce, customization, community, and communication. Whereas Li et al., (2017), looked at the quality of websites in terms of usability, ease of use, entertainment, and complimentary. An e-commerce website represents the presence of a company online so that the low quality of the website can give a bad image to the company and prevent the customer's intention to make a purchase or return to the website (Kuan et al, 2008); (Nielsen, 2000). For example, a website that cannot provide complete product-related information, a website that has steps or navigation that is difficult for customers to understand, and customer service that is difficult to contact, will make customers difficult and hesitant to transact through the website. so that it can cause customers to be reluctant to repurchase.

The results of this study are supported by research by Hodge (2004) which examines and concludes that there is an effect of content attractiveness on hedonic behavior. Chen (2008) also supports this, with his research concluding that the attractiveness of content affects hedonic behavior. The attractiveness of supportive or conducive content is an external factor that influences purchasing decisions and consumer behavior. If the attractiveness of content is high in the sense of price discounts, attractive layouts on the website, complete information on products sold on the website, and attractive promotional displays, it will



increase the likelihood of someone engaging in hedonic behavior on a website. Thus it can be said that there is a positive influence between the attractiveness of the content on hedonic behavior.

### **Impulsive Buying has a positive influence on Compulsive Buying**

Impulsive Buying is a mediating variable between web design, web content, and web responsiveness. This can be seen statistically that the three variables are able to influence both the variable impulsive buying and compulsive buying, but web content does not affect compulsive buying too strongly.

The results showed that impulsive buying has a strong effect on compulsive buying. Descriptively, it means that consumer behavior is the **tendency to buy spontaneously can generally result in purchases when consumers believe that the action is natural**, thus leading to the behavior of someone who carries out repeated buying activities which can lead to compulsive buying. Faber and O'Guinn (1989) state that compulsive consumers often use purchases as compensation for an unpleasant condition. Herbage states that more than 50% of purchases that occur are not planned beforehand (Verplanken & Herbadi, 2010). In psychological terms, the decision to shop suddenly that cannot be controlled is also called impulsive buying. When these impulsive purchases are made repeatedly, this habit not only leads to impulsive buying but leads to compulsive buying. According to Salomon (2010), Compulsive buying is a repetitive process that is often excessive in shopping caused by addiction, depression, and boredom. Compulsive buying is said to be a chronic condition, a condition in which a person makes repeated purchases as a result of unpleasant circumstances and negative feelings (Faber & O'Guinn, 1989). According to Salomon (2010), Compulsive buying is a repetitive process that is often excessive in shopping caused by addiction, depression, and boredom. Compulsive buying is said to be a chronic condition, a condition in which a person makes repeated purchases as a result of unpleasant circumstances and negative feelings (Faber & O'Guinn, 1989). According to Salomon (2010), Compulsive buying is a repetitive process that is often excessive in shopping caused by addiction, depression, and boredom. Compulsive buying is said to be a chronic condition, a condition in which a person makes repeated purchases as a result of unpleasant circumstances and negative feelings (Faber & O'Guinn, 1989).

The short-term consequences of compulsive buying can be positive, such as reducing stress and tension (Rindfleisch, Burroughs, Denton, 1997). Meanwhile, the long-term consequences are basically detrimental things such as financial impacts and psychological impacts such as feelings of inferiority complex, guilt, anxiety, and the emergence of interpersonal conflicts (Robert, 1998). Impulsive buying or impulsive shopping is a spontaneous shopping style, without planning, is a trigger for impulsive shopping. Impulsive shopping in itself can be described as shopping without planning, strongly colored to buy that comes suddenly and is often hard to resist, it is accompanied by feelings of fun and passion. (Fitri, 2008).

At first compulsive buying was only studied on subjects with clinical categories, but recent studies on compulsive buying have been carried out on consumer purchasing behavior in general, especially in individuals who have sufficient purchasing power and have a tendency to buy products with high frequency (Faber & Christenson, 1996).

### **CONCLUSION**

1. Website design has a strong influence on Impulsive Online Purchasing.
2. Website design has a strong influence on Compulsive Buying. This means that Website Quality can increase consumer confidence in online transactions.
3. Responsiveness on the Web has an influence on Impulsive Buying. This means that the higher the web responsiveness, the more likely it is to shop impulsively.
4. Responsiveness on the Web has an influence on Compulsive Buying. This means that with a fast web response, it is certain that consumers will carry out Compulsive Buying.
5. Web content has a strong influence on Impulsive Buying. The more attractive web content is, the more likely it is for consumers to make spontaneous instant purchases in a natural way.
6. Web content has a strong influence on Compulsive Buying. This means that interesting content, it is very influential on behavior in making purchasing decisions.

7. Impulsive Buying has a positive influence on Compulsive Buying. This means that consumer behavior in this tendency to buy spontaneously can generally result in purchases when consumers believe that this action is natural, leading to the behavior of someone who carries out repeated buying activities which can lead to compulsive buying.

## RECOMMENDATION

The results of the research test prove that web design affects impulsive buying and compulsive buying, web design affects impulsive buying and compulsive buying, web responsiveness affects impulsive buying and compulsive buying. In this study, it can be seen that the direct influence of the web content variable on compulsive buying is not too big a significant effect on the other independent variables to the dependent variable (web design, responsive web).

In the results of this study, web content does not have a significant influence on compulsive buying, because web content has a significant effect on impulsive buying. Consumers will make more spontaneous online purchases because consumers are more interested in new products that are on the E-Commerce website and there is a price discount after that they will shop online to channel their hobbies rather than a desire to have products, consumers shop online because of this. new products that are attractive and discounts that affect them so that impulse buying occurs. Website quality has a significant effect on impulse buying attitudes. This means that websites on E-Commerce are deemed to lead to impulse buying attitudes,

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