

Analysis of the Influence of Online Comments, Logistics Service Quality, Promotion Incentive Information, and Promotion Time Limit on Impulsive Buying Behavior through Perceive Trust and Perceive Value in Shopee Application Users in Surabaya

Yuliana^a, Hananiel Mennoverdi Gunawan^b

^{a,b}Universitas Pelita Harapan Surabaya Campus

ABSTRACT

The development of trade in Indonesia has the attraction of how a person buys goods through online media is increasing rapidly. By researching Shopee with customers in Surabaya, the aim is to determine the influence of Online *comments* (OC), *Logistic Service Quality* (SQ), *Promotion Incentive Information* (PI), *Promotion Time Limit* (PL) on *Perceive Trust* (PT) and *Perceive Value* (PV). This study also examines the influence of *Perceive Trust* (PT) and *Perceive Value* (PV) respectively on *Impulsive Buying Behaviour* (BB). The results of the regression test showed that Online *comment* (OC), *Logistic Service Quality* (SQ), *Promotion Incentive Information* (PI), *Promotion Time Limit* (PL) had a significant effect on *Perceive Trust* (PT). Online *comment* (OC), *Logistic Service Quality* (SQ), *Promotion Incentive Information* (PI), *Promotion Time Limit* (PL) have a significant effect on *Perceive Value* (PV). *Perceive Trust* (PT) and *Perceive Value* (PV) each have a significant effect on *Impulsive Buying Behaviour* (BB).

Keywords - Online comment, Logistic Service Quality, Promotion Incentive Information, Promotion Time Limit, Perceive Trust.

INTRODUCTION

The continuous development of e-commerce requires companies to continue to innovate in attractive forms and models. Zheng (2021) found in his research that the higher the level of interaction with users in the broadcast space, the more likely it is that users will have a stream experience and the more likely they are to form cross-purchase intent. There are many problems in the traditional retail industry, such as high costs, low realizable profits, poor rainfall effects, and small radiation range. With the rapid development of network technology and mobile terminals in recent years, the live commerce mode provides new opportunities for the sustainable and healthy development of e-commerce. Jiang and Zhao (2013) found that the image of goods, services, convenience and safety has a significant impact on intentional purchases by consumers, and virtual experiences can stimulate consumers' impulsive purchasing behavior. When breaking through the limitations of space and time, and creating an enhanced direct trade marketing system of "personal space + retail + full scene" for consumers. This model combines a stereo environment, preferential pricing, diversified products, fast payment ways, convenient logistics services and other aspects, provides consumers with a strong sense of presence, and stimulates consumers' purchase intentions, thereby driving product sales and obtaining great profits. The year 2016 was the first "Year of Direct Trade" in China. The ability of e-commerce platforms to cash out goods has really materialized since the advent of offline online shopping festivals has been suppressed, making the

IConEnt

The 4th International Conference on Entrepreneurship

role of facilitating the live streaming of goods online clearer. How to maintain the sustainable development of direct trade is an issue that must be paid attention to at this time, and it requires the joint attention of industry practitioners and academics. Yan et al., (2021) revealed that the popularity of broadcasters, interactivity, and personalized services in direct services have a positive impact on consumer purchasing behavior at various levels

It can be said that live trading as a growing business model not only brings huge profits but also attracts a large amount of user traffic. While it is difficult to find a replacement in a short period of time, live trading also suffers from some drawbacks as it develops. In live trading, businesses rely on the platform's flow base to create an atmosphere of tension and the artificial phenomenon of short supply, which runs through three stages: initial warm-up, middle empathy, and final feedback. For e-retailers, adopting a hunger marketing model can bring many advantages. First, by controlling retail prices and total sales volume, total profits from the supply chain increased and the effect of double marginalization was exacerbated. Yu and Zhang (2018) studied the impact of hunger marketing strategies on supply chain pricing, and coordinated supply chains. Sustainable development has become the focus of attention from all walks of life, and only an in-depth analysis of the problem aimed at developing a sound operating mechanism that plans the right direction of development will help to overcome this problem. Direct trade has a high acceptance among contemporary consumer groups, so research based on the user's perspective is more conducive to revealing the shortcomings of the industry, helping it break through the bottleneck period and achieve long-term sustainable development.

The research conducted will examine variables related to *impulsive buying behavior*, including *Online Comments*, *Logistics Service Quality*, *Promotion Incentive Information*, *Promotion Time Limit*, *Perceived Trust*, and *Perceived Value*. Several previous studies will be replicated or compiled to examine the influence of *impulsive buying behavior*, including *Online Comments*, *Logistics Service Quality*, *Promotion Incentive Information*, *Promotion Time Limit*, *Perceived Trust*, and *Perceived Value*.

LITERATURE REVIEW

A. Online Comment

Zhenfang Zhang, Nan Zhang, and Jiguang Wang (2022) state that online comments have attracted increasing attention from companies and consumers alike. The online comment function not only reduces consumers' uncertainty about product quality and experience attributes but also significantly influences the company's operational decisions and helps reshape business growth. Alhaija et al. (2018) stated that *online comments* are able to meet the category of intangible assets owned by companies. *Online comments* do not have a physical form but are in the form of customer attachment to always buy products from the company when needed so that it brings a profitable position, especially when the company faces fierce business competition with various new competitors.

Haeruddin and Haeruddin (2020) stated that *Online comments* give a positive response to companies to repurchase the same product in the future even though there are other products offered from competing companies. *Online comments* are an advantage for companies because they not only bring financial benefits now but also in the future.

H1: *Online Comment* has a significant effect on *Perceive Trust*

H2: *Online Comment* has a significant effect on *Perceive Value*

B. Logistics Service Quality

Zhenfang Zhang, Nan Zhang and Jiguang Wang (2022) Logistics services play an important role in the development of direct trade. This is not only the main link and basic guarantee of online shopping, but also the last link to complete online transactions. Consumers are the direct service objects of logistics services. They not only pay attention to the quality and price of products, but also have a variety of logistics needs. Businesses need to integrate and optimize the allocation of resources in the market and improve the consumption experience to meet the needs of personalized and differentiated logistics services from customers. Meeting the needs of consumer logistics services will help improve the quality of the relationship between customers and businesses and increase consumer satisfaction. Similarly, online shopping can increase the perceived value of consumers by improving the quality of logistics services. When consumers have a pleasant shopping experience, the perceived level of value will increase. There are concessions before the sale and guarantees after the sale, and consumers are more likely to have impulsive buying behavior. Liang and Zhang (2016) believe that logistics services play an important positive role in consumer psychological contracts, and one of the key elements of these psychological contracts is consumer trust. Liu (2021) used a regression model analysis method to verify that personalized logistics services can effectively increase consumers' willingness to make repeat purchases under the influence of relationship quality intermediaries. At the same time, personalized logistics services also affect consumer satisfaction. In this process, consumer trust plays an intermediary role. Yan et al., (2020) divided the enhanced logistics service elements into reliability, responsiveness, punctuality, and attitude of distribution personnel, and verified the positive impact of these four elements on the perceived value of customers

H3: Logistics Service Quality has a significant effect on Perceive Trust

H4: Logistics Service Quality has a significant effect on Perceive Value

C. Promotion Incentive Information

Zhenfang Zhang, Nan Zhang and Jiguang Wang (2022) Promotional incentive information is used by e-commerce companies to publicize promotional activities and introduce product information before and during direct trade, especially to highlight the preferential power of price discounts. E-commerce chants attract users by influencing consumer sensitivity to prices so that they can increase consumer participation and purchasing power. Especially in the hunger marketing mode under e-commerce platforms, in order to encourage consumers to buy certain goods immediately, promotional incentives are often stronger than daily purchasing activities, which directly affects the perceived confidence, value, and purchase intention of price-sensitive consumers. Promotional incentive information can make consumers feel the temptation of promotion to save money, the wealth of promotional commodity categories, the number and style, and the interest to participate in rush buying activities in the broadcast space, so as to encourage public participation and enthusiasm for consumption. Through this short-term stimulation tool, the broadcast space will form the shopping phenomenon of shopping gathering, which overcomes the wait-and-see mentality of consumers to a certain extent, strengthens the trust that consumers feel with the atmosphere of rushed purchases, thereby reducing the perceived risk and eliminating pre-purchase doubts, and making impulsive purchase decisions more likely. Prasilowati et al., (2021) believe that price promotion has a significant influence on customer satisfaction. Chen (2021) showed that price promotion and reward promotion in promotional incentives can effectively increase consumers' perceived savings and reduce perceived risks, thereby increasing consumers' purchase intention

IConEnt

The 4th International Conference on Entrepreneurship

H5: Promotion Incentive Information has a significant effect on Perceive Trust

H6: Promotion Incentive Information has a significant effect on Perceive Value

D. Promotion Time Limit

Zhenfang Zhang, Nan Zhang and Jiguang Wang (2022) As a marketing method, direct trading encourages consumers to make immediate catch-up decisions based on a number of price discounts that are only available for a limited time. As one of the elements of a decision-making situation, time pressure plays a regulatory role in decision-making behavior. In this short-term decision-making environment, under the atmosphere of excessive economic interests of businesses, consumers have a strong sense of urgency of time, which affects the consumer's ability to obtain complete information and process that information in the product evaluation process. Instead, they pay more attention to the influencer's description of the item in question. At the same time, shortened decision-making time leads to a decline in consumer cognitive function, resulting in the perceived opportunity cost of "regret if not buying".

According to the deadline effect, the closer to the end of the promotion, the stronger the sense of urgency of consumers to buy. This "scarcity opportunity" encourages consumers to transform the cognition of a potential purchase into a clear purchase opportunity, which not only ignores the purchase risk, but also emphasizes the acquisition of perceived benefits, which results in positive perceived value.

Lu and Huang (2014) emphasized that the shorter the duration of the promotion, the stronger the consumer's perception of the opportunity cost and the higher their cognitive response to the perceived value of the promotion. Hong (2021) showed that when online retailers promote products in conditions of short promotional deadlines and high time pressure, it increases the likelihood of consumers making a decision to buy.

H7: Promotion Time Limit has a significant effect on Perceive Trust

H8: Promotion Time Limit Information has a significant effect on Perceive Value

E. Perceived Trust

Zhenfang Zhang, Nan Zhang and Jiguang Wang (2022) trust is an important variable in the study of consumer behavior. In general, trust is considered a psychological state with positive expectations towards the behavior or intentions of others. As a prerequisite for online consumer purchasing decisions, consumer trust is described as a fundamental element of e-commerce, which can reduce purchase uncertainty and help increase consumer loyalty and acceptance. Lack of trust will create doubts among consumers and thus negatively impact their purchase intentions. Live commerce is a real-time interactive mode, which contributes to consumers having a sense of subjectivity and intimacy in the interaction. It can be seen that the richer the information content, the more diverse the form, the higher the timeliness, and the higher consumer trust. At the same time, consumers have a pleasure in perceived value based on their belief in this hunger marketing model. Feng and Lu (2020) believe that based on consumers' strong sense of social presence, the webcast environment satisfies consumers' demand for complete information and increases consumers' trust in promotional links, which act as intermediaries in consumers' impulsive purchasing decisions.

H9: Perceive Trust has a significant effect on Impulsive Buying Behaviour

F. Perceived Value

Zhenfang Zhang, Nan Zhang and Jiguang Wang (2022) Perceived value is widely used to predict user adoption behavior. Product quality, service quality, and perceived value have an important impact on customer satisfaction. As a key mechanism for shaping these relationships, the value customers perceive has become an important consideration in the use and interaction with social media. Zeeithaml (1988) first defined customer perception as "an evaluation of the overall effectiveness of a product based on the customer's perception of the receipt and delivery of the product". Bettman (1998) defines customer-perceived value as "value perceived or experienced by customers through the use of services". In the time-limited marketing relationship of an e-commerce platform, perceived value can be considered an evaluation of the overall performance of the product by weighing the perceived revenue and the perceived cost of purchase. When consumers feel that a comprehensive evaluation of the economic preferences of goods, logistics, after-sales service levels, and useful information relevant in the broadcast space is higher than their initial expectations, it will generate positively perceived value and make them more likely to purchase the goods. Wang et al. (2021) believe that promotional purchase restrictions, on the one hand, increase perceived value by highlighting the scarcity of restricted goods, while on the other hand stimulating consumers' excitement to satisfy their impulsive purchase intentions.

Research conducted by Rizal et al., (2022) states that *Perceived Value* has a positive influence on *Purchase Intention*. Research conducted by K. Amalia & Nurlinda, (2022) states that the value perceived by consumers will make consumers have the intention to buy again. Research conducted by Tesna Andini & Haeri, (2020) stated that the perceived value will increase consumer buying interest.

H10: Perceive Value has a significant effect on Impulsive Buying Behavior

G. Impulsive buying behavior

Zhenfang Zhang, Nan Zhang, and Jiguang Wang (2022) Impulsive means an attitude when a person performs an action without thinking about the impact of what is done. Meanwhile, impulsive buying is a behavior or habit of buying goods without planning and tends to be unneeded and does not have certain benefits. Impulsive buying is an unplanned purchase, characterized by a relatively quick purchase decision, and a desire to own the item immediately. This type of purchase is also followed by an emotional impulse. Impulse buying is defined as "unplanned purchases" characterized by "(1) relatively quick decision-making, and (2) subjective in favor of direct ownership" (Rook, 1987; Rook & Hoch, 1985). It is described as more arousal, less intentional, and more engaging buying behavior compared to planned purchases. Impulsive buyers tend to be unreflective in their thinking, which will be emotionally attracted to objects, and desire immediate gratification (Hoch & Loewenstein, 1991). These consumers often pay little attention to the potential negative consequences that may arise from their actions (Hoch & Loewenstein, 1991; Rook, 1987). Impulsive buying decisions are spontaneous decisions made by consumers when they see promotions on the web, which can be caused by many things, such as attractive products, discounts, or the existence of new product products. Excited consumers want to have products, especially offered cheap prices and discounts.

IConEnt

The 4th International Conference on Entrepreneurship

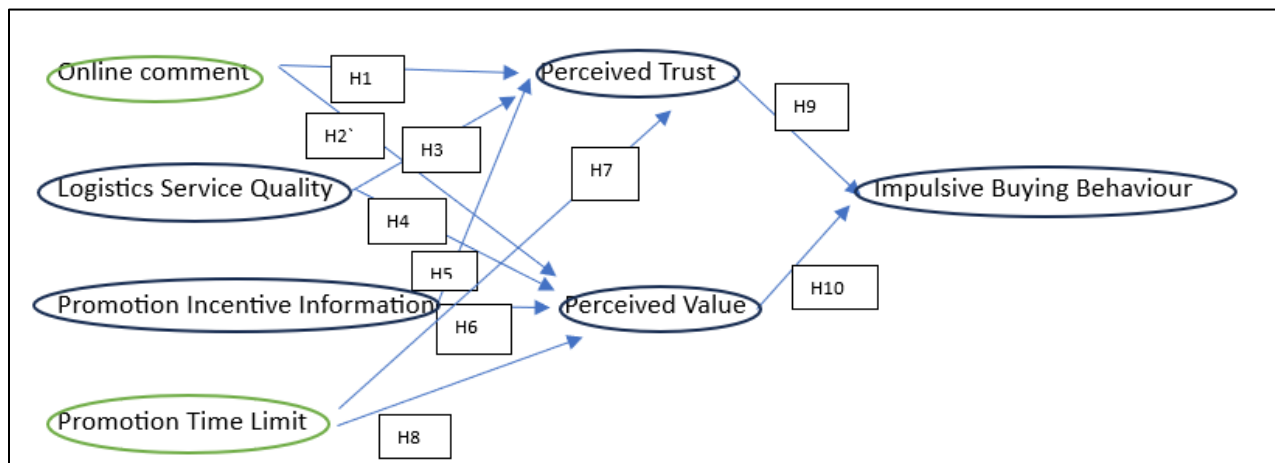


Figure 1. Research Model

METHODOLOGY

The respondents in the study were Shopee customers domiciled in Surabaya, who visited within a period of 3 times in 1 month. By getting 50 of the questionnaires distributed, and 50 respondents who met the criteria that had been set, the total number of respondents used in this study was 50 people. Respondents with male gender amounted to 17 respondents or 35% and female gender as many as 33 respondents or 65%. Meanwhile, in the age range of respondents, namely 21-30 years, as many as 15 respondents (31%); age 31-40 years 23 respondents (46%); and 41-50 years old as many as 11 respondents (21%) and >50 1 person (2%).

This study also uses a quantitative method that is carried out to study the relationship between variables and also measures and analyzes using statistical procedures to test theories (Young, 2011). By using eight variables and using a data processing model to analyze the data in this study using multiple and simple regression processed using SPSS version 22.

RESULTS

TABLE 1.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	.358	.377		.950	.345
	OC	.225	.090	.178	2.500	.014
	SQ	.243	.089	.208	2.722	.008
	PI	.153	.094	.147	1.623	.108
	PL	.284	.057	.426	4.978	.000

a. Dependent Variable: PT

The table above shows the respondent's analysis data where Perceive Trust (PT) is a bound variable which is influenced by 4 bound variables. The 4 bound variables are Online comment (OC), Logistic Service Quality (SQ), Promotion Incentive Information (PI), Promotion Time Limit (PL). Online comment (OC) affects Perceive Trust (PT) by 17.8%, Logistic Service Quality (SQ)

IConEnt

The 4th International Conference on Entrepreneurship

affects perceived trust (PT) by 20.8%, Promotion Incentive Information (PI) affects perceived trust (PT) by 14.7%, Promotion Time Limit (PL) affects Perceived Trust (PT) by 42.6%. Based on the data processing carried out, the variable that affects the largest Perceived trust (PT) is the promotion time limit (PL).

TABLE 2

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	1.073	.309		3.470	.001
	OC	.064	.074	.054	.868	.387
	SQ	.154	.073	.142	2.111	.037
	PI	.378	.077	.388	4.887	.000
	PL	.283	.047	.454	6.041	.000

a. Dependent Variable: PV

The table above shows the respondent's analysis data where the Perceive Value (PV) is a bound variable that is influenced by 4 bound variables. The 4 bound variables are Online comment (OC), Logistic Service Quality (SQ), Promotion Incentive Information (PI), and Promotion Time Limit (PL). Online comment (OC) affects perceived trust (PT) by 5.4%, Logistic Service Quality (SQ) affects perceived trust (PT) by 14.2%, Promotion Incentive Information (PI) affects perceive trust (PT) by 38.8%, Promotion Time Limit (PL) affects Perceived Trust (PT) by 45.4%. Based on the data processing carried out, in this variable, the one that affects the Perceive Value (PV) the most is the promotion time limit (PL)

TABLE 3

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	-.768	.374		-2.051	.043
	PV	.468	.143	.318	3.267	.001
	PT	.675	.134	.491	5.048	.000

a. Dependent Variable: BB

The table above shows the respondent's analysis data where Impulsive Buying Behaviour (BB) is a bound variable which is influenced by 2 bound variables. The 2 bound variables are Perceived Trust (PT) and Perceived Value (PV). Perceived Trust (PT) affects Impulsive Buying Behaviour (BB) by 31.8%, Perceived Value (PV) affects Impulsive Buying Behaviour (BB) by 49.1% Based on the data processed, in this variable the largest influence on Impulsive Buying Behaviour (BB) is Perceived Trust (PT)

IConEnt

The 4th International Conference on Entrepreneurship

DISCUSSION

Based on this study, it is explained that Promotion Time Limit (PL) has a significant influence on Corporate Trust (PT). This is due to the enthusiasm of the public to participate in Shopee live with a certain time limit is quite high. The exciting impression will follow a short time that provides high discounts makes a significant influence on public trust to increase people's purchasing power

In this study, it is discussed that Promotion Time Limit (PL) has a significant influence on Performance Value (PV). This is due to the enthusiasm of the public to participate in Shopee live with a certain time limit is quite high. The excitement will follow for a short time that gives a high discount making a significant influence on the value. The suitability of the product with what consumers need makes a short time a means of purchase that is highly available on Shopee.

Based on this study, it is also explained that Institutional Trust (PT). has a significant influence on Impulsive buying behavior (BB). This is because when people believe in certain products, it will increase the desire of customers to buy. People want to buy after seeing the live show their confidence in the product presented at the time of the live.

CONCLUSION

This study provides results that important factors in increasing Impulsive buying behavior (BB) are through Perceived Trust (PT). and Perceive Value (PV). Trust and value that meet your needs will be able to increase impulsive behavior in purchasing. With high trust from the public in an item, it will be able to support the impulsive behavior of consumers to buy directly. With Online comments (OC), Logistic Service Quality (SQ), Promotion Incentive Information (PI), and Promotion Time Limit (PL) affecting Perceived Trust (PT). and Perceive Value (PV).

Thus, the determining factor for Shopee customer purchases is also influenced by previous customer comments, how it is delivered, how the discount is given, and how to buy in a short time accompanied by attractive discounts. With the above, Shopee Surabaya customers will be able to buy according to their needs.

REFERENCES

- Geng, X.R.; Hao, Z.R. Architecture of e-commerce direct marketing systems from the perspective of retail digital transformation. *Commer. Econ.* 2021, *13*, 79-82.
- Huang, M.X.; Ye, Y.X.; Wang, W. Effects of broadcaster interaction and product type on purchase intention and consumer behavior in direct shopping. *Nankai Bus. Rev.* 2021. Available online: https://kns.cnki.net/kcms/detail/12.1288.F.2021_0915.0954.002.html (accessed January 5, 2022).
- Jiang, C.; Zhao, H.X. B2C online store imagery, consumer perception and purchasing behavior. *Res. Financ. Econ. Issues* 2013, *10*, 116- 122.
- Jing, W.; Sung, K.Y. A study on the effect of service recovery through customer forgiveness mediation on customer behavior of online shopping intentions-based on the SOR model. *J.*

IConEnt

The 4th International Conference on Entrepreneurship

Korean Soc. Qlty Manag. 2019, 47, 615-630.

- Li, C.X.; Wang, Y.T.; Lv, X.Y.; Li, H. Buying or not buying? The effect of time scarcity and travel experience on the motivation of travelers to buy. *Ann. Tour.* 2021, 86, 103083.
- Liu, Y.; Hong, X.L.; Feng, H. Attributes of websites in encouraging impulse purchases online: An empirical investigation into consumer perceptions. *Decis. Support. Syst.* 2013, 55, 829-837.
- Liu, Y.; Li, Q.; Yin, M. Research on the influence of webcast shopping features on consumer purchasing behavior. *Soft. Sci.* 2020, 34, 108-114.
- Lu, X.M.; Xue, Y.J. Analysis of factors influencing impulse buying behavior. *J. Bus. Res.* 2011, 7, 50-52.
- Naratama, I.M.; Rahyuda, I.K. Study on the influence of the store environment on impulse purchase propensity. *Russ. J. Agric. Socio-Econ. Sci.* 2018, 82, 161-170.
- Tesna Andini, D., & Haeri, Z. (2020). The Influence of Electronic Word of Mouth on Brand Image, Value Perception, The Influence Of Electronic Word Of Mouth On Brand Image, Value Perception, And Consumer Buying Interest In Oriflame Products. *EDITION: Journal of Education and Science*, 2(1), 217–226. <https://ejournal.stitpn.ac.id/index.php/edis>.
- Umair, A.; Peng, H.; Muhammad, K.K.; Chen, Y.; Zubair, A. Factors influencing impulse buying online: Evidence from the social trading environment in China. *Sustainability* 2018,10, 352.
- Xia, S. Research on the problem and countermeasures of e-commerce live broadcast with a goods marketing model. *Log. Eng. Manag.* 2021, 43, 76-79.
- Yan, X.X.; Dong, Y.H.; Zhang, M.M.; Qiao, J. Research on the impact of live broadcasts on consumer buying behavior- mediated by perceived value. *Price Theor. Pract. Mag. House* 2021, 6, 137-140.
- Yu, L.L.; Zhang, J.Z. Two-period pricing model with hunger marketing strategy. *J. Model. Manag.* 2018, 13, 81-100.
- Zhang, Y.J. Defects of traditional marketing models and new consumer experience requirements in the context of "new retail". *J. Financ. Res.* 2018, 2, 82 - 86.
- Zhang, Z.H.; Qiu, Y.S. Analysis of the Douyin Live Broadcast marketing model with hungry goods. *Mark. Mod.* 2021, 3, 44-46.
- Zhen, Q.D. Research on the effect of live streaming goods interactivity on consumer cross-purchase intentions. *Pop. Stan.* 2021, 11, 140-142.
- Zhao, J.D. Huang, J.S.; Su, S. The effect of trust on consumers' sustainable purchase intent in C2C social commerce: A trust transfer perspective. *J. Retail. Consum. Serv.* 2019, 50, 42-49.