The Effect of Shopping Lifestyle and Product Quality on Impulse Buying Fashion Hijab Squad Voal Paris Premium at Shopee

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Highlights:
- A shopping Lifestyle is a behavior of individuals shown by paying attention to their personal responses and opinions on purchasing goods and services.
- Product Quality is a factor supporting purchasing decisions.
- Impulse buying is a purchase made directly or spontaneously without considering the original purchase plan.

Abstract

The phenomenon of internet users is rapidly growing rapidly so that many changes are happening throughout the world among Indonesian people. The impact is enormous, so that fulfilling people’s needs is easier and faster so that it becomes a potential market for e-commerce. Consumer behavior in Indonesia wants to shop with practical and easy transactions. Shopee is an E-Commerce Site that consumers can use as an option for shopping online. Monthly visitors to the E-Commerce Site in the third (third) quarter of 2021 Shopee is in second place after Tokopedia with the most number of visitors in Indonesia. This study aims to determine and analyze the magnitude of the influence of Shopping Lifestyle and Product Quality on Impulse Buying Fashion Hijab Quadrilateral Paris Premium Voal Polos at Shopee (Study on Management Students Batch 2018-2021 Buana Perjuangan University, Karawang). The method used is quantitative, and the type of research used is descriptive and verification, with a sample of 102 respondents. Primary data were obtained from respondents, the sampling technique used was Nonprobability Sampling and the sampling technique was Purposive Sampling, data collection used a questionnaire with a Likert scale, and the analytical technique used was Multiple Linear Regression Analysis with the help of Statistical Product Solutions Services. (SPSS) 26 for windows. According to the study’s findings and the Sig value, a shopping lifestyle has a positive and substantial impact on impulsive purchases. 0.001<0.05. Product Quality has a positive and significant effect on Impulsive Buying, as evidenced by the Sig value. 0.004 <0.05 and Shopping Lifestyle and Product Quality simultaneously have a positive and significant effect on Impulse Buying as evidenced by the Sig value. 0.000 < 0.05.

Keywords: Shopping Lifestyle, Product Quality, Impulse Buying, Quadrilateral Hijab Fashion, Shopee
1. Introduction

Information and communication technology is developing rapidly so that many changes are happening throughout the world. The use of the internet among Indonesian people is known to have a huge impact so that fulfilling people's needs becomes easier and faster so that it becomes a potential market for e-commerce. According to the Republic of Indonesia’s Minister of Communication and Information’s Circular No. 5 of 2016 regarding the prohibitions and requirements for platform providers and traders engaging in electronic commerce using user-generated content (UGC) [1]. Indonesia leads the World’s Highest E-Commerce Growth Category at 88.1%. Consumer behavior in Indonesia who wants to shop with practical and easy transactions. This is supported by the Knowledge of Internet and Smartphone Usage of the majority of consumers in Indonesia. According to the 2021 Bank Indonesia Annual Report, E-Commerce transactions in Indonesia are planned to reach IDR 403 trillion in 2021. This number increased 51.6% from last year’s Rp 266 trillion. Bank Indonesia also plans to continue to increase E-Commerce Transactions in Indonesia in 2022 by IDR 530 trillion or an increase of 31.4% (year-on-year). In line with the growth in e-commerce transactions, digital banking payment transactions are expected to reach IDR 40 trillion in 2021, up 46.1% (year-on-year).

The increase in digital banking transactions is expected to continue to Rp. 48.6 trillion in 2022, growing by 21.8% (year-on-year). The use of electronic money is expected to increase by 41.2% (year-on-year) in 2021 and increase again by 16.3% (year-on-year) to reach IDR 337 trillion in 2022 [2]. Indonesia has many choices of online sites that consumers can use as online shopping places, such as Shopee, Tokopedia, Zalora, Blibli, and Bukalapak. With 10 million active customers, Shopee is the biggest e-commerce platform in Southeast Asia and Taiwan. [3]. Shopee debuted in Singapore in 2015 and has since spread to other Asian nations including Malaysia, Taiwan, Thailand, and Indonesia. Shopee Monthly Visits in 2021 were 134.4 million. Shopee traffic increased 5.8% compared to the third (third) quarter of 2021 with 127 million visits, the number of digital transactions in Indonesia increased significantly during the COVID-19 pandemic. Monthly visitors to the E-Commerce Site in the third (third) quarter of 2021, Shopee is in second place after Tokopedia as the E-Commerce Site with the highest number of visitors in Indonesia.

Shopee is part of the Marketplace which has succeeded in becoming the best new player in the Indonesian E-Commerce Industry which focuses on the Mobile Platform to make it easier for users to search, buy and sell via cellphone without having to spend a lot of energy to get the product that users want [4]. Fashion is an inseparable part of everyday life. Previously, Muslim clothing was both conservative and monotonous. Now Muslimah fashion trends are increasingly emerging, giving a more up-to-date impression. Indonesia has the largest Muslim population in the world, so it is only natural that Muslim fashion is a large industry and attracts the attention of consumers as a product category that is in great demand and sought after by e-commerce users [5]. Based on the graph in Figure 1. The total sales of the Muslim Clothing Group at Shopee from April 2021 to March 2022 amounted to IDR 4,721,350. When compared to various other fashions, hijab products have a very high sales figure of Rp. 2,160,549, with total sales as of March 2022. The use of the hijab is no longer dominated by adult women, but young people wear the hijab in a very fashionable way.

![Figure 1. Muslim Clothing Group Sales on Shopee](image-url)
Based on the graph in **Figure 2**. Total Sales of Hijab Product Types at Shoppee from April 2021 to March 2022 amounted to IDR 2,160,549. However, after comparing other types of hijab products, rectangular hijabs have very high sales figures for various types of hijab products, namely as much as Rp. 841,370 with total sales since March 2022. The rectangular headscarf is one of the favorite headscarves for Muslim women, as time goes by and more models and motifs for the rectangular headscarves are being sold in Basic Plain types such as Paris plain plain, Paris plain premium vocals, series motifs, and star’s Arabian foal. The rectangular hijab has a simple design and is very suitable for various activities, from casual events to formal events.

In **Figure 3**. Showing the Paris Premium Plain Voal Quadrilateral Hijab Products, having a variety of color choices makes it easy to combine various styles of clothing and is worn in a variety of simple to complex styles, very suitable for use as clothing for college. In terms of prices for Paris Premium Voal Plain Hijab products, it varies from Rp. 12,000 to Rp. 80,000, from cheap to expensive with the size of the hijab height and width, namely 110 x 110 cm and 115 x 115 cm. Impulse buying can occur at any time without having to plan ahead, there is a sudden urge through spontaneous moods, moods, and self-control. Impulse Buying (Impulse Buying) there are two factors that influence, namely external factors and internal factors. Related external factors include environmental marketing techniques and advertising activities. Internal factors are related to personality which characterizes individuals as a shopping environment, reflecting individual attitudes that attract the attention of customers to make Impulsive Purchases [6].

One of the characteristics of consumers in Indonesia is that they do not have a plan when shopping, they can be exposed to lifestyle changes (Shopping Lifestyle) which can influence purchasing decisions made by consumers. Based on Buana Perjuangan University Academic Data, the number of management students in class 2018 was 507, class 2019 was 503, class 2020 was 483, and class 2021 was 412 active students. From the results of the pre-survey obtained by the researcher, it is known that the phenomenon of Impulse Buying among Management Students is known as 91.4% of 138 female students (62 female students in 2018, 41 female students in 2019, 20 female students in 2020, and 15 female students in 2021) have carried out Impulse purchases of Voal Premium Paris Plain Hijab Fashion, while 8.6% (13 female students) did not make an impulse purchase of Voal Premium Paris Plain Hijab Fashion at Shopee. This shows the existence of the phenomenon of Impulse Buying Fashion Hijab Quadrilateral Paris Premium Voal Plain among 2018-2021 Management Students at Buana Perjuangan University, Karawang.
Furthermore, there are factors that encourage Impulse Buying in Management Students as much as 41.7% because they are driven by Shopping Lifestyle (interest in seeing the latest rectangular hijab fashion models/brands), as much as 33.8% have Product Quality (faith in rectangular hijab Fashion brands purchased has the best quality), as much as 13.9% due to the Pre-decision stage (vouchers, discounts or promotions) and 10.6% due to the Post-decision stage (buying products to change the mood) [7]. Choosing Shopee as an online shopping place tends to be with an age range of 19-25 years, then using the Shopee application for more than 3 years. The shopping culture has started to change thanks to the easy online access to Shopee, because it has a relatively diverse market segmentation, the Shopee application is very easily accepted among 2018-2021 Management Students at Buana Perjuangan University, Karawang. Impulse buying behavior can be influenced by the shopping lifestyle carried out by the community, especially the upper middle class and many socialized people pay close attention to lifestyle or lifestyles between one another [8]. This is supported by research from Ayu [9] which states that shopping lifestyle has a positive and significant effect on impulse buying. Shopping is a fun activity, there is a feeling of pleasure and satisfaction, and with consumer habits that cannot control the desire to acquire goods, unplanned and sudden purchases are very possible.

Shopping is an activity that is very, very popular with people almost all over the world. Because by shopping for the things you want, your mood will be happier, happier, and other positive moods. Good product quality has an impact on consumer satisfaction or pleasure so that it will trigger unplanned purchases [10]. Thus, the incentive to make unplanned purchases will be high if the products produced are also of good quality. Product quality has a positive and significant effect on impulse buying, because the better the product quality provided, the more consumers will be interested in making purchases in larger quantities. However, research conducted by Husnul [11] says that product quality has no significant and negative effect on impulse buying. Spontaneous unplanned buying actions or Impulse Buying caused by demonstrations of a product and promotions at the point of sale of a product are also encouraged and supported by the mood of the consumer after getting a stimulus in the shopping environment. Shopping Lifestyle and Product Quality have a positive and significant simultaneous effect on Impulse Buying.

Utilizing community resources and other sources effectively and efficiently to accomplish specific objectives is governed by management, a science and art. The process of achieving the objectives that the company has set out for itself is introduced by the scientific discipline of management, both shared goals with individuals and resources owned by the organization. Management is the science and art of taking action to achieve goals by accumulating knowledge organized. So that it can be synthesized that management is all forms of a series of activities that are interconnected, including planning, organizing, leading (actuating), and controlling (controlling) a company or organization in order to achieve goals effectively and efficiently. Marketing Management is planning, directing, and monitoring all marketing activities of an organization or the organization’s vital potential as marketing management activities. Marketing Management that it is a community effort to achieve the desired distribution results and build relationships in ways that are beneficial to the company. Marketing Management is the art and science of determining target markets and being able to achieve customer growth by creating, delivering, maintaining, and communicating superior customer value. So that it can be synthesized that marketing management is a process of creating, communicating, delivering, and exchanging offers that have value, products, or services that can be sold, and are desired by consumers by maintaining target markets with analysis, good planning, strategy implementation, and control programs to achieve goals.

Consumer behavior is an art that studies each individual, group, or organization in the process of choosing, using, or deciding not to use products, services, or ideas in fulfilling desires and processes that occur in individuals and society. Consumer behavior, or "why consumers do what they do," is basically the idea of "why consumers do and what they do" consumer behavior is all the activities, actions, and psychological processes that drive these actions when buying, actions, and psychological processes that drive these actions when buying, when buying, using, and consuming products and services after doing the above or evaluating activities regarding how individuals make decisions to allocate available resources, namely time, money, power, and energy.

This has implications for the development of marketing strategies, the behavior of a consumer, consumer groups, and the wider community is always changing and moving all the time. There are factors that influence consumer behavior consisting of cultural and sub-cultural factors, social factors, and personal factors. Shopping Lifestyle is a behavior of individuals shown by them in paying attention to their personal response and opinion on the purchase of a product, both goods, and services. Each individual has his own characteristics regarding his shopping lifestyle, so
they cannot be compared to one another, because each individual is in a different financial Situation [12]. Shopping Lifestyle describes the activity of spending time and money. Availability of time and money consumers can spend a lot of time and money shopping [13]. In line with the previous opinion according to Ayu [9] Shopping lifestyle is an example of a way of living that represents social class differences.

The way every consumer shop has a different behavior starting from reflecting status, dignity, and habits. Shopping Lifestyle demonstrates a person’s method of selecting how much money to spend on various goods and services as well as some creative ways to distinguish between related categories. So it can be explained Shopping Lifestyle is a person’s lifestyle in shopping that reflects social status and the way a person spends time and money to shop for various products or services that support things such as desires, personality, and attitudes towards a brand. The Shopping Lifestyle Dimension consists of Activities, Interests, and Opinions. Product quality is the overall characteristics, and nature of goods and services that affect the ability to fulfill expressed or implied needs and desires, carried out directly or face-to-face between sellers and potential customers in the process of introducing products, the process of socializing invitations to consumers and persuading them to buy products through personal communication. Husnul [11] argues that product quality is a factor that supports purchasing decisions. Competition and increasing consumer demand make companies try to produce quality products that can compete in the market. Then According to Yeboah [10] that the ability of a product to perform its function is called Product Quality.

Consumers have views that form a preference and attitude that will influence the buying decision on product quality. Then it can be synthesized that Product Quality is an item or service that has a quality value for compatibility with predetermined measurement standards in accordance with the wishes of the products used by consumers. Product Quality dimensions consist of Performance, Features, Reliability, Conformance, Durability, Serviceability, and Aesthetics. (Aesthetics), and Perceived Quality (perceived quality). Impulse buying is a spontaneous reaction without thinking in advance about the product to be purchased, the purchase decision made is not necessarily planned in advance by the consumer, so unexpected purchases often arise due to stimulation of the shopping environment [14]. According to Azizah [15] Impulse buying is a buying process that occurs when someone sees an item and suddenly wants to own or buy that item and then buys that item. This opinion is supported again by According to Rahmah [16] Impulse Buying (Impulse Buying) is defined as a purchase without a product focus plan on consumers by being re-conceptualized as specific behavior from simple unplanned behavior by including psychological aspects including excitement, happiness, and compelled to buy unrestrained. So it can be explained that Impulse Buying is a purchase made directly or spontaneously without considering the initial purchase plan. The dimensions of Impulse Buying consist of Spontaneity, Strength, Compulsion, Intensity, Excitement and Stimulus, and Ignorance of Consequences.

A hypothesis is a temporary answer to the formulation of a research problem. Based on this framework, the research hypothesis can be formulated as follows: There is a Partial Influence of Shopping Lifestyle on Impulse Buying Fashion Hijab Rectangular Paris Premium Plain Plain Voal at Shopee. There is a Partial Effect of Product Quality on Impulse Buying Fashion Hijab Rectangular Paris Premium Plain Voal at Shopee. There is a Simultaneous Influence of Shopping Style and Product Quality on Impulse Buying Fashion Hijab Rectangular Paris Premium Plain Voal at Shopee shown in the Figure 4.

2. Research Method

The research method used is quantitative with descriptive and verification research types. Data collection techniques were carried out using a Questionnaire through the help of Google Forms using a Likert Scale. The total population in this study was 138 Management Students Batch 2018-2021 Buana Perjuangan University Karawang who had used and purchased Paris Premium
Voal Plain Hijab at Shopee. Determining sample size using the Slovin Formula, the number of samples to be selected uses an error rate of 5% because in each study it is impossible for the results to be 100% perfect. Knowing the number of adjusted research samples as many as 102 respondents. The sampling technique used is Nonprobability Sampling, the technique of buying samples with certain considerations using Purposive Sampling. This study has the characteristics of respondents based on Gender Female, Student Management Class of 2018-2021 Buana Perjuangan University, Karawang, and have made impulse purchases at Shopee and used the Paris Premium Voal Plain Hijab Products.

3. Results and Discussion

3.1. Characteristics of Respondents

The data that has been collected through Google Forms can show and explain the profiles of respondents to make it easier and understand the profiles of the respondents used in this study, showing that the majority of respondents are female with a total of 102 people with a percentage of 100%. This is similar to the results of research [17] that the majority of Shopee users are women. This is because, if women have time and money, they will no longer hesitate to use it for shopping and think shopping can enhance their good mood and self-pleasure. Then seen from the year of the respondent class, the 2018 class with a total of 57 people with a percentage of 55.8% is the majority of respondents in this study. Finally, judging from the length of use of the Shopee Application for ≥ 3 years with a total of 60 people with a percentage of 55.8% making up the majority of respondents in this study, because the respondents have long known the Shopee Application as a place for online shopping to provide services which are desired.

3.2. Validity and Reliability Test

In the instrument test, 2 types of tests are carried out, namely the validity test and the reliability test. In this study, the analytical tool used is Multiple Linear Regression Analysis. A validity test is used to measure the legitimacy or validity of a research instrument. Instrument Validity means that the measuring instrument used to obtain (measure) data is valid. Validity testing was carried out by conducting a two-tailed test with a significance level of 0.05. In order to determine whether this test’s Shopping Lifestyle Factor is valid, the Pearson Correlation value must be higher than 0.194 and the significant value must be less than 0.05. Product Quality in this test satisfies the requirements with a significant value of 0.05 and a Pearson Correlation value higher than 0.194 Impulse buying in this test complies with the criteria with a Pearson Correlation value higher than 0.194 and a significant value below 0.05, so it can be inferred that this question item is deemed valid.

Item reliability is tested by looking at Cronbach’s Alpha value for reliability which can be seen in all items in one variable. According to (Prof. Dr. Sugiyono, 2020) A reliable instrument is an instrument it is used several times to measure the same object, it will produce the same data. A questionnaire is said to be reliable if the Cronbach’s Alpha value is > 0.60 or the correlation value calculated is greater than the value in the table. Recapitulation of the Reliability Test results: Shopping Lifestyle with Cronbach’s Alpha 0.945 > 0.60, Product Quality with Cronbach’s Alpha 0.936 > 0.60, and Impulse Buying with Cronbach’s Alpha 0.934 > 0.60 means that the above instruments are reliable because the Cronbach’s Alpha values respectively each of these instruments is greater than r table ≥ 0.60 so that it can be used to carry out research or test research hypotheses.

3.3. Validity and Reliability Test

Autocorrelation. Normality The classical assumption test aims to ensure that the regression line equation obtained is valid or can be used as a statistical requirement to obtain a multiple regression model, so the model must comply with the Best Linear Unbiased Estimator (BLUE) criteria. If the classical assumption test is met, then BLUE can be achieved. Classical Assumption Tests namely Normality Test, Multicollinearity, Heteroscedasticity, and Test Results with Kolomogrov-Smirnov, if the value of Sig. > 0.05 then the data is normally distributed. From the results of the Normality Test, the significance value is 0.06, and the data is normally distributed. In
the Multicollinearity Test, if the tolerance value is > 0.1 and VIF < 10, then there is no Multicollinearity in the independent variables, from the results of the Multicollinearity Test that was carried out, it is known that the tolerance value in the Shopping Lifestyle and Product Quality variables is 0.452 and the VIF value is 2.213 where the value is less than 10 so it can be meaningful free from multicollinearity. Heteroscedasticity test using Glejser, if the Sig. > 0.05 there are no symptoms of Heteroscedasticity. The results of the Heteroscedasticity Test, the significance value of the Shopping Lifestyle variable is 0.063 and the significance value of Product Quality is 0.250 above the standard significance value of 0.05 meaning that there are no symptoms of heteroscedasticity. Autocorrelation test results for the Durbin Watson (DW) value of 2.133 are then compared from the significance table value of 0.05 (5%) with a total sample of 102 and the number of independent variables 2 (K = 2) = 2.102 so that the DU results obtained from table r are 1.717 the DW value is greater than the DU limit and less than (4-DU) = 4 – 1.717 = 2.283 so it can be concluded that there is no autocorrelation. Based on the Table 1 below, it can be seen that the constant value (α value) is 12.953 and Shopping Lifestyle (β value) is 0.408 and Product Quality (β value) is 0.331.

Based on the Table 1 below, it can be seen that the constant value (α value) is 12.953 and Shopping Lifestyle (β value) is 0.408 and Product Quality (β value) is 0.331.

### Table 1.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized B</th>
<th>Coefficients*</th>
<th>Standardized Coefficients Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>12.953</td>
<td>7.518</td>
<td>1.723</td>
<td>.088</td>
<td></td>
</tr>
<tr>
<td>Shopping Lifestyle</td>
<td>.408</td>
<td>.123</td>
<td>.314</td>
<td>3.303</td>
<td>.001</td>
</tr>
<tr>
<td>Product Quality</td>
<td>.331</td>
<td>.113</td>
<td>.278</td>
<td>2.929</td>
<td>.004</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Impulse Buying

So that the multiple linear regression Equation 1 can be obtained as follows:

\[ Y = 12.953 + 0.408X_1 + 0.331X_2 + e \] (1)

Information:
The constant value of Impulse Buying (Y) is 12.953 which states that if the Shopping Lifestyle (X1) and Product Quality (X2) variables are equal to zero, then Impulse Buying (Y) is 12.953. The Shopping Lifestyle (X1) coefficient of 0.408 means that every time the Shopping Lifestyle (X1) variable increases by 1%, Impulse Buying (Y) increases by 0.408 (40.8%) or vice versa whenever there is a decrease in the Shopping variable Lifestyle (X1) of 1% then Impulse Buying (Y) decreased by 0.408 (40.8%). Product Quality Coefficient (X2) of 0.331 means that every time there is an increase in the Product Quality variable (X2) by 1%, Impulse Buying (Y) increases by 0.331 (33.1%) or vice versa every time there is a decrease in the Product Quality variable (X2) by 1%, Impulse Buying (Y) decreased by 0.331 (33.1%).

### 3.4. Hypothesis testing

Table 2 shows the criteria for hypothesis testing, namely the T-test, F-test, and the coefficient of determination as follows: On the Shopping Lifestyle Variable on Impulse Buying that the value of Sig. 0.001 < 0.05 and the t-count value is 3.303 > 1.984 so it can be concluded that H1 is accepted, which means that there is a partial effect and the Product Quality variable on Impulse Buying that the value of Sig. 0.004 <0.05 and the t-count value is 2.929 > 1.984 so it can be concluded that H2 is accepted, which means there is a partial effect.

### Table 2.

<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

a. Dependent Variable : Impulse Buying

The Effect of Shopping Lifestyle and Product Quality on Impulse Buying that the value of Sig. 0.000 < 0.05 and the calculated F value is 16.069 > 3.09 so it can be concluded that H3 is accepted
which means there is a simultaneous effect. **Table 3** shown in F-Test (Simultaneous).

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
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<tbody>
<tr>
<td>Regression</td>
<td>2386.188</td>
<td>2</td>
<td>1193.004</td>
<td>16.069</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>7350.567</td>
<td>99</td>
<td>74.248</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>9736.755</td>
<td>101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable : Impulse Buying  
b. Predictors : (Constant), Product Quality, Shopping Lifestyle

In the Shopping Lifestyle and Product Quality Variables Against Impulse Buying seen from the R Square value of 0.245 or 24.5% and the remaining 75.5% is influenced by other variables. **Table 4** shown in F-Test (Simultaneous).

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.495a</td>
<td>.245</td>
<td>.230</td>
<td>16.069</td>
</tr>
</tbody>
</table>

a. Predictors : (Constant), Product Quality, Shopping Lifestyle

Leadership Factor. If a leader is unable to provide direction or motivation to employees, of course, this will hinder the performance of the employees themselves. The employee must be able to manipulate the minds of employees to keep working hard and comply with applicable regulations. Monitoring factor, Supervision here is quite important because all employees do not necessarily do their job properly, therefore a supervisor must supervise what employees do during working hours in order to produce optimal work results. Employee Welfare Factors, In addition to the basic salary that the company has provided, compensation is also given to employees who are always exemplary at work, for example, incentives and benefits are given. This affects performance results, by giving compensation this will certainly foster the enthusiasm and motivation of every employee, and with this employee, discipline can be said to increase.

Impulse buying is positively and significantly impacted by a shopping lifestyle. [9]. Allocating funds for specific services or alternative goods in the same categories is one way that someone can allocate their revenue or money in addition to working or going to school [18]. According to paramitha et al [19] who support this viewpoint, customers prefer to spend their time purchasing, interacting with others, and satiating all of their desires, which leads to impulse buying. Product Quality positively and significantly affects Impulse Buying [20]. Product Quality is something that must be prioritized for a manufacturer who wants to offer their products to consumers, because if the Product Quality is good then consumers will immediately make purchases impulsively, in online stores usually Product Quality can be measured from catalogs or product descriptions. This is supported by the opinion of [10] stating that a series of functions such as robustness, accuracy, and ease of use is a capability resulting from Product Quality sold in E-Commerce. High Product Quality has an impact on consumer satisfaction to do Impulse Buying.

Shopping Lifestyle and Product Quality have a positive and significant simultaneous effect on Impulse Buying. Consumer behavior in making purchases tends to act illogically so that Impulse Buying occurs. There are three factors that can affect impulse purchases online, namely, product attributes, for example, characteristics such as price and product quality. The second factor, namely marketing builds stimulus stimuli to consumers, for example, such as advertising. The third factor, namely characteristics, and resources owned by these consumers, for example, Shopping Lifestyle (Shopping Lifestyle) such as personality, time, and money.

**4. Conclusion**

Based on the findings of the study, it can be said that the "shopping lifestyle" has a positive and significant impact on impulsive buying, Product Quality has demonstrated a positive and significant influence on the shopping and impulse-buying lifestyle, as well as a positive and significant simultaneous impact on the impulse-buying behavior. Buying Fashion Hijab Paris Quadrat Premium Voal Polos at Shopee. Increasing Impulse Buying in relation to Shopping Lifestyle is that companies need to keep abreast of developments in people’s consumption patterns and
always innovate store concepts that are more up-to-date by presenting brands that are currently popular among the public so as to increase the view that shopping at Shopee can increase prestige. and understanding how products are useful for consumers, creating an atmosphere that encourages someone to shop as a hobby with attractive merchandising arrangements, and always being up to date in presenting products that follow current fashion trends. Things to do to increase Impulse Buying in relation to Product Quality, because the better the Product Quality is provided, the more consumers will be interested in making purchases in larger quantities which will have an impact on consumer satisfaction or pleasure.

Authors' Declaration

Authors’ contributions and responsibilities – The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials – All data are available from the authors.

Competing interests – The authors declare no competing interest.

Additional information – No additional information from the authors.

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