

## THE EFFECT OF USING SHOPEE PAYLATER ON IMPULSE BUYING WITH HEDONIC VALUE AS A MEDIATION VARIABLE

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### Abstract

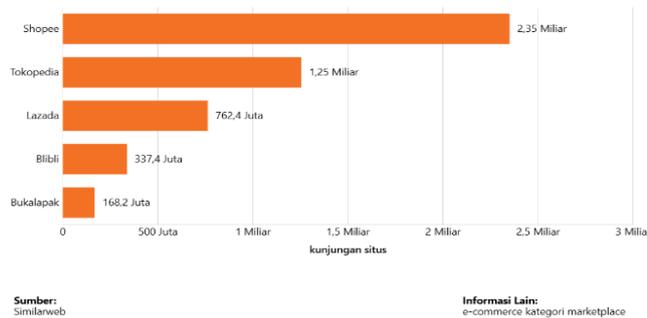
Paylater is a type of electronic credit payment that makes it easier for consumers to make payments when shopping. The convenience of the payment system is one of the supporting factors for the development of e-commerce and impulse buying. Shopee is an application that provides a paylater feature as a payment system. This research aims to explain the influence of using Shopee paylater on impulse buying which is mediated by hedonic values in Generation Z people who use Shopee. This research was conducted in Denpasar City with a total sample of 120 respondents using a questionnaire tool. The sample was determined using a non-probability sampling model with purpose sampling technique. The data analysis techniques used are the classic assumption test, path analysis using SPSS for Windows tools, the Sobel test and the VAF test. The results of the analysis show that all hypotheses are accepted. Using Shopee Paylater has a positive and significant effect on impulse buying, using Shopee Paylater has a positive and significant effect on hedonic value, hedonic value has a positive and significant effect on impulse buying, and hedonic value is able to partially mediate the influence of using Shopee Paylater on impulse buying.

**Keywords:** Use of Shopee paylater; Hedonic Value; Impulse Buying.

### INTRODUCTION

Information Communication and Technology (ICT) experienced rapid development as a result of the development and shift in social interaction from mass to mass (Ahmadi, 2020). The increasing level of internet use in Indonesia is proof of economic activity involving digital technology. The Association of Indonesian Internet Service Providers (APJII), estimates that in 2023 Indonesia will have an internet penetration rate of 78.19 percent, with individuals aged between 13 and 18 years and 19 to 34 years using the internet the most (APJII, 2023). The rapid development of technology has resulted in many shifts and changes in the characteristics of consumer shopping patterns, where initially the purchasing process was carried out directly, now the purchasing process can be done easily

online (Harahap, 2018). The use of the internet for business transaction activities is known as Electronic Commerce (E-Commerce).



Source: Similarweb, 2023

**Figure 1. E-Commerce With the Most Visitors in 2023**

Figure 1 is Similar web data regarding the five e-commerce sites with the most visitors in Indonesia for the period January – December 2023. Figure 1.1 shows that Shopee is the e-commerce site with the most visitors throughout 2023, around 2.3 billion visits, followed by Tokopedia with 1, 2 billion visits, and Lazada 762.4 million visits. Meanwhile BliBli received 337.4 million visits and the Bukalapak site 168.2 million visits. Shopee itself was born in Singapore and began expanding to Indonesia in 2015 (Landaoe and Sari, 2018).

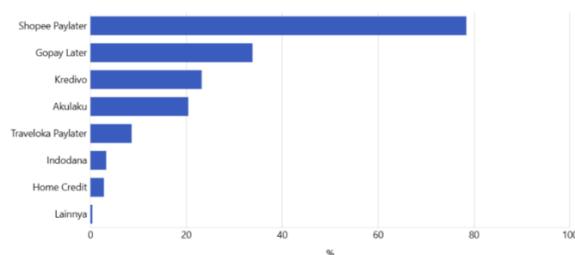
Shopee offers various features such as shopee live, shopee mall, shopee super market flash sale thousand, cashback and various other attractive vouchers, Shopee also provides several various payment methods, such as shopeepay, shopee paylater, bank transfer, and Cash on Delivery (COD). What's interesting about the Shopee payment method is the paylater feature (Shopee.co.id). Sari (2021) stated in his research that the ease of using paylater technology by e-commerce users in Indonesia is very good which tends to cause impulsive behavior. Pulse buying itself is a psychological phenomenon and consumption culture that triggers buyers to give in to temptation, resulting in them buying an item without considering the consequences (Chounhary, 2014).

Research conducted by Darmayasa and Sukaatmadja (2017) states that an average of 65 percent of consumers always make purchases that are not previously planned, while the percentage of consumers who purchase according to previous plans is around 15 percent. A millennial survey conducted by Mastercard in May and June 2015 revealed that half of Indonesia's millennial generation were the most impulsive customers in the Asia-Pacific region (Primadhyta, 2015). Increases in personal income, lifestyle, and availability of credit are responsible for the widespread phenomenon of impulse buying (Muruganantham and Bhakat, 2013). The phenomenon of impulse buying has been known for a long time and has been part of the marketing world. Impulse purchases on the Shopee application are

supported by the ease of use offered in terms of payments on the Shopee application.

The convenience of the payment system is one of the supporting factors for the development of e-commerce and impulse buying. Paylater was initially introduced by fintech companies, which then partnered with e-commerce to simplify and provide payment systems for online transactions. Lee and Low (2018) state that financial technology is financial technology that offers new solutions by developing applications, products and models, which innovate for financial service needs. Fintech offers everyone the opportunity to experience transactions anywhere and at any time practically and realistically so that transactions will be much more effective and efficient. Shopee is an e-commerce company that provides paylater services for transaction activities.

The shopee paylater service is an online payment service that allows consumers to make payments after the first purchase of a product. Payment systems using the paylater system are becoming a favorite in various application services, because this system is not only profitable for service providers, but also profitable for consumers (Dude and Ismail, 2022). Paylater allows consumers to be able to buy products that they cannot actually afford in their current financial situation, but can pay for regularly in the future (Ariwati and Aminah, 2023). Paylater is a choice for some consumers because Paylater is much easier to use compared to credit cards. Paylater is much more practical, with a short and fast registration time which only requires an ID card as a registration requirement, and paylater activities are much faster compared to credit cards (Dude and Ismail, 2022). The ease of use provided by paylater services often makes consumers much more consumptive.



Source: Dailysocial.id, 2021

**Figure 2. Databoks Survey, PayLater Users in 2021**

Figure 2 shows that Shopee Paylater application users reached 78.4 percent, Gopay Later 33.8 percent, Kredivo 23.2 percent, Akulaku 20.4 percent, Traveloka Paylater 8.6 percent, then 3.3 percent and 2.8 percent consumers use other paylater services (Annur, 2022). The results of this survey show that the most widely used paylater service provider application in 2021 is Shopee Paylater followed by Gopay Later in second place, Kredivo in third place, Akulaku in fourth place, and Traveloka in fifth place. Hilmi and Pratika (2021) stated that Paylater has a negative impact on

impulsive behavior in making purchases, where Paylater users tend to be more consumptive due to the ease of use of the Paylater feature which has the same function as a credit card, causing users to become more consumptive and encouraging the emergence of impulsive behavior. .

Generation z and millennial people are one of the target markets due to advances in paylater technology, generation z is people born between 1995 and 2010 who are the successors of the millennial generation (Firamadhina and Krisnani, 2020). According to the Katadata Insight Center (2022), generation z and the millennial generation are the largest paylater consumers in Indonesia, who have a strong tendency towards digital consumption and are considered more creative, imaginative, fast-paced and dynamic, and competent in the field of technology (Astuti and Darma, 2019) . This statement is supported by research from Rahmawati and Mirati (2022) which revealed that the millennial generation and generation z prefer to use paylaters for transactions and tend to behave consumptive, with excessive requests and spending in making purchases based only on desires, not needs.

A person's lifestyle can be expressed through the clothes they wear, the food they consume, and the behavior they show in front of other people. This hedonic nature creates a shopping experience consisting of curiosity, escape, satisfaction and pleasure (Scarpi, 2020). A person's hedonic lifestyle has a strong attraction to impulsive shopping behavior. A hedonistic lifestyle increases a consumer's online shopping attitude (Pealelu and Huwae, 2023). A person's hedonistic lifestyle can influence the decision to use paylater. The desire to shop encourages someone to use paylater and the convenience offered by paylater causes impulsive shopping behavior to emerge.

Research conducted by Bangngu (2023) found that the use of paylater on the Shopee application had a positive and significant effect on impulse buying in Kupang City. The use of Shopee Paylater among students is in the high category, where students often buy things that do not suit their needs and do so without prior purchase plans. This statement is in line with the research results of Saleh et al. (2023) who obtained results that the use of Shopee Paylater had an effect on impulsive purchases among students at the Faculty of Economics, Makassar State University. The results of this study are in contrast to the results of research by Pihadi et al. (2022) which states that the paylater system has no effect on impulse buying.

Ananda et al. (2021) stated in their research that a person's hedonic behavior has a positive and significant effect on impulsive buying behavior among Shopee application users, especially students using Shopee e-commerce in Indonesia. Hedonic lifestyles such as seeking self-satisfaction, pleasure, social and emotional fantasies can encourage impulsive buying behavior, which can then be influenced

by the use of the Shopee PayLater feature. Prihadi et al. (2022) stated that the Paylater system has an effect on hedonic motivation, where the ease of use of the payment system using Paylater motivates customers emotionally to shop because there is a response to hunting for the best offers provided by Shopee.

The results of the research gap that have been explained in this background are that there are differences in the research above, so the hedonic value as mediation in this research will be able to mediate the use of Shopee Paylater on impulse buying. This statement is supported by research from Prihadi et al. (2022) who obtained the results that hedonic motivation was able to mediate the influence of the paylater system and Harbolnas discounts on impulse buying. Tambuwun (2016) also stated in his research that hedonic motives and gender have a significant and indirect influence on impulse buying through shopping lifestyle.

Technology Acceptance Model(TAM) is a framework used to understand how users accept and adopt technology. The technology acceptance model TAM (Technology Acceptance Model) was introduced in 1989 by David and is an adaptation of the Theory of Reasoned Action (TRA). TAM is used to explore how someone experiences new technological advances, and what variables can influence selection, recognition, and intention to use innovation (Sediono and Kusumadewi, 2022). Technology Acceptance Model (TAM) is an acceptance model of the information technology system that will be used by users (Setiyani et al., 2021).

Based on the description of the problem in the background of this research, the hypothesis in this research is:

H1:The use of Shopee PayLater has a positive and significant effect on impulse buying.

H2:The use of Shopee PayLater has a positive and significant effect on hedonic value

H3: Hedonic value has a positive and significant effect on impulse buying.

H4:Hedonic value has a positive and significant effect in mediating the influence of using Shopee PayLater on impulse buying

## **RESEARCH METHODS**

This research was carried out by applying a quantitative and causal associative approach. The purpose of this research is to examine the influence between research variables, namely the influence of using Shopee Paylater on impulse buying, the influence of using Shopee Paylater on hedonic value, the influence of hedonic value on impulse buying and also the influence of using Shopee Paylater on impulse buying with hedonic value as a mediating variable . The population in this study is all generation z who live in Denpasar City and have shopped on the Shopee application. The sample used in this research was nonprobability sampling with purpose sampling technique with a total sample of 120

samples. The data analysis techniques used are the classic assumption test, path analysis using SPSS for Windows tools, the Sobel test and the VAF test.

## RESULTS AND DISCUSSION

Respondent characteristics data is respondent data collected to determine the profile of research respondents. Based on the results of data analysis carried out on Shopee users in Denpasar City, it can be seen that the characteristics of the respondents include gender, age, highest level of education, occupation, monthly income and expenses which are explained in Table 1.

**Table 1.**  
**Respondent Characteristics**

<b>Variable</b>	<b>Classification</b>	<b>Amount (person)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Man	33	27.5%
	Woman	87	72.5%
	Amount	120	100%
<b>Age</b>	17 -23	89	74.2%
	>23 – 29	25	20.8%
	>29	6	5%
	Amount	120	100%
<b>Last education</b>	High School/Equivalent	81	67.5%
	Diploma	8	6.7%
	S1/Equivalent	31	25.8%
	Postgraduate (S2)	0	0
	Amount	120	100%
<b>Work</b>	Student/Students	76	63.3%
	Government employees	10	8.3%
	Private employees	26	21.7%
	Self-employed	8	6.7%
	Other	0	0
	Amount	120	100%
<b>Income</b>	<2,000,000	51	42.5%
	2,000,000 – 4,000,000	34	28.3%
	4,000,000 – 6,000,000	14	11.7%
	>6,000,000	21	17.5%
	Amount	120	100%
<b>Expenditure</b>	<2,000,000	79	65.8%
	2,000,000 – 4,000,000	37	30.8%
	4,000,000 – 6,000,000	3	2.5%

>6,000,000	1	8%
Amount	120	100%

Source: Primary data processed, 2024

Based on Table 1, it can be seen that the number of Shopee application users in Denpasar City who were used as samples was 120 people. If we look at gender, women dominate in this study with a percentage of 72.5 percent. Based on the test results with IBM SPSS, it was found that the predominance of respondents in this study were 17-23 years old, namely 89 respondents or 74.2 percent of the total respondents. Based on the test results, it was found that the highest level of education for respondents who answered this research questionnaire was high school/equivalent with 81 respondents or 67.5 percent of all respondents. Based on the test results, it was found that the dominant occupation of respondents who answered this research questionnaire was students with 76 respondents or 63.3 percent. Based on the test results, it was also obtained that 51 respondents or 42.5 percent of respondents had a monthly income of <2,000,000 per month. From the test results, it was also found that 79 respondents or 65.8 percent of respondents had expenses of around <2,000,000 per month.

**Table 2.**  
**Normality Test (One-Sample Kolmogorov-Smirnov)**

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Substructure 1	0.200
Substructure 2	0.200

Source: processed data, 2024

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 2, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov structures 1 and 2 is 0.200. Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

**Table 3.**  
**Multicollinearity Test (Tolerance and Variance Inflation Factor)**

	Model	Collinearity Statistics	
		Tolerance	VIF
<b>Substructure 2</b>	Use	0.830	1,205
	Shopee paylater Hedonic Value	0.830	1,205

Source: processed 2024

Based on Table 3, it is shown that there are no independent variables that have a tolerance value of less than 0.10 and no independent variables have a VIF

value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

**Table 4.**  
**Heteroscedasticity Test (Glejser Test)**

Equality	Model	Q	Sig.
<b>Structure1</b>	Using Shopee Paylater	0.568	0.571
	Using Shopee Paylater	0.707	0.481
<b>Substructure 2</b>	Hedonic Value	-1,921	0.57

Source: processed 2024

Based on Table 4, it is shown that each model has a significance value of 0.571, 0.481, 0.57 which has a value greater than 0.05. Shows that the independent variable used in this research does not have a significant effect on the dependent variable, namely absolute error, therefore, this research is free from symptoms of heteroscedasticity

**Table 5.**  
**Direct Influence, Indirect Influence of Using Shopee Paylater (X) on Hedonic Value (M) and Impulse Buying (Y)**

Influence of Variables	Direct Influence	Indirect Influence	Total Influence
<b>XM</b>	0.413	-	0.413
<b>MY</b>	0.500	-	0.500
<b>XY</b>	0.181	0.207	0.388

Source: Primary data, processed 2024

Table 5 explains the effect of using Shopee Paylater on hedonic value. The results show that using Shopee Paylater has a direct effect on hedonic value of 0.413. The effect of hedonic value on impulse buying, the results obtained show that hedonic value has a direct effect on impulse buying of 0.500. The effect of using Shopee Paylater on impulse buying, the results show that using Shopee Paylater has a direct effect on impulse buying of 0.181. The effect of using Shopee Paylater on impulse buying is mediated by hedonic value. The results obtained are that using Shopee Paylater has a direct effect on impulse buying of 0.181 and an indirect effect of 0.207.

$$\begin{aligned}
 Z &= \frac{ab}{S_{ab}} \\
 &= \frac{0,413 \times 0,500}{0,059} \\
 &= 3.5
 \end{aligned}$$

Based on the calculations that have been carried out, the Z value is  $3.5 > 1.96$ . These results indicate that the variable M is considered to be able to mediate the

influence of using Shopee PayLater on impulse buying in Generation Z people in Denpasar City.

$$VAF = \frac{\text{Indirect Influence}}{\text{Direct Influence}}$$

$$VAF = \frac{0,207}{0,388}$$

$$VAF = 0.534$$

Based on the VAF test, a calculated value of 0.534 or 53.4% was obtained. This value is in the range of 20% -80%, so it can be categorized as partial mediation (partial mediation).

The results of testing the first hypothesis (H1) The effect of using Shopee PayLater on impulse buying in the analysis results in this research produced a positive beta value of 0.181 and a significance value of 0.028. The significance value of  $0.028 < 0.05$  states that H1 is accepted so that it can be concluded that the use of Shopee PayLater has a positive and significant effect on impulse buying. This means that the increasing use of Shopee PayLater will increase the impulse buying behavior carried out by Generation Z people in Denpasar City who use the Shopee application. The results of this research are in line with the research results of Banggu (2023), Saleh et al. (2023), Sari (2021), Zahra et al. (2022) and Aprillianty (2022) which stated that the use of the Shopee PayLater feature has a positive and significant effect on impulse buying behavior. Based on the results of previous research, it can be concluded that if Generation Z people who use the Shopee application activate and use the Shopee PayLater feature, impulsive behavior will increase optimally.

Second hypothesis testing (H2) The effect of using Shopee PayLater on hedonic value in this research produces a positive beta value of 0.413 and a significance of 0.000. A significance value of  $0.000 < 0.05$  states that H2 is accepted so that it can be concluded that the use of Shopee Paylater has a positive and significant effect on hedonic value. This means that as the use of Shopee PayLater increases, the hedonic value will also increase. The results of this research are in line with the results of research conducted by Permana and Astawan (2022), Prihadi et al. (2022), and Andirinekso (2021) which states that the paylater system influences hedonic motivation. Based on the results of previous research, it can be concluded that if the use of the paylater feature increases, the hedonic lifestyle of Generation Z users of the Shopee application will also increase.

The third hypothesis (H3) The influence of hedonic values on impulse buying in the analysis results in this study produces a positive beta value of 0.147 and a significance of 0.000. A significance value of  $0.000 < 0.05$  states that H3 is accepted so that it can be concluded that hedonic value has a positive and significant effect on impulse buying. This means that the higher the hedonic lifestyle possessed by generation z people in Denpasar City, the higher the impulsive buying behavior that

occurs among generation z users of the Shopee application in Denpasar City. The results of this study are in line with the results of research conducted by Mallari et al. (2023) stated that the higher a person's hedonic motivation, the greater the tendency to shop impulsively. Hasim and Lestari (2022), Tirtayasa et al. (2020), 2018) and Wandira et al. (2019) who also stated that a person's shopping motivation influences impulse buying. Based on previous research, it can be concluded that when a person's hedonic lifestyle increases, impulsive shopping behavior will also increase optimally.

Fourth hypothesis (H4) The effect of using Shopee Paylater on impulse buying with hedonic value as a mediating variable in this study produces a calculated Z value of  $3.5 > 1.96$  and a VAF value of 0.534 or 53.4%. This value is in the 20% range. - 80%. This shows that H4 is accepted, which means that the hedonic value variable is the mediating influence of using Shopee PayLater on impulse buying among Generation Z users of the Shopee application in Denpasar City. The mediating variable hedonic value is said to be significant in mediating the influence of the paylater system and Harbolnas discounts on impulse buying (Prihadi et al., 2022). Prihadi explained that hedonic lifestyles such as seeking self-satisfaction, pleasure, social and emotional fantasies can encourage impulsive purchases, which can then be influenced by the use of the Shopee PayLater feature. This statement is supported by research conducted by Widiastuti et al. (2023) which states that a hedonic lifestyle can mediate financial literacy on consumerist online shopping behavior.

Based on the research conducted, it can be seen that theoretically, this research as a whole supports several previous empirical study results. It is hoped that this research will provide an empirical contribution regarding the influence of using Shopee Paylater, hedonic value and impulse buying for the development of marketing science. The study results show that hedonic value acts as a significant mediating variable in influencing impulse buying behavior. This shows that consumers who pay more attention to hedonic value tend to make impulse purchases. Shopee paylater based on the results of this research shows that paylater which makes transactions easier can increase consumers' tendency to make impulse purchases.

It is hoped that the results of this research will provide information and be a consideration for Shopee and the public who wish to use the Shopee PayLater feature. It is also hoped that the results of this research can become reference and evaluation material for businesses to increase their sales on the Shopee application by utilizing the Shopee PayLater feature which is often used by consumers.

## CONCLUSIONS AND SUGGESTIONS

The conclusions of this research are as follows: The results of this study show that the use of Shopee Paylater has a positive and significant effect on impulse buying, the use of Shopee Paylater has a positive and significant effect on hedonic value, hedonic value has a positive and significant effect on impulse buying, hedonics is able to mediate the use of Shopee paylater against impulse buying.

Based on these conclusions, it is recommended that Shopee be able to increase the use of the Shopee Paylater feature, by increasing the convenience and security of the Shopee Paylater feature as well as increasing consumer awareness regarding the benefits of using the Shopee Paylater feature and the importance of planning shopping to reduce too impulsive shopping stimulation so that consumers Those who use the Shopee Paylater feature can control themselves when using the Paylater feature so that they will be able to utilize this feature optimally and not cause losses to users due to being too impulsive in using the Shopee Paylater feature.

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