

## The Relationship between Impulse Buying and Post Purchase Regret in Female Students Who Shop on E-Commerce

**Aprilia<sup>a</sup>, Kusumasari Kartika Hima Darmayanti<sup>b</sup>**

<sup>a,b</sup>Universitas Islam Negeri Raden Fatah Palembang

\*Corresponding author

Universitas Islam Negeri Raden Fatah Palembang  
Jl. Pangeran Ratu (Jakabaring), kelurahan 5 Ulu,  
Kecamatan Seberang Ulu I, Kota Palembang  
Sumatera Selatan 30267, Indonesia  
Apriliaars16@gmail.com

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### Abstract

Research suggests that post-purchase regrets are associated with impulse buying. Therefore, this study aims to determine the relationship between impulse buying and post-purchase regrets in students. Sampling in this study is carried out with probability sampling with a simple random sampling technique. The participant in this study was an active S1 student at the Islamic State University of Raden Fatah Palembang (n = 340). The data collected was correlated with Pearson Correlation Product Moment analysis techniques using Statistical Packages for Social Science (SPSS) version 23. The results showed a significant positive relationship between impulse buying and post-purchase regret ( $r_{xy} = 0.472$   $p = 0,000$ ). This indicates that the higher impulse buying will follow the higher post-purchase regret; and vice versa. The findings allowed the researchers to subsequently provide interventions related to impulse buying to reduce post-purchase regret.

### Keywords

E-commerce; female students; Impulse buying; post-purchase regret

### Abstrak

Penelitian ini dilakukan untuk melihat hubungan antara impulse buying dengan post purchase regret pada mahasiswi yang berbelanja di e-commerce. Mahasiswi yang dimaksud dalam penelitian ini adalah mahasiswi aktif S1 di Universitas Islam Negeri Raden Fatah Palembang. Penelitian ini menggunakan skala sebagai alat pengambil data yang kemudian diolah dengan menggunakan Pearson Correlations. Adapun skala yang digunakan yaitu skala Post Purchase Consumer Regret (PPCR) yang dikembangkan oleh Lee dan Cotte (2009) dan diadaptasi oleh Nurrohman (2020) dan skala Impulse Buying Tendency Scale (IBTS) yang dikembangkan Verplanken dan Herabadi (2001) dan diadaptasi oleh Rohman (2020). Dengan menggunakan partisipan sebanyak 340 mahasiswi, hasil penelitian ini menunjukkan bahwa terdapat hubungan positif yang sangat signifikan antara impulse buying dengan post purchase regret. Artinya, semakin tinggi impulse buying, maka semakin tinggi pula post purchase regret begitu juga sebaliknya. Dari temuan ini, untuk peneliti selanjutnya agar memberikan intervensi behavior terkait impulse buying guna menurunkan tingkat post purchase regret.

### Kata Kunci

E-commerce; Impulse buying; mahasiswi; post-purchase regret

## **Introduction**

Information technology is easy to obtain nowadays because it has entered every aspect of people's lives. Information technology continues to innovate and change, becomes more mature, and can provide many conveniences for people's lives. This convenience is also reflected in the economic world, especially in trade. Currently, trading cannot be separated from information technology. With the synergy of trade and information technology, e-commerce was born. In Indonesia, e-commerce has been growing, especially in the last four years, with a growth rate of 500 percent, which is also confirmed by Google research results and included in the 2018 SEA e-Conomy report, which shows that Indonesia's e-commerce transaction volume has reached USD 27 billion or equivalent to IDR 391 trillion (Hendarsyah, 2019).

In the first quarter of 2018, Indonesia was shocked by the emergence of the term Industrial Revolution 4.0 or Industry 4.0, along with the development of e-commerce. Industry 4.0 has been asked about, discussed, and reported by almost all social classes and the media. Shortly after that, on March 20, 2018, the Ministry of Industry stated on social media that the department had designed Making Indonesian 4.0, a comprehensive road map for implementing various strategies to enter the Industrial Era 4.0. Regarding socialization, Minister of Industry Airlangga Hartarto said that since 2011, we have entered Industry 4.0, which is characterized by increased connectivity, interactivity, and boundaries between people, machines, and other resources through information and communication technology. Increased integration (Kemenperin, 2018).

The use of Internet services in Indonesia continues to increase yearly. This is because the Internet today is not just a style, but the Internet has become a necessity for everyone so that the Internet cannot be separated from human life. According to a 2020 Indonesian Internet Service Providers Association (APJII) survey, 73.7% of Indonesia's population are Internet users. This means as many as 196.7 million people are Internet users (source: <https://apjii.or.id/survei> ). The Internet has caused buying and selling transactions to occur in cyberspace, indirectly connecting buyers and sellers, thus opening up new avenues in transactions. Expanding shopping activities make transactions more accessible and increases the consumption behavior of Indonesian people; this is what makes e-commerce a potential market in Indonesia.

According to Mcleod (2008), e-commerce is defined as buying, selling, and marketing goods and services through electronic systems such as internet networks via electronic media such as computers, laptops, and smartphones (Mcleod, 2008). Shopee, Tokopedia, Lazada, Bukalapak, and Blibli are the five largest e-commerce in Indonesia according to the website and social media performance, as well as survey results on platform usage by respondents, wherein the results of internet research and customer surveys, each data shows the same results regarding the order of the e-commerce platforms, both in terms of primary and secondary data collection (Putri & Zakaria, 2020).

Most of the 18-24 year age group has experienced an increase in online shopping because consumers spend much of their free time in cyberspace (Thakur et al., 2020). Most students prioritize their desires today, so they often shop without thinking. This shows that students' online shopping behavior increased during the pandemic, which may trigger impulse buying behavior without them realizing it. Quoted from a Populix Liputan6.com survey of 6,285 respondents in Indonesia, the majority of respondents who shopped at online stores were in the age range of 18-21 years as much as 35% and 22-28 years as much as 33%, while those aged 29-38 years were 18%, meaning young people dominate e-commerce consumers.

The popularity of mobile shopping means that shopping behavior is no longer limited by time and space, making it easier for consumers to shop. With internet access, consumers can find everything they need. Using online shopping applications makes it easier to search for products via the Internet. With smartphones, consumers can shop more efficiently. Online shopping has many other advantages, including saving time, not having to leave the house, and being able to buy products outside Indonesia.

Shopping activities are one way for every individual to fulfill life's needs. In this era, shopping is no longer just about fulfilling life's needs; many people shop only to satisfy their desires and prestige. Most Indonesians do not care about the condition of the product they want to buy but choose to buy it because of the prestige of the product brand. Habits like these can trigger consumers, including students, to experience post-purchase regret. Generally, students in their teens are easily tempted by advertising promotions, easily influenced by friends, and tend to waste their money. Shopping for a short time without planning, without considering the value of the item to be purchased, and demanding to fulfill one's desires right away immediately is prone to giving rise to post-purchase regret. According to Zeelenberg and Pieters (2007), every time people make a wrong decision, it causes emotions of regret. The regret arises due to a lack of planning in purchasing an item.

As a preliminary study, researchers conducted direct interviews with two female students at a university in Palembang regarding impulse buying and post-purchase regret. Based on the results of interviews conducted with Apriyani and Pratama, students who often shop at e-commerce at a university, it is said that they often carry out shopping activities at e-commerce. Also, quite a few feel disappointed with goods purchased without prior consideration. This then results in regret after purchasing, starting from items that do not match the picture in the online shopping window, and also regret because there are the same items but at a much lower price after purchasing.

From the results of interviews conducted by researchers, impulsive consumers tend to feel regret because they put less effort into the decision-making process, so they feel more responsible for failures experienced due to negative experiences (M'Barek & Gharbi, 2011). Individuals entering college are generally in the late teenage stage, 18-21 years old. The initial college period is a period of adjustment to the environment (Hurlock, 1997). Generally, students in their teens are seduced by advertising, are easily influenced by their peers, and tend to waste their money (Yuliawati & Suarna, 2017).

According to Yuliawati and Suarna (2017), students have many needs ranging from campus to daily needs. Shops that provide various offers make students interested in buying goods they do not necessarily need. Many manufacturers make students the target buyers of various existing merchandise because of the characteristics of students who are still easily influenced. Shops with various goods for sale can trigger students to make uncontrolled purchases, which usually result in regret after purchase (Yuliawati & Suarna, 2017).

Zelenberg and Pieters (2007) state that there are two components in the process of regret. First, there is regret because there is no consideration, and second, there is regret because there is too much consideration in buying an item. When someone shops using a short amount of time to consider the value of an item, unplanned purchases, and little consideration for purchasing an item and wanting to fulfill their shopping desires right then and there immediately, it will lead to post-purchase regret.

Lee and Cotte (2009) define post-purchase regret as comparing the results of an individual's assessment between what has been purchased and what could be purchased. Post-purchase regret can occur because there is a mismatch in consumers between what they expected and what they got after purchasing the item. One of the causes of post-purchase regret is a need for more consideration in purchasing goods. Consumers can also regret it because they feel they need more quality and quantity information in their decision-making process (Lee & Cotte, 2009). Lack of consideration in purchasing goods is a form of impulse buying by consumers.

Rook and Fisher (1995) define impulse buying as the consumer's tendency to buy spontaneously without planning. Impulse buying occurs when consumers suddenly have the desire to buy something immediately. Herabadi (2003) stated that someone who tends to impulse buy will experience regret someday after the purchase. Impulse buying behavior is unplanned and requires you to fulfill your desires immediately.

Based on this explanation, it can be said that consumers who buy an item to fulfill a desire will be more likely to do impulse buying. Verplanken and Herabadi (2001) define impulse buying as a purchase made immediately, without any planning or consideration, accompanied by feelings of joy and the desire to buy immediately so that they can put aside considerations that can ultimately give rise to regret.

Giraud (2001) explains that impulse buying is influenced by gender. Women tend to be more impulsive when shopping than men. Because discounts and promotions more easily tempt women. They also have the desire to follow the latest fashion trends. Research conducted by Apriliyanti (2015) states that individuals in the 17-24 age range buy impulse more often. Based on the explanation above, teenagers, especially girls, tend to be more impulsive when shopping. Therefore, this research focuses on female students because female students range in age from 17-24 years and are female.

Based on the background of the problem and explanation that has been explained previously regarding impulse buying and post-purchase regret, it shows that quite a few people regret buying goods without prior planning. Therefore, researchers are interested in whether there is a relationship between impulse buying and post-purchase regret among students who shop on e-commerce at Raden Fatah State Islamic University, Palembang. To find out the relationship between impulse buying and post-purchase regret in students at Raden Fatah State Islamic University, Palembang, who shop on e-commerce.

### **Method**

This research will use a correlational quantitative research method to determine the relationship between the variable (X) impulse buying and the variable (Y) post-purchase regret. The population in this research is undergraduate students at Raden Fatah State Islamic University, Palembang, totaling 14,904 students. In this research, sample selection was carried out using probability sampling. The sampling technique used in this research is simple random sampling. Simple random sampling is a sampling technique carried out randomly without paying attention to the strata in the population. To determine the sample size, it was sourced from the Isaac and Michael table with an error rate of 5% with a population of 14,904, rounded up to 15,000 so that according to the Isaac and Michael table, a sample of 340 female students was obtained.

The data collection method used by researchers in this research is a scale. The scales used are the Post Purchase Consumer Regret (PPCR) and the Impulse Buying Tendency Scale (IBTS). The scale used is the Likert scale, which has four points in the form of numbers 1 (very unsuitable) to 4 (very suitable) for favorable items, while for unfavorable items, the researcher uses the reverse method for scoring.

The post-purchase regret measuring tool used in this research is the Post Purchase Consumer Regret (PPCR) scale developed by Lee and Cotte (2009) and adapted by Nurrohman (2020), which consists of 30 items obtained from the outcome regret and process regret dimensions. The items in this measuring instrument are written with 15 favorable statements and 15 unfavorable statements.

The impulse buying measuring tool used in this research is the Impulse Buying Tendency Scale (IBTS) developed by Verplanken and Herabadi (2001) and adapted by Nurrohman (2020), which consists of 30 items obtained from two aspects, namely the cognitive aspect and the affective aspect. The items in this measuring instrument are written with 15 favorable statements and 15 unfavorable statements.

### **Results**

Findings from this study show the descriptive and assumption test results. The more importance is the finding of the hypothesis test that is identified from the Pearson Correlation between impulse buying and post-purchase regret.

**Table 1.**  
Normality Test Results

	<b>n</b>	<b>Skewness</b>	<b>Kurtosis</b>
Post Purchase Regret	340	0.609	-0.227
Impulse Buying	340	0.577	-0.054

Based on the normality test results in (table 1), the post-purchase regret variable shows a skewness value of 0.609 and kurtosis of -0.227. In contrast, the impulse buying variable shows a skewness value of 0.577 and a kurtosis value of -0.054. Thus, the data distribution of the two variables is expected because the skewness and kurtosis values range from -1.96 to 1.96.

**Table 2.**  
Linearity Test Results

<b>Variable</b>	<b>p-value</b>	<b>Information</b>
Post Purchase Regret* Impulse Buying	0,000	Linear

The basis for decision-making in the linearity test is if the significant value in the test for the linearity section is  $<0.05$ . The relationship from the independent variable to the dependent variable is linear. The results of the linearity test on the research variables show a significance level between the impulse buying and post-purchase regret variables of 0.000. Data between variables can be linear if the significance level is  $<0.05$ . Thus, the results of the linearity test that has been carried out show that the variables X and Y in this study have a linear relationship.

**Table 3.**  
Hypothesis Test Results

	<b>Pearson Correlation</b>	<b>p-value</b>
Post Purchase Regret ** Impulse Buying	0.472	0,000

Based on the results of the correlation analysis in (table 3) showing that there is a significant positive relationship between impulse buying and post-purchase regret ( $r_{xy} = 0.472$ ;  $p = 0.000$ ), it can be concluded that the hypothesis in this study is accepted because  $0.000 < 0.05$  ( $p < 0.05$ ) then impulse buying has a significant correlation with post-purchase regret in UIN Raden Fatah Palembang students who shop at E-Commerce. Thus, the hypothesis proposed by researchers in this study is accepted.

**Table 4.**  
Post-purchase Regret categorization

<b>Category</b>	<b>Frequency (F)</b>	<b>Percentage (%)</b>
Low	43	13%
Currently	232	68%
Tall	65	19%
Total	340	100%

Based on data obtained from 340 participants (table 4), the calculation of post-purchase regret score categorization can be concluded that the majority of participants are in the medium

category, namely 68% or 232 female students, 19% or 65 female students are in the high category and 13% or 43 students who fall into the low category of UIN Raden Fatah Palembang students who shop on e-commerce.

**Table 5.**  
Categorization Impulse Buying

Category	Frequency (F)	Percentage (%)
Low	25	7%
Currently	251	74%
Tall	64	19%
Total	340	100%

Based on data obtained from 340 participants (table 5), the calculation of impulse buying score categorization can be concluded that the majority of participants fall into the medium category, namely 74% or 251 female students, as many as 19% or 64 female students are in the high category and as many as 7% or 25 students who fall into the low category of UIN Raden Fatah Palembang students who shop on e-commerce.

### Discussion

Based on data processing on the impulse buying variable, the results showed that 7% or 25 participants experienced impulse buying in the low category, 74% or 251 participants in the medium category, and 19% or 64 female students in the high category. This shows that impulse buying among UIN Raden Fatah Palembang students who shop on e-commerce is in the moderate category, meaning that some students have spontaneous habits or do not have prior planning when shopping. Positive emotions also play a role in impulse buying; when consumers are in a state of high negative emotions, impulse buying behavior tends to decrease (Verplanken & Sato, 2011). When shopping on e-commerce, female students are also involved in positive emotions, giving rise to impulse buying behavior. Verplanken and Herabadi (2001) define impulse buying as irrational buying and is associated with quick and unplanned purchases, followed by conflicting thoughts and emotional impulses.

The data processing results on the post-purchase regret variable show that 13% or 43 participants experienced post-purchase regret in the low category, 68% or 232 participants in the medium category, and 19% or 65 participants in the high category. From this category, it shows that post-purchase regret among UIN Raden Fatah Palembang students who shop on e-commerce is in the moderate category, meaning that most UIN Raden Fatah Palembang students experience regret after purchasing because they are too quick in making decisions when shopping or too late. There are many considerations when shopping, and the items purchased are optional, resulting in regret after the purchase.

Impulse buying among UIN Raden Fatah Palembang students who shop on e-commerce is in the medium category, meaning that most of the students at Raden Fatah State Islamic University, Palembang, have the habit of shopping on e-commerce spontaneously and without prior planning. Likewise, post-purchase regret is included in the moderate category, which

means that the majority of students at Raden Fatah State Islamic University, Palembang, have a feeling of post-purchase regret, so it can be concluded that the level of impulse buying and post-purchase regret among students at Raden Fatah State Islamic University, Palembang, is higher. Shopping on e-commerce is in the medium category.

In the assumption test, the results of the normality test revealed that impulse buying was generally distributed with a skewness value of 0.577 and kurtosis of -0.054, while post-purchase regret was also normally distributed with a skewness value of 0.609 and kurtosis of -0.227. Meanwhile, the linearity test shows that the results are distributed linearly, with a significance level of  $0.000 < 0.05$ . Thus, the results show that the values are distributed linearly.

The results of hypothesis testing show that there is a relationship between impulse buying and post-purchase regret. This research uses analytical techniques in correlation or relationship testing using the Pearson correlation method. This research proves a positive relationship between impulse buying and post-purchase regret among UIN Raden Fatah Palembang students who shop on e-commerce, with a significance level of  $0.000 < 0.05$ . So, the hypothesis proposed is accepted, and it can be concluded that there is a significant positive relationship between impulse buying and post-purchase regret in UIN Raden Fatah Palembang students who shop at e-commerce.

Impulse buying habits cause them to experience emotional or cognitive reactions such as feelings of guilt (Ling & Yazdanifard, 2015). Apart from that, consumers who do impulse buying have low involvement in making decisions and will tend to regret the results of their decisions (Saleh, 2012). The results of this research are also in line with research conducted by Nurrohman and Aziz (2020), which found a relationship between impulse buying and post-purchase regret. It has been proven that impulse buying is one-factor causing post-purchase regret (Nurrohman & Aziz, 2020). According to Coley (2002), one of the cognitive components of impulse buying is a lack of planning when making a purchase, which causes post-purchase regret, so that lack of planning is one of the links between impulse buying and post-purchase regret.

This research provides essential information about the relationship between impulse buying and post-purchase regret among students who shop on e-commerce at Raden Fatah State Islamic University, Palembang. Impulse buying is one of the factors in the emergence of post-purchase regret, so impulse buying must be controlled because controlling impulse buying can also reduce the level of post-purchase regret they experience.

### **Conclusion**

Based on the research results and discussion described, it can be concluded that there is a significant positive relationship between impulse buying and post-purchase regret among UIN Raden Fatah Palembang students who shop on e-commerce. This means the higher the impulse buying a student has, the higher the post-purchase regret the student will have. Conversely, the lower the impulse buying owned by female students, the lower the post-purchase regret will be



for female students. In general, the post-purchase regrets of UIN Raden Fatah Palembang students are in the medium category, and also UIN Raden Fatah Palembang students have impuls on e-buying levels that are in the medium category.

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