

The Effect of Product Quality, Live Streaming, and Price Discounts on Impulsive Buying on Consumers of the Haitan Store Thrift Shop in Lumajang

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Abstract: This study aims to analyze the influence of product quality, live streaming, and price discounts on impulsive buying in consumers of thrift shop Haitan store in Lumajang. The research conducted in this scientific paper is a quantitative descriptive research, using observation, interview, and questionnaire distribution methods. The number of samples in this study was 95 respondents. The data obtained were then analyzed using the validity test, the multiple linear regression reality test of the normality test (Kolmogorov Smirnov test), the multicollinearity test, the heteroskedastiness test, the hypothesis test, and the determination co-agency test (R²) with the help of SPSS version 26. The results of the study show that product quality, live streaming, and price discounts partially have a significant effect on impulse buying at the Haitan Store thrift shop in Lumajang.

Keywords: Product Quality, Live Streaming, Price Discount

INTRODUCTION

In this Modern era, everyone always wants to look fashionable and be in the spotlight of many people. They are willing to do anything to be able to fulfill viral and trending associations, especially associations that are trending and also viral on various social media. One of the things that is currently important and very concerned in association is fashion style, the development of fashion and the times demand many people to follow trends. Especially teenagers are more concerned with fashion or appearance in their relationships. Where they are always up-to-date with the latest fashion styles, so they compete with each other to get the clothes they want. The clothes you are looking for are clothes produced by well-known fashion brands, both local and foreign brands, at prices that are certainly not cheap. Seeing this condition, it is possible that teenagers have difficulty buying products at fairly high prices, an alternative to overcome this condition is to buy clothes or used goods at a thrift shop. Thrift shop is a place that sells branded used goods and their quality is still worth using at an affordable price (Rahmatillah & Tharziansyah, 2022). This is related to the association of modern society that pursues prestige and fashion style so that teenagers switch to buying at thrift shops with good product quality factors, as well as prices that tend to be cheap. One of the businesses operating in the thrift shop industry is Haitan Store, which was established in 2018 and is located on Jl. Raya Kebonsari Jarit, Kebonsari, Jarit, Candipuro District, Lumajang Regency. This business was chosen because fashion trends are growing rapidly today.

Thrifting is considered a way to save money, especially for young people who still rely on their parents' pocket money or have a limited income. By buying used goods that are still of high quality, the younger generation can stay up to date with fashion trends without spending a fortune. This thrift shop business is independent of competition which is certainly not easy, where it has to compete with hundreds or even thousands of new clothing entrepreneurs and thrift shops that have existed before. In order not to be less competitive and to remain in existence, Haitan Store must have the right promotion strategy and in accordance with the target consumer.

The quality of products at the Haitan Store thrift shop is an important foundation in the experience presented to consumers. Haitan Store offers a wide range of clothing, such as T-Shirts, jackets, jeans, and sweaters, as well as accessories such as bags and hats, with well-known brands such as Nike, Adidas, Lacoste, and others. Haitan Store also provides items for adults who like to collect products from well-known brands such as Stone Island, Carhartt, Patagonia, Stussy, and many others. Sometimes they are also unaware of buying goods they don't need or also called impulsive buying, just to always want to have branded goods and follow trends in the market. One of the main reasons to shop at the Thrift Shop Haitan Store is to get items with good quality and branded products at a more affordable price than new items at relatively expensive prices. This good quality product at a low price can arouse the urge to buy goods impulsively because they feel that they are getting a good deal or limited opportunities. Problems that are often complained about by consumers from the quality of the products offered by the Haitan Store thrift shop, such as faded colors, small holes, some parts of the stitches are dislodged, and loose wrist bands. These problems often lead to disappointment in consumers because the products they receive do not meet their expectations. This dissatisfaction can have a negative impact on consumer trust in the Haitan Store Thrift Shop. Products from Haitan Store have been promoted through various marketplace platforms and social media, especially on the TikTok shop platform using the live streaming feature.

Live streaming on TikTok Shop used by the Haitan Store thrift shop has become a mainstay feature, because using this feature makes it one of the most effective ways to attract consumers' attention and increase sales. With this feature, Haitan Store's thrift shop can interact directly with consumers, show the latest collections, explain product details, and answer questions in real-time. The owner of the thrift shop Haitan Store chose the TikTok Shop platform for live streaming because the number of viewers is larger. Consumers can watch live streaming on the TikTok Shop platform without having to follow the Haitan Store thrift shop social media account first. Live streaming provides a more personalized and authentic experience, allowing potential buyers to see the product in its actual state, including its condition and quality. This greatly affects consumer emotions, such as providing a sense of enjoyment, desire to own, and increasing trust in the product, which then encourages consumers to buy so that impulsive buying can occur. In addition, this feature strengthens relationships with consumers and builds a closer community around the Haitan Store thrift shop brand. Problems that often arise when live streaming are low video quality, slow internet connection, and unclear sound. Haitan Store also often holds price discounts when doing live streaming. So that it makes consumers interested because of the good quality of products at attractive prices, therefore impulse buying activities often occur from consumers.

Price discounts at the Thrift Shop Haitan Store may vary depending on the time, type of product, purchase amount, or payment method used. Examples of frequently offered discounts include discounts on bulk purchases, discounts based on brand and product quality, and seasonal discounts or special promotions. The purpose of implementing this price discount is to encourage impulsive buying and expand the market share of the Haitan Store Thrift Shop in the textile and clothing industry. Price discounts also serve as an effective

promotional tool to attract and retain consumers. By offering attractive and relevant discounts, the Haitan Store's Thrift Shop can strengthen relationships with consumers, increase service usage, and create a positive experience. However, consumers often complain about problems related to the clarity and consistency of the implementation of price discounts. They often feel confused by complicated terms and conditions, such as discounted prices that don't match at checkout or discounts that only apply at certain times. In addition, the difference between the price before and after the use of a discount code often makes consumers feel cheated.

Based on the description above, it is necessary for a researcher to know, analyze and explain product quality, live streaming, and price discounts whether they affect impulsive buying decisions in consumers of the Haitan Store thrift shop in lumajang.

METHOD

Research design

The research design used in this study uses the Multiple Linear Regression method with a quantitative correlation approach. Quantitative research has the power to transform real-world complexity into processable numerical data, allowing for knowledge development and effective problem-solving. Correlational research aims to determine whether there is a relationship between variables and make predictions based on the correlation between these variables.

Population, Samples, and Sampling Techniques

The population in this study consists of consumers who have purchased clothing products from the Haitan Store Thrift Shop and are at least 17 years old. The determination of the sample in this study was carried out based on the indicators contained in the questionnaire. The number of samples is determined according to the number of research indicators, where each indicator is calculated between 5 to 10 times. With 19 indicators in this study, the number of samples was calculated by multiplying 19 indicators by the number 5. Based on this information, the number of samples in this study can be determined using the following formula:

$$\begin{aligned} \text{Sample} &= \text{number of indicators} \times 5 \\ &= 19 \times 5 = 95 \end{aligned}$$

So the number of samples for this study was set at 95 respondents.

The technique used in this study is Non-Probability Sampling, especially with the purposive sampling method. This purposive sampling technique is based on an assessment of several characteristics of respondents that are in accordance with the research objectives. The respondent criteria in this study are:

1. Consumers who have purchased clothing products from the thrift shop haitan store at least 1 time,
2. Male and female consumers with a minimum age of 17 years.

Data Analysis Techniques

a. Data Validity Test

Correlating the item score with the overall score and assessing the significance using the r-criteria table at a significance level of 0.05 with a 2-sided test is an approach to item validity with Pearson correlation. The item is considered valid if the correlation value is positive and r calculates $\geq r$ table, and vice versa.

b. Reliability Test

This study uses a reliability test to measure the consistency of the questionnaire which serves as a variable indicator. Reliability measurements were analyzed using Cronbach's Alpha (α). A variable can be declared reliable if the value of Cronbach's Alpha $\alpha > 0.6$, and vice versa.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a regression technique used to analyze the relationship and influence between more than two independent variables on one dependent variable. The data used in this analysis is usually an interval or ratio scale. This study uses multiple linear regression analysis to determine the influence between free or independent variables

Classical Assumption Test

a. Normality Test

The normality test in this study was carried out using the Kolmogorov Smirnov One Sample test, namely with provisions. If the results of the Kolmogorov-Smirnov One Sample test produce a significance value above 5% (0.05), then the data is said to have a normal distribution, and vice versa

b. Multicholnearity Test

This study uses a multicollinearity test, a regression model is said to experience multicollinearity if the VIF value is greater than 10. A high VIF value indicates that the regression model may have a multicollinearity problem.

c. Heteroscedasticity Test

This study uses a heteroscedacity test, a regression model is said to experience multicollinearity if the VIF value > 10 . A high VIF value indicates that the regression model may have a multicollinearity problem. The way to detect the presence of heteroscedasticity in multiple linear regression models is to use scatterplot graphs. In this scatterplot, the remainder of the bound variable (SRESID) is mapped against the predicted value of the bound variable (ZPRED). If there is no specific pattern and the data points are randomly spread around the zero line on the y-axis, then it can be concluded that there is no heteroscedasticity. And vice versa.

Uji Hipotesis

a. Partial Test (t-Test)

The t-test process involves a comparison between the calculated t-value and the t-value of the table, or it can also be seen through the significance column on the t-test results. The test criteria with a significant level (α) of 0.05. If the t-count $<$ the t-table then H_0 is accepted, this means that there is not enough evidence to conclude that the independent variable has a significant effect on the dependent variable. And vice versa

Coefficient of determination (R²)

The coefficient of the R² determination indicates how much proportion of variation in the bound variable can be explained by the independent variable in the model. If the R² value is close to 0, it means that the model has a low ability to explain the variation of the bound variable. Conversely, if the R² value is close to 1, it indicates that the model has a high ability to explain the variation of the bound variable. explaining that the bound variable is very limited. On the other hand, if the value of the variable determination coefficient is close to one (1), it means that the ability of the independent variable to cause the existence of the bound variable is getting stronger.

RESULTS AND DISCUSSION

Validation and Reliability Tests

Based on the results of the validity test, the correlation between each indicator and the total construct score for each variable indicates a valid result. This is indicated by the r-count value $>$ r-table (0.2017) and a significance value of less than 0.05. Thus, it can be concluded that all the statement items in the questionnaire are declared valid.

Based on the results of the reliability test, a Cronbach's Alpha number was obtained

Collinearity Statistics

Model	Tolerance	BRIGHT	Information
Product Quality	.806	1.241	No Multicollinearity
live streaming	.770	1.299	No Multicollinearity
Discounted Pricing	.756	1.324	No Multicollinearity

that was greater than 0.60. This shows that all statements in the questionnaire have been tested for reliability and declared reliable.

Multiple Linear Regression Results

Table 1. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
(Constant)	13.388	1.135	-	11.793	.000
Product Quality	.117	.048	.229	2.447	.016
live streaming	.249	.052	.455	4.747	.000
Discounted Pricing	.154	.047	.319	3.300	.001

From the regression equation above, it can be seen that the constant value is 13.388, which means that if the value of the product quality variable (X1), live streaming (X2), and price discount (X3) is equal to zero, then impulsive buying (Y) is worth 13.388. <

Results of the Classic Assumption Test

a. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.30911528
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.058
Test Statistic		.078
<u>Asym. Sig(2-tailed)</u>		<u>.185c</u>

Based on the results of the normality test presented in Table 1, a significance value of 0.185 > 0.05 was obtained. Thus, it can be concluded that the residual values are normally distributed.

b. Multicollinearity Test

Based on the data in Table 2, the results of the multicollinearity test show that the tolerance value for each variable is 0.806; 0,770; and 0.756, all of which are greater than 0.1. In addition, the Variance Inflation Fac-

tor (VIF) value of each variable is 1.241; 1,299; and 1,324, all of which are smaller than 10. Thus, it can be concluded that there are no symptoms of multicollinearity in the three independent variables in this study.

c. Heteroscedasticity Test

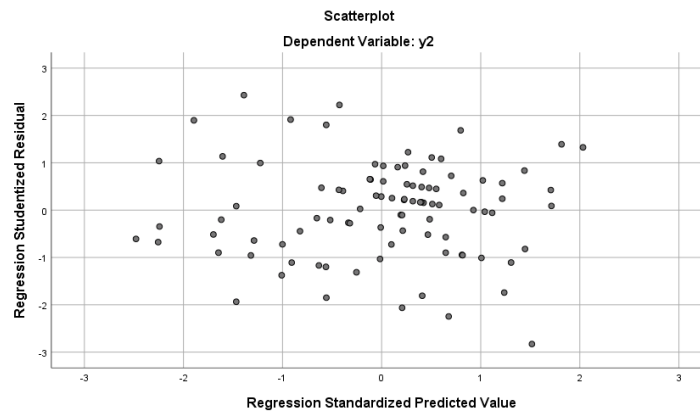


Figure 1. Heteroscedasticity Test Results

Based on figure 2, the scatter plot graph above shows that the distribution of data does not follow a certain pattern and appears to be scattered randomly. Therefore, it can be concluded that residual does not show symptoms of heteroscedasticity, so this assumption is considered fulfilled.

Hypothesis Test Results

Table 3. Results of the Preliminary Test (t-Test)

Model	t-count	T-table	Mr.	A	Information
Product Quality	2.447	1.6619	.016	0.05	Signifikan
live streaming	4.747	1.6619	.000	0.05	Signifikan
Discounted Pricing	3.300	1.6619	.001	0.05	Signifikan

Based on table 3 above, it can be seen that the independent variables Product Quality (X1), Live Streaming (X2), and Price Discount (X3) have a value less than $\alpha = 0.05$. So that H0 is rejected, which means that all of these independent variables have a significant effect on the dependent impulsive buying variable (Y) in the haitan store thrift shop.

Coefficient of Determination Test

Table 4. Results of the Determination Test

Model	R	R -Square	Adjusted R Square	Std. Error of the Estimate
1	.596a	.356	.334	1.33052

Based on the data from the analysis of the determination coefficient (adjusted R Square) shown in Table 4, the value of the determination coefficient (adjusted R Square) is 0.334 or 33.4%. This means that the dependent variable, namely Impulsive Buying (Y) on the Haitan Store Thrift Shop, can be explained by 33.4% by independent variables, namely Product Quality (X1), Live Streaming (X2), and Price Discount (X3). The remaining 66.6% was influenced by other variables outside this study, such as Price, Hedonic Shopping Motivation, Service Quality, and other factors that were not included in this study.

Discussion

a. Effect of product quality (X1) on impulse buying (Y)

The results of multiple regression analysis and t-test on the first hypothesis (H1) showed that the Product Quality variable (X1) had a significant effect on Impulsive Buying (Y). Thus, H0 is rejected and H1 is accepted. This is evidenced by the significant value for the effect of product quality on impulse buying is $0.016 < 0.05$ and the t-value is $2.447 > 1.6619$, so it can be concluded that H1 is accepted, which means that there is an effect of product quality on impulse buying.

b. Effect of live streaming (X2) on Impulsive buying (Y)

The results of multiple regression analysis and t-test on the second hypothesis (H2) showed that the Live Streaming variable (X2) had a significant effect on Impulsive Buyig (Y). With a significance value of $0.000 < 0.05$ and a calculated t-value of 4.747 which is greater than 1.6619, H0 was rejected and H1 was accepted. This means that there is a significant influence of live streaming on impulse buying.

c. Effect of price discount (X3) on impulse buying (Y)

The results of multiple analysis and t-test against the third hypothesis (H3) show that the price discount variable (X3) has a significant effect on impulse buying (Y), with a significance value of $0.001 < 0.05$ and a calculated t-value of 3.300 which is greater than 1.6619, which means that H0 is rejected and H3 is accepted.

CONCLUSION

From the results of the data analyzed from this study with the title The Influence of Product Quality, Live Streaming, and Price Discounts on Impulse Buying in Haitan Store Consumers It can be concluded that the more effective the Thrift Shop Haitan Store in improving product quality (X1), live streaminf (X2), and price discounts (X3), the higher the impulse purchase rate at the Haitan Store thrift shop.

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