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Impulsive Buying Behavior: Implementation of IT on Technology Acceptance Model on E-Commerce Purchase Decisions

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Abstract: This study aims to determine the impact of implementing the Information System Technology Acceptance Model in supporting the tendency to use applications and impulsive buying behavior on purchase decisions Shopee E-Commerce. This research approach uses quantitative research. The primary data sources used in this study are preliminary data obtained from questionnaires and secondary data. This research was conducted in the city of Makassar. The population in this study was drawn from the infinite population, with a sample of 315 respondent who were students in Makassar City. Data analysis used the validity test, reliability test, R-square test, F-square test, direct effect test, and partial least square (PLS) hypothesis submission. The results of this study indicate that the Technology Acceptance Model variable has a positive and significant effect on the Purchase Decision variable. Likewise, the impulsive buying behavior variable has a positive and significant effect on the purchase decision variable. The relationship between these variables is included in the dominant category of class I. Then the influence of the TAM on impulsive buying behavior is included in the predominant type of class II. This study's theoretical and managerial implications explain that the TAM and impulsive buying behavior can improve purchase decisions.

Keywords: E-Commerce, Impulsive Buying Behavior, Purchase Decision, Technology Acceptance Model (TAM).

JEL Classification Code: M19, M16, M0

1. INTRODUCTION

Shopee's e-commerce market dominates consumers in Indonesia. Shopee leads the e-commerce market in Indonesia to implement a fast-paced and mass market targeting strategy. Shopee relies on a complete ecosystem, with ShopeePay payment services. Digital wallets make transactions easier for users. In addition, Shopee relies on a promo strategy to capture the market. Promotions such as massive discounts are a tactic to boost a company's popularity. Usage behavior in TAM can be estimated by attitudes in the use of online-based shopping applications. Enthusiasm in shopping online is driven by several things, such as saving time and energy when shopping or making payments and the availability of a wide selection of products can also be done without any limitations as long as you have internet and free delivery services. There are many offers given by online shopping companies, ranging from product promos, price discounts, free shipping programs to giving cashback to their customers.

The ease of acceptance of technology provided to consumers in online shopping is very attractive to students, especially in Makassar City. Active students from various universities in Makassar who were respondents found that they prefer to use Shopee for online shopping compared to other e-commerce, for reasons of low prices, fast delivery, and so on. From the description of the positive side, there is also a negative side, namely e-commerce makes it easier for us to shop online. With a smartphone and an application, you can shop for various needs without leaving the house. However, the risks of online



shopping also remain. Behind the many advantages obtained from online shopping, there are also drawbacks that need to be watched out for, namely about security when you want to do online shopping. Fraud often occurs, so you need to be careful before shopping so as not to harm yourself financially.

Consumers are aware that there are risks in online shopping, this affects their purchasing decisions. There are several things that will affect online shopping, namely: usually online stores have lower prices than offline stores, this can affect consumer psychology. Because many consumers are more selective who want to get goods with the satisfaction they expect. This affects consumer behavior in deciding to shop. According to (Fandy, 2008), there are 5 (five) stages that consumers go through in the buying process, namely identification of needs, information search, evaluation of alternatives, purchase decisions and after-purchase evaluation. In line with the evaluation of a number of alternatives, the consumer can decide whether the product or service will be purchased or decided not to be purchased. If consumers decide to make a purchase, then the next step is to evaluate the product or service after purchase.

In terms of supporting purchasing decisions, of course, various factors are the triggering reasons. For example, in a study conducted by (MKO Lee et al., 2016) entitled Consumer's decision to shop online: The moderating role of positive informational social influence using a reasoned action theory approach has theoretical implications between positive informational linkages to purchasing decisions in online shopping. . In addition, in a study (Kumar Sharma, 2014) entitled The Impact on Consumer Buying Behavior: Cognitive Dissonance using a cognitive dissonance theory approach explores the factors that create cognitive dissonance in consumer purchasing decisions, especially among buyers of consumer goods in urban areas. . Some of them are family status, religious values, customs, and beliefs. In addition to these findings, those who make packaging the most important factor in consumer purchasing decisions according to research (Ahmed et al., 2014) entitled Impact of Product Packaging on Consumer's Buying Behavior has a conclusion that packaging elements such as color, packaging material, packaging design and innovation are more important factors when consumers make purchasing decisions. The purchase decision is made quickly without thinking wisely and considering all available information and alternatives called impulse buying according to research (Bhakat & Muruganantham, 2017) with the title A Review of Impulse Buying Behavior with a theory of individualism and collectivism approach that has implications comprehensive analysis of the factors that influence impulse buying.

2. Literature Review

2.1. Technology Acceptance Model

TAM (Technology Acceptance Model) is a technology application model that uses the theory of rational action (TRA) from (Fishbein & Ajzen, 1976) to observe the level of use of information technology by respondents. This TRA is composed of the basic assumption that every human being behaves consciously in self-control and considers the use of available information for use in his life. (Fishbein & Ajzen, 1976) states that a person's intention in doing a certain act can be influenced by two determining factors, the first is related to attitude (attitude towards behavior) and the next influence is social influence, namely subjective norms. In the money TAM model introduced by Davis 1989 the level of acceptance of IT use is determined by five constructs, namely, perceived ease of use, perceived usefulness, attitude toward using, behavior to keep using (behavioral intention). to use), and actual system usage conditions. Based on the five constructs, there are two factors that dominantly affect the technology system. The first factor is the perception of usefulness or benefits, while the second factor is the perception of the ease of use of technology. Factors that can cause users to accept and reject a system is when they think the system is considered to be able to help them in completing their work. (Shita, 2020) explains several indicators of perceived ease of use, including: Information technology is very easy to learn; Easily skilled in the use of information technology; Information technology is very easy to operate. According to (Astuti, 2012), information is a collection of meaningful data that is transformed in a certain process. Sources of information are data that describe actual events, and the

events themselves are what happened at a certain time. Readiness of information technology can essentially be seen by individuals who will use and readiness of the technology itself. Individual readiness is the extent to which the individual can accept a new technology without any hesitation to use the technology (Sani & Wiliani, 2019).

2.2. E-Commerce and Impulsive Buying Behavior

E-Commerce is part of e-business that emphasizes the use of internet and intranet technology for buying and selling products, whether in the form of data, goods, or services (Turban et al., 2015). Electronic systems on e-commerce platforms currently facilitate the process of financial transactions with main activities such as ordering, payment, order fulfillment, and order delivery. Consumers often buy a product without being planned in advance. The desire to buy often arises in stores or malls. Many factors cause this. For example, on the display of a 50% price cut, which looks striking will attract the attention of consumers. Consumers will feel the need to buy the product. The display makes consumers feel an urgent need to buy the promoted product. This kind of buying decision is often referred to as an impulse purchase (Tarigan et al., 2020).

According to (Amanah & Pelawi, 2015), impulse buying is a purchase that occurs when someone sees an item and suddenly wants to buy the item, and then decides to make a purchase right away. (Amanah & Pelawi, 2015) defines that Impulsive Buying is one that encourages potential customers to act because of the attraction of certain sentiments or passions. (Amanah & Pelawi, 2015) Impulse buying is an act that is done without having any previous problems or intention to buy that was formed before entering the store. According to (Amanah & Pelawi, 2015) impulse buying activities are divided into several types, namely: Reminder Impulsive Buying, this type occurs when the consumer is in the store, sees the product and then makes him remember something about the product. It could be that he remembers the ad or people's recommendations. The individual spontaneously buys an item based on his memory. Pure Impulsive Buying, Occurs when consumers really do not plan anything to buy. But because he saw the store display he made the decision to make a purchase. Suggested Impulsive Buying, this happens when the buyer sees the product so that he immediately imagines the need for the item and immediately makes a purchase without a plan. Planned Impulsive Buying, Occurs when the consumer actually has a plan but the decision to buy it depends on the price and brand in the store. According to (Br Ginting in Rosmala Evidayanti, 2021), impulse buying consists of characteristics that can be used as indicators in this study, which are as follows: Spontaneity, impulse buying occurs unexpectedly and motivates consumers to buy at the same time, often because of a response to visual point-of-sale stimuli; Power, compulsion, and intensity, the motivation to put other things aside and act quickly; Excitement and Simulation, namely the sudden desire to buy which is often followed by emotions such as exciting, thrilling, or wild; Disregard for consequences, the desire to buy becomes irresistible until the negative consequences that may occur are ignored.

2.3. Purchase Decision

According to (Effendi, 2019) states that purchasing decisions for most products are just a routine activity in the sense that the need will be satisfied enough through repurchasing the same product. However, if there is a change in prices, products and services received, the consumer may not repeat his purchase decision by considering various other product alternatives. According to Kotler and Armstrong (Effendi, 2019) suggesting that the purchase decision is the stage of the decision process where consumers actually make product purchases. In line with the above, (Schiffman & Kanuk, 2000) says that decision making is the selection of an action from two or more alternatives. Meanwhile (Hawkins et al., 2015) explains that consumer decision making is the impression of individuals who carefully evaluate the attributes of a product, brand, or service and carry out a selection process to choose from one alternative problem solving needs. According to Sudaryono in (Ilmiyah & Krishernawan, 2020), purchasing decisions are choosing several alternative choices of two or more than two. It can be said that in making a decision one must determine one alternative from another. If someone decides to buy because they are faced with the choice to buy or not to buy, then it is a position to make a decision. Before consumers decide to make a purchase there are many factors that make their

behavior change this is called consumer behavior. Consumer Behavior Model (Kotler & Armstrong, 2008) A person's decision on a brand, product category, place to visit, time of purchase, and number of purchases, is the result of stimulation (stimulation) originating from outside himself, which is processed within the consumer. There are three indicators in determining purchasing decisions (Kotler & Keller, 2021), namely: Stability on a product. At the time of making a purchase, the consumer chooses one of several alternatives. The available choices are based on quality, quality and other factors that provide stability for consumers to buy the products they need. Good product quality will build consumer enthusiasm so that it supports consumer satisfaction. Habits in buying products. Habit is the repetition of something continuously in making the purchase of the same product. When consumers have made a purchase decision and they feel the product is already attached to their minds, even the benefits of the product have been felt. Consumers will feel uncomfortable if they buy other products. Speed in buying a product. Consumers often make a decision using a simple choice rule (heuristic). Heuristics is a process that is carried out by a person in making a decision quickly, using a general guideline in only part of the information.

2.4. Hypothesis Development and Conceptual Framework

Research results from (Ghani, 2017) with the Planned of Behavior and Reasoned Action show that task-matched technology, attitudes, subjective norms and perceived behavioral control have a significant positive effect on textile cyberpreneur behavioral intentions. The task-suitability of construction technology has also been found to be the most influential factor towards intent adoption. Dakduk et al. (2020) with a theoretical approach to the Unified Theory of Acceptance and Use of Technology (UTAUT) shows that facilitating conditions, hedonic motivation, habits, and perceived trust significantly and positively predict intentions to use m-commerce. The best predictor is facilitating condition followed by perceived trust. Chin, (2018) with the Theory Reasoned of Action and motivational expectancy theory, the results show that institutional loyalty plays an important role in consumers' intention to install mobile applications. Trust and its antecedent, security, had a strong positive relationship with intention to install mobile applications, while risk and its antecedent, privacy, had a weak and insignificant relationship. Rodriguez, (2020) with a trust commitment theory approach, the findings show that the complex B2B sales process is not easy to digitize. on the other hand, there are a number of obstacles to overcome. In general the results reported contextualize the main ones, while the specifics focus on the enablers and barriers in complex B2B selling. Budd & Vorley, (2016) research results show that, the development of improved connectivity and speed, geographic coverage, and bandwidth is very important which means that airport and telecommunications companies invest in infrastructure to stay active on the ground to facilitate cellular activities and airlines develop m-commerce strategies. enabling them to take advantage of the benefits of mobile commerce in an increasingly digitized era of marketing.

Xie, (2018) with the theory of reasoned action (TRA) and the theory of planned behavior (TPB) results show that perceived usefulness and ease of use are important factors that users have enhanced online experience with smartphone applications. There is a positive relationship between online user experience and cognitive and affective images. What's more, these two factors contribute positively to the overall goal of the picture. Vidhya & Tamizhjothi, (2016) with the theory of reasoned action (TRA) and the theory of planned behavior (TPB) results found that the majority of respondents determined their needs before shopping, and most of the respondents made impulse purchases because they were reasonable or cheap prices. . It also identified that most of the respondents felt happy after making an impulse purchase, and most of the respondents preferred the impulse purchase because of a recommendation from their friend. Feng Xuanxiaoling, (2018) the results of the study show that impulse buying intentions have a significant and positive effect on the impulse factor, namely women in buying or shopping. Impulse buying behavior was significantly and positively affected based on the characteristics of women's impulsiveness when they had more money, their impulsive buying intention became stronger.

Seher, (2016) The results show that buying behavior is strongly influenced by the product color scheme and the presence of advertisements. Hussain, (2016) research results show that impulse

purchases increase when items are on discount, the internet offers easy access to product purchases, online offers an extraordinary variety of products, and online attracts customers to buy more. Credit cards have a high rate of impulse buying. Therefore, based on the results of the study on the literature review and previous research, the hypothesis in this study is as follows:

- H1: TAM has a significant positive relationship or influence on purchasing decisions.
 H2: Impulsive buying behavior has a significant positive relationship or influence on purchasing decisions.

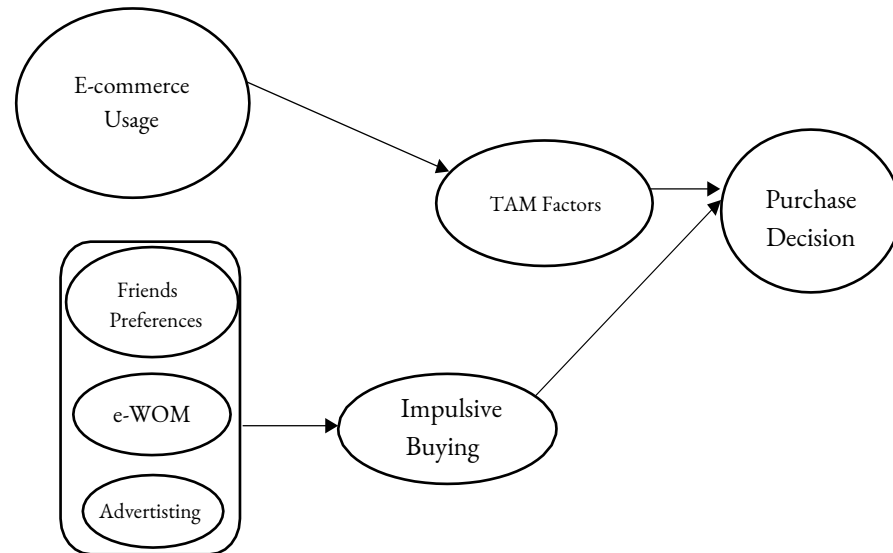


Figure 1: Conceptual Framework

3. Research Method and Materials

3.1. Sample Criteria

The research was conducted over a period of 2 (two) months starting from January – February 2022. The location for distributing the questionnaires was in Makassar, South Sulawesi, through online questionnaires and online observation. The population in this study seems infinite or difficult to estimate. By definition, an infinite population is a collection of objects or individuals who are the object of research whose boundaries are not known or measurements of the total number of individuals in the area occupied by it are not possible, considering the data in this study with a wide population range. very broad so that the researcher's reference in determining the number of samples is based on several expert theories which state the minimum sample size and considering the number of samples is very large and so wide, and with the tendency of some of the expert opinions above which do not provide a definite picture of the determination of the sample size, the researcher takes steps In determining the minimum sample, following several theoretical references above, namely the number of variables as many as 3, the number of items as many as 9 and parameter 51 indicators. So that the minimum sample in this study is $3 + 9 + 51 = 63 \times$ The number of answer choices based on the Likert Scale. So $63 \times 5 = 315$ people. The sample criteria are mono-sample studies, namely male and female aged at least 18 years - 25 years with various educational backgrounds are students. And have made transactions at shopee ± Rp. 300,000 – 3,000,000.

3.2. Measurement

The questionnaire was created through google sheets and google forms and then distributed using a text hyperlink code given to the sample directly to maintain data validation. The type of data used in

this study is quantitative data in the form of the results of the distribution of questionnaires to respondents. The data analysis method used is Partial Least Square (PLS). The data analysis test tool uses the Smartpls 3.0 software. The stages of data analysis on Smartpls are as follows: Instrument Testing Evaluation of the Reflective measurement model (Outer Model); Evaluation of the structural model (inner model) and Evaluation of Formative Measurement Model.

Table 1: Measurement of Variabel

Variable	Item	Construct
Technology Acceptance Model (TAM)	Convenient User Experience	<ul style="list-style-type: none"> • Shopee app is easy to learn • Shopee Responsive Application and updates frequently • There is a relatively light capacity in terms of RAM usage • Shopee application is available on all technology media and operating system platforms (PC, Tablet, Smartphone)
	Perceived Risk	<ul style="list-style-type: none"> • Shopee application operators tend to be mediators in handling consumer complaints about products • Refunds due to failed / disabled transactions are quickly responded to by the application operator • Fast communication via SMS/Email notification in cases where the deal is successful via digital payment
	Perceived Added Value	<ul style="list-style-type: none"> • The Shopee application provides a variety of products • Availability of detailed data from the seller • Menu offer to chat with seller • Fast delivery of goods to consumers • High level of security • Eye-catching Shopee app display • Providing rating facilities (testimonials) for buyers to show the seller's credibility • Offering various digital payment facilities • Convenience when used • Speed and responsiveness to any customer complaints. • Packaging of shipments that meet safety standards.
Impulsive Buying	Spontaneity	<ul style="list-style-type: none"> • Tendency to buy without planning • Respond directly to visual stimulation on Shopee • Spontaneously buy the product when you see it for the first time • Buy without considering the price • Tend to buy without thinking
	Strength, compulsion and intensity	<ul style="list-style-type: none"> • Buy multiple times/frequently • Buy in bulk • Buying because it's fun and likes • Buying admired items • Buy because there is an attractive offer
	Excitement and stimulation	<ul style="list-style-type: none"> • Have a bad feeling when you don't buy the desired item • Feel compelled to buy • Don't think twice before deciding to buy an item • Buy even if you don't need it • Ignoring buying other items in favor of certain items
	Indifference to the consequences	<ul style="list-style-type: none"> • Hard to refuse not to buy • Keep buying the product even though you end up regretting it • Ignoring the consequences of buying
Purchase Decision	Stability on a product	<ul style="list-style-type: none"> • Positive recommendation • Items sold on the Shopee application menu are of good quality and original • Positive testimony • Intentions based on values and beliefs • Quality and good quality
	Habits in buying products	<ul style="list-style-type: none"> • Expertise considerations • Research and development considerations • Feel educated

Variable	Item	Construct
		<ul style="list-style-type: none"> Price Rationality Familiar with Brand Image
	Make a repeat purchase	<ul style="list-style-type: none"> The desire to always repurchase the product Recommendation by other experience Decision based on many who use it Feel the experience Tangible and intangible qualities

4. Results and Discussion

4.1. Identity of Respondents

Table 2: Characteristics of Respondent

Characteristics	Category	Frequency	Percentage (%)
Age (Years)	18-20	68	20.12 %
	21-23	255	75.44 %
	24-26	12	3.55 %
	27-30	3	0.89 %
Gender	Female	275	81.36 %
	Male	63	18.64 %
Domicile	Makassar	337	99.70 %
	Others	1	0.30 %
College Student	Yes	320	94.67 %
	Not	18	5.33 %
Education level	High School	282	83.43 %
	Diploma	11	3.25 %
	Bachelors Degree	45	13.31 %
	Master Degree	0	0.00 %
Expenditure	300k – 1million	256	75.74 %
	800k - 1 million	33	9.76 %
	1 million - 2 million	27	7.99 %
	2 million - 5 million	22	6.51 %

4.2. Statistical Result

In the loading factor section as shown in table 3, it can be stated that the entire construct of the loading factor variable value is above > 0.60 . So it can be stated that all items are declared valid in compiling the latent variables.

Table 3: Loading Factor

	Impulsive Buying	Purchase Decision	TAM
X1.10			0,700
X1.11			0,699
X1.12			0,757
X1.16			0,741
X1.17			0,737
X1.18			0,686
X1.6			0,728
X1.9			0,694
X2.11	0,806		
X2.12	0,718		
X2.13	0,835		
X2.14	0,823		
X2.15	0,815		
X2.16	0,787		

	Impulsive Buying	Purchase Decision	TAM
X2.17	0,776		
X2.18	0,750		
X2.3	0,752		
X2.4	0,811		
X2.5	0,829		
X2.7	0,762		
Y1		0,767	
Y10		0,747	
Y11		0,682	
Y14		0,778	
Y15		0,807	
Y2		0,777	
Y5		0,771	
Y8		0,651	

In the reliability and validity test assessment section, it can be seen that the AVE value is at level > 0.50; the value of composite reliability also shows a value > 0.70. Meanwhile, in the Cronbach alpha measurement, all variables are stated to have a value > 0.80.

Table 4: Reliability and Validity Test

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Impulsive Buying	0,945	0,946	0,952	0,623
Purchase Decision	0,887	0,891	0,911	0,561
TAM	0,866	0,868	0,895	0,516

Based on the PLS analysis is carried out in three stages: outer model analysis, inner model analysis, and hypothesis testing. Outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). Outer model analysis can be seen from several indicators: Convergent validity, Discriminant validity, Un-dimensionality. Meanwhile, the inner model analysis/structural analysis of the model is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators which include: Coefficient of determination (R2), Predictive Relevance, Goodness of Fit Index (GoF). (Hussein, 2015). The R square (R2) test or reliability test is to state how reliable an item/indicator is in forming a variable. The value (R2) is expressed in several reliability categories, namely 0.67 in the (Good) category, 0.33 in the (moderate) category and 0.19 in the (weak) category (W. Chin, 1998). The value of R2 is as follows:

Table 3: R-Square

	R Square	R Square Adjusted
Purchase Decision	0.543	0.540

Based on table 3 it can be seen that overall the variables have a reliability value below 0.67 so it can be concluded that all test variables have a reliability value that is included in the moderate category. The f-Square (f²) test or the predictors test is a test to find out how much influence there is between each predictor. f² value is 0.02, 0.15, and 0.35 can be interpreted whether the latent variable predictor has a weak, medium or large influence on the structural level. (W. Chin, 1998) The f² values are as follows:

Table 4: f-Square test (f²)

	Impulsive Buying	Purchase Decision	TAM
Impulsive Buying		0.122	
Purchase Decision			
TAM		0.657	

Table 5 shows the relationship that the partial effect of the impulsive buying variable (X2) on purchase decisions is (0.122 < 0.15) as well as the relationship between TAM (X1) on purchasing decisions is (0.657 > 0.15).

Table 5: Direct Effect and Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Impulsive Buying → Purchase Decision	0.257	0.259	0.041	6.352	0.000
TAM → Purchase Decision	0.596	0.598	0.037	16.148	0.000

Table 5 explains the direct relationship of the variables tested and then adjusted with the hypothesis that has been built in section-2. The interpretation of hypothesis testing is as follows:

- H1: There is a positive and significant relationship between TAM and Purchase Decision. The results of data analysis indicate that the hypothesis H1 is significant with a significance coefficient value < 0.00 with a variable effect value (t = 16,148) and a standard deviation of 0.037 < 0.00. So in conclusion, it states that the hypothesis H1 = accepted.
- H2: There is a positive and significant relationship between Impulsive Purchases and Purchase Decisions. The results of data analysis show that the hypothesis H2 is significant with a significance coefficient value < 0.00 with a variable effect value (t = 6.352) and a standard deviation of 0.041 < 0.00. So in conclusion, it states that the hypothesis H2 = accepted.

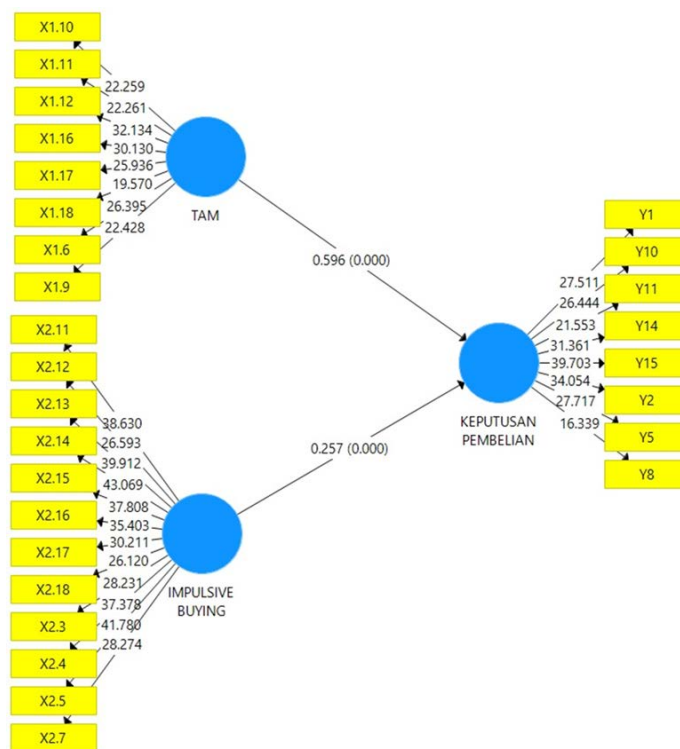


Figure 2: Structural Model of Bootstrapping

4.3. Discussion

1) Direct Effect Between TAM and Purchase Decision.

The individual acceptance model of the use of information technology systems is the Technology Acceptance Model or TAM. The TAM model is developed from psychological theory, which explains the behavior of technology users based on the beliefs, attitudes, desires, and relationships of user

behavior based shopping applications online. The features available on the Shopee application with various offers and attractive displays as well as various campaign make it easier and safer to continue shopping online. Based on the results of data analysis tests with the TAM reference group, it is proven that Shopee is a marketplace that uses a technology system that is easy for consumers to use. Likewise with the risks provided by Shopee which has proven to be a marketplace with a low-risk value as well as the added value perceived by consumers provided by Shopee. varied so that it makes Shopee different from marketplaces. This is a determining factor in achieving a purchase decision. The decision-making process in purchasing goods in the marketplace is seen by the stability of good quality products, considerations and various information about the products to be purchased in order to create shopping habits at Shopee, as well as evaluating products that have been purchased so that repeat purchases arise on marketplace.

2) Direct Effect Between Impulsive Buying Behavior and Purchase Decisions.

Consumers often buy a product without being planned in advance. The desire to buy often comes to mind when you see attractive promotional offers and advertisements. Impulse buying occurs when consumers see a certain product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store. This is in line with this study which shows that impulse buying occurs among female students who shop at Shopee e-commerce. Based on the analysis test results, consumers often shop spontaneously without prior planning, and without consideration. Impulse buying occurs when a consumer experiences a sudden, usually strong and persistent urge to buy something immediately. Consumers will feel the need to buy the product. display on the Shopee application, which offers various features such as free shipping, flash sales, and large discounts makes consumers feel an urgent need to buy the promoted product. Stimuli that affect the occurrence of impulse purchases that result in purchasing decisions for an item can occur. According to research results, Impulsive Purchases occur at Shopee because of the spontaneity of attractive promos and relatively cheaper prices than marketplaces, thus making consumers interested in shopping at Shopee. Strength, compulsion and intensity as ingredients of impulse buying trigger the purchase decision directly. Based on the results of the discussion and review of the hypotheses in this study, it provides an overview of the findings of the research points as follows: Based on the order of dominance of the direct relationship, it is stated that the relationship between the influence of the Technology Acceleration Model (TAM) on the Purchase Decision is the most dominant relationship among the influences of other variables. The relationship between these variables is included in the dominant category of class I. Then the influence of the Technology Acceptance Model (TAM) on Impulsive Buying Behavior is included in the dominant category of class II. The theoretical and managerial implications used in this study provide an explanation that the Technology Acceptance Model (TAM) and Impulsive Buying Behavior can improve Purchase Decisions.

5. Conclusion

The results of this study provide several main conclusions such as: variable Technology Acceptance Model has a positive influence on the purchasing decision variable which according to the results of existing research, Shopee is an e-commerce that uses digital technology that is easily accepted and used by the public because it meets the TAM factor, namely, easy to use, low risk value due to the high security value that Shopee has, and also the added value provided by Shopee through good facilities. The Impulsive Buying Behavior variable has a positive and significant influence on the purchasing decision variable, according to the results of existing research that Shopee has a stimulus with campaign so that there is an urge for consumers to buy goods spontaneously and without consideration. Therefore, the use of technology in the marketplace makes Shopee a good application in the use of digital technology, which is expected that marketplace or other businesses can follow in Shopee's footsteps. Not only in terms of the use of technology but also in terms of campaigns and promotions, live streaming that is at any time so that it can trigger an impulsive nature to shop at marketplace, this

can be used as an example for marketplace or other businesses in order to follow the success of Shopee, while remaining create a positive image and the best quality.

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