**ANALYSIS OF FACTORS THAT INFLUENCE IMPULSIVE BUYING WITH POSITIVE EMOTION AS A MEDIATOR**

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**Abstract:** *People's shopping habits had changed in today's business environment, many people make impulse purchases because of their interest in a brand or product that trending at that time. Due to that trends, people now see shopping as a necessity that must be fulfilled, they become more consumptive and make shopping as a lifestyle. The aim of research is to identify factors that influence impulsive buying. The population data used in this research were 230 respondents who used e-commerce in Batam City. Through quantitative research method, the data were tested for hypotheses by processing them with structural equation modeling analysis based on PLS. The results showed impulsive buying is influenced by positive emotion and price discount variables. Meanwhile, impulsive buying is not influenced by variables of fashion involvement, shopping lifestyle, hedonic shopping motivation, and sales promotion. However, positive emotion as a mediator role is able to mediate all variables on Impulsive Buying. The implications of the results can be applied to practitioners in adopting marketing strategies to evoke positive consumer emotions that lead to impulse purchases.*

***Keywords: Impulsive Buying, Positive Emotion, Price Discount, Sales Promotion, Shopping Lifestyle***

**Abstrak:** Kebiasaan berbelanja masyarakat telah berubah dalam lingkup bisnis yang semakin berkembang saat ini, masyarakat melakukan pembelian impulsif karena ketertarikannya pada suatu merek atau produk yang sedang tren pada saat itu. Akibat pengaruh tren tersebut, masyarakat kini memandang belanja sebagai kebutuhan yang harus dipenuhi, sehingga konsumen menjadi lebih konsumtif dan menjadikan belanja sebagai gaya hidup. Melakukan pengidenfikasian terhadap faktor-faktor yang memengaruhi impulsive buying menjadi tujuan utama penelitian ini dilakukan. Sebanyak 230 responden yang menggunakan e-commerce di Kota Batam yang menjadi data populasi dalam penelitian ini. Dengan metode penelitian kuantitatif data diuji hipotesisinya dengan cara diolah dengan analisis struktural equation modeling berbasis PLS. Hasil penelitian menunjukkan bahwa impulsive buying dipengaruhi oleh variabel positive emotion dan price discount. Di samping itu, impulsive buying tidak dipengaruhi oleh variabel fashion involvement, shopping lifestyle, hedonic shopping motivation, dan sales promotion. Namun positive emotion sebagai peran mediator mampu memediasi semua variabel terhadap Impulsive Buying. Implikasi dari hasil penelitian ini dapat diterapkan kepada para praktisi dalam mengadopsi strategi pemasaran untuk membangkitkan emosi positif konsumen yang berujung pada pembelian impulsif.

**Kata Kunci**: Pembelian Impulsif, Emosi Positif, Diskon Harga, Promosi Penjualan, Gaya Hidup Belanja

**INTRODUCTION**

At this time the economy has been experiencing various kinds of changes due to the advance of information technology, especially in the purchasing and selling of products or services either offline or online. The transaction activities in buying and selling society are one of the examples that has changed with the help of internet-based technology (Wahid et al, 2023). Business owners should be able to take advantage of the advances in internet technology to maintain and develop their own business. Due to the constantly evolving marketing environment, companies must be able to adapt to the demands of digitalization (Maydiantoro et al, 2021).

A new opportunity to start and operate business based on technology can be created by understanding the range of potentials today's cyber market that can be utilized, and one of them is the growth of E-commerce. E-commerce was first seen as a promising business during the pandemic because it has played a major role in increasing the absorption of digital technology in everyday life. Shopping online is no longer just a solution or a convenient option, but has become an essential part of people's lifestyle. The impact of the three-year pandemic has increased the frequency of their online shopping activities.

According to Bank Indonesia, E-commerce sales are anticipated to increase 31.0% from the previous year's Rp 401 trillion to Rp 526 trillion in 2022 (Herman, 2022). In early 2022 it is also estimated that more than 200 million Indonesian people, or more than 70.0% of the population have access to the internet (Herman, 2022). This number represents a market opportunity for a wide range of online services, including E-commerce, food delivery and transportation services, online travel arrangements, online media, online healthcare and education categories. According to katadata.co.id, one of the E-commerce websites that are frequently visited by Indonesian customers, that is Shopee had 190.7 million Indonesian visitors to the website in August 2022. The Tokopedia site has 147.7 million, following in the same period, there are 64.1 million visitors to the Lazada site, 24.9 million to the Blibli site, and 24.1 million to the Bukalapak site and according to data from goodstats, products that are often purchased from online stores (E-commerce) in 2022 are credit or vouchers by 24.9%, then fashion products and accessories by 16.3%, health and beauty by 14.3%, followed by other products household appliances 10%, food 6.9%, gadgets and accessories 6.4%.

Several consumers made impulsive online purchases as a result of sales promotions and price discounts because the majority of consumers who shop in e-commerce are discount seekers or people who prefer to find and take advantage of offers when shopping online (Respasti & Pratama, 2022). Promotion is one of the proper techniques in providing stimulation to consumers who want to buy a product or service (Humairoh & Annas, 2023). Impulse buying is significantly and positively influenced by sales promotion, this research conducted by Hernita et al (2022), on the other hand, between impulsive buying and sales promotion there’s no significant correlation was found according to research conducted by Diany & Sangen (2019).

Promotions are able to encourage consumers to visit the store and make purchases without prior planning through the positive feelings that arise when seeing a variety of product offers (Listriani & Wahyono, 2019). Based on the results of the researcher Andani & Wahyono (2018) Their study shows that there is a positive and significant correlation between sales promotion and impulsive buying through positive emotions. However, the results of this study contradicted with Sudyasjayanti & Lie (2022) which state that there is no impact of sales promotion on impulsive buying through positive emotions.

Price discounts are the main attraction for consumers in Indonesia when do shopping online to this day. Although consumers do not always shop, their presence has a significant impact on the popularity of an e-commerce site, as mentioned in the research of Salma et al (2021). According to research by Heridiansyah et al (2022) it was found that price discounts had a positive and significant effect on impulsive buying. However, different research results, as revealed by researcher Nurulqomariah et al (2020) state that price discounts had no impact on impulsive buying. Customer impulse purchases are influenced by the amount and duration of discounts which also increasing emotions of pleasure and enthusiasm for shopping (Bambang et al, 2023). Jamjuri et al (2022) in their research indicated that there is a significant impact of price discounts on impulsive buying through positive emotions. However, the results of his research contradicted with the results of Mentari & Pamikatsih (2022) which stated that there was no significant impact of price discounts on impulsive buying through positive emotions.

Consumers who are driven to shop can be caused by hedonic shopping motivation which is accompanied by many products from well-known brands that have appeared and inspire consumers to always keep up with their latest product (Helmi et al, 2023). Telaumbanua & Puspitasari (2022) showed that hedonic shopping motivation has a significant effect on impulsive buying in line with Susanti & Sari (2021) but contradicted with Irawan et al (2020) which found no significant effect of hedonic shopping motivation on impulsive buying. Positive emotions have an important role in encouraging individuals to make impulse purchases as a result of hedonic shopping motivation, as it was found in the research of Renaldi & Nurlinda (2023). Andani & Wahyono (2018) provide their results of research which shows that hedonic shopping motivation has a positive and significant impact on impulsive buying through positive emotions. But their research is opposite to the results of Mardhiyah & Sulistyawati (2021) who concluded that positive emotions cannot act as mediation between hedonic shopping motivation and impulsive buying.

Shopping lifestyle is getting more widespread when the appearance of online shopping, causing Indonesians in the era of globalization now become part of a consumerist culture where buying has become a lifestyle (Rochmansyah & Sopiyan, 2023). Impulsive buying is significantly and positively influenced by the shopping lifestyle, this is the result of research conducted by Tirtayasa et al (2020). Meanwhile, impulse buying is negatively and insignificantly influenced by the shopping lifestyle, this is the finding of research carried out by Listriani & Wahyono (2019). When someone's shopping lifestyle becomes a need, positive emotions will arise if these needs are satisfied and lead to impulse purchases (Ajizah & Nugroho, 2023). Based on researcher Rahmawati (2018) shopping lifestyle has a positive and significant impact on impulse buying, with positive emotions acting as a mediator. However, the opposite research results were found by Rismawati & Pertiwi (2022) who stated that positive emotion was unable to mediate the relationship between shopping lifestyle and impulse buying.

Consumers with a high level of fashion involvement often buy a product that is trending even though the price is quite expensive (Syahputri et al, 2023). Meutia (2021) stated that involvement in fashion has a positive and significant impact on impulse buying, but this opinion is different from the findings obtained by Hidayah et al (2019) which stated that there is no significant effect of involvement in fashion on impulse buying. Consumers who have an understanding the value of fashion products often feel happy to do impulse purchases on fashion products that they like, as mentioned in the research of Sumampow et al (2022). Research by Andani & Wahyono (2018) shows that involvement in fashion has an impact on impulse buying through positive emotion, but the results of research by Rahmasari & Utomo (2023) found that there was no significant effect of positive emotions in mediating involvement in fashion on impulse buying.

Consumers who experience positive emotion are more likely to make impulse purchases than consumers who are in a negative mood, according to the findings in research by Larasati & Auliya (2023). Febria & Oktavio (2020) found that positive emotions had a significant impact on impulsive buying, but the results of their research are different from the results of Amaylia et al (2022) who concluded that there is no effect of positive emotions on impulse buying. As a result, this study aims to identify the factors that influence impulsive buying with positive emotion acting as a mediator, based on the observed phenomenon. This study uses variables that have been tested in previous studies and the novelty of this study is to develop by specializing in e-commerce users in the Batam City area and adding shopping lifestyle and price discount variables.

**THEORETICAL REVIEW**

**Theory of Planned Behaviour**

Theory of Planned Behaviour (TPB) is a commonly used framework for understanding and predicting human behavior. It concentrates on aspects of managed decision-making as well as goal-directed behavior guided by conscious self-control mechanisms (Sok et al, 2021). According to TPB, an individual's intention to perform a behavior will be higher when he experiences a more positive attitude, subjective norms, and behavioral control of the behavior (Zanellia et al, 2023).

**Sales Promotion**

Sales Promotion according to Sulistyowati (2022) is a strategy to introduce and provide company product. Among the many promotional methods include social media, direct sales, and advertising. Sales promotion is one of the promotional strategies that attempts to provide a quick encouragement to clients so that they buy more products or services (Padmasari & Widyastuti, 2022). Sales promotion is used to inform the public about a product, including its benefits and utilization in order to arouse consumer interest to buy or start using the product that provided. Promotional efforts must be planned as attractively as possible and the information presented must be understood by the general public.

**Price Discount**

Price discount is a price reduction offered by a business for a predetermined period of time in effort to boost product sales. Discounted pricing can be presented as a percentage off the original price. The price reduction serves as an additional incentive for customers to act or at least pay attention to the promoted product (Saputro, 2019). According to Rahmadina (2023), price usually has an impact on consumer purchasing decisions. Price reduction is the one that is often used by marketers in both offline and online businesses that mainly serve consumers in a short period of time to attract consumers' attention and convince them to buy products at a lower price than usual.

**Hedonic Shopping Motivation**

A definition of motivation is an internal urge that drives people to take action. Hedonic shopping motivation is characterized as a fantasy that is related to behavior. An individual who lives a hedonic lifestyle always seeks the center of attention to avoid sadness (Afif, 2020). Current developments have resulted in changes in a way society uses various aspects of life, including spending money. This has led to people's interest and focus on a lifestyle of luxury and hedonism, which is seen as a way to gain recognition from their social environment. In addition, more often dissatisfied nature of human beings has also pushed society towards materialism. When this tendency is not well controlled, it can cause consumerist behavior that eventually leads to hedonism (Pranggabayu & Andjarwati, 2022).

**Shopping Lifestyle**

The definition of shopping lifestyle is the way of consumer behaves when making a decision to buy a product and how this behavior is influenced by their own feelings (Listriani & Wahyono, 2019). People are most likely making impulse purchases when they are enjoying a high shopping lifestyle. This occurs as a result of their increasing desire to satisfy their fashion needs in order to enhance their buying experience. According to Febriani & Purwanto (2019) Shopping Lifestyle is a consumption pattern that reflects on how a person makes decisions about using their time and resources. For example, individuals who always follow trends in fashion and beauty will happily spend their money to keep up with the latest trends. This is directly related to the level of consumer engagement with a particular product which in turn affects impulse buying behavior.

**Fashion Involvement**

Fashion involvement closely relates to classy and trendy clothing that has an important role and impact on direct purchase behavior. Most of the time, fashion involvement acts as a factor in a purchase of products and makes it easier for consumers to make decisions. Their decision to buy clothes is supported by their knowledge of current trends. By showing their ability to participate in the fashion world, consumers feel they are confident and to look good in the eyes of the general public (Ahmad et al, 2019). Meutia (2021) states that fahion involvement refers to a person's involvement with a fashion product as a result of the requirements, interests, attachments, and values of the product which are assessed based on consumer traits, fashion knowledge, and purchasing behavior. Consumers are enthusiastic about their involvement and are interested in being more active in fashion-related activities.

**Positive Emotion**

Consumer attitudes will affect on how they behave when visiting one of the retail stores. An important element in consumer decision-making is "emotion" which includes mood. Positive emotions strongly influence behavior, especially causing impulse purchases (Choirul & Artanti, 2019). Positive Emotion is a state where buyers in a pleasant mood are more likely to be motivated to do impulse purchases and satisfy their needs. When consumer needs or desires are satisfied, positive emotions appear and consumers are more likely to make impulse purchases (Mentari & Pamikatsih, 2022).

**Impulsive Buying**

Ariyanti & Setyo Iriani (2022) define impulsive buying as a certain situation that can happen when consumers are considering a particular product or brand due to an attractive offer given by the store to these consumers. Maradita & Sopiana (2020) explain that impulsive buying is defined as unplanned purchases made by consumers who do not plan to buy these items and only because they want them not because they need them, Impulse Buying can be found in both physical stores and online stores. Impulsive buying is triggered when consumers visit a shopping center and unconsciously make impulsive buying as a result of environmental stimuli and their mood (Choirul & Artanti, 2019).

The following is the formulation of the hypothesis developed and the research framework which raises seven variables:

**Figure 1. Research Model**

Source : Author, 2023

H1 : Shopping Lifestyle has a significant effect on impulsive buying

H2 : Hedonic Shopping Motivation has a significant effect on impulsive buying

H3 : Sales Promotion has a significant effect on impulsive buying

H4 : Price Discount has a significant effect on impulsive buying

H5 : Fashion Involvement has a significant effect on impulsive buying

H6 : Shopping Lifestyle has a significant effect on positive emotion

H7 : Hedonic Shopping Motivation has a significant effect on positive emotion

H8 : Sales Promotion has a significant effect on positive emotion

H9 : Price discount has a significant effect on positive emotion

H10 : Fashion Involvement has a significant effect on positive emotion

H11 : Positive emotion has a significant effect on impulsive buying

H12: Positive Emotion has a significant effect in mediating shopping lifestyle on impulsive buying

H13 : Positive Emotion has a significant effect in mediating Hedonic Shopping Motivation on impulsive buying

H14 : Positive Emotion has a significant effect in mediating sales promotion on impulsive buying

H15 : Positive Emotion has a significant effect in mediating price discounts on impulsive buying

H16 : Positive Emotion has a significant effect in mediating fashion involvement on impulsive buying

**RESEARCH METHODS**

**Research Type and Approach**

This research adopts quantitative research methods as the approach used, because this research aims to test previously formulated hypotheses and to identify the impact of independent variables on mediating variables and dependent variables (Amelia & Huda, 2021). Meanwhile, the type of research used is survey research to collect data, facts, and information about the state of symptoms that appear in the field (Praja et al, 2023). The data generated is primary data from questionnaires that have been distributed according to the specifications set by the researcher.

**Population and Sample**

The sampling selection was 230 respondents using nonprobability sampling method. The main criteria for the sample are that the respondents of this study must be the people of Batam City, have and use e-commerce applications for at least the last year. This study uses the type of primary data through a questionnaire distributed to respondents of E-commerce users in Batam City online via google form. The questionnaire used a 5-point Likert scale to collect information that could measure respondents' opinions about the variables studied.

**Data Analysis Method**

Managing and testing research data using Structural Equation Modeling (SEM). The data collected is then analyzed for Outer Loading, the value used must be higher than 0.6 (Hair et al, 2020), Average Variance Extracted (AVE) the value that must be achieved in order to meet the reliability of> 0.50 (Ghozali, 2021), Heterotrait-Monotrait Ratio (HTMT Ratio) with strong discriminant validity if the HTMT score is less than 0.90 (Putri, 2023), if the Composite Reliability value is greater than 0.7, it is considered an indicator that has a good level of reliability, accordance with the views presented by Ghozali & Latan (2015), for the Direct Effect and Indirect Effect, the hypothesis is considered accepted if the t-table value is at a significance level (p-values) of less than 0.05 in accordance with the guidelines presented by Hair et al (2020), and R Square which has a value of 0.75, 0.50, and 0.25 is considered sufficient, moderate, and weak according to the classification given by (Hair et al., 2020).

**RESULTS AND DISCUSSION**

**Descriptive Statistical Analysis**

**Outer Loading Test Results**

From the outer loading test results, it is found that all variables have an outer loading above 0.6, so it can be concluded that these variables are valid and suitable for further testing. However, the variables IB2 and FI3 have an outer loading below 0.6, so they are considered invalid, and so they will not be included in further testing.

**Table 1. HTMT, AVE, Composite Reliability Test Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel**  | **HTMT** | **AVE**  | **Composite Realibility** |
|   | FI  | HSM  | PE  | PD  | SP  | SL  | IB  |   |   |
| FI |  |  |  |  |  |  |  | 0, 849  | 0, 918 |
| HSM | 0, 357  |  |  |  |  |  |  | 0, 602  | 0, 819 |
| PE | 0, 472  | 0, 363  |  |  |  |  |  | 0, 620  | 0, 830 |
| PD | 0, 573  | 0, 296  | 0, 733  |  |  |  |  | 0, 507  | 0, 803 |
| SP | 0, 799  | 0, 336  | 0, 304  | 0, 514  |  |  |  | 0, 821  | 0, 932 |
| SL | 0, 330  | 0, 100  | 0, 295  | 0, 248  | 0, 418  |  |  | 0, 730  | 0, 912 |
| IB | 0, 412  | 0, 265  | 0, 847  | 0, 776  | 0, 371  | 0, 178  |    | 0, 643  | 0, 783  |

Source : Processed Data, 2023

**HTMT and AVE Test Results**

Table 1 shows the results of the HTMT data, all of the values are said have a good discriminant validity value because the value is below 0.90. Table 1 also shows the AVE value of all variables has passed 0.5 so it is said as valid.

**Composite Reliability Test Results**

The rules used to measure Composite Reliability must be higher than 0.7 (Ghozali & Latan, 2015). Table 1 shows that the overall discriminant validity data has exceeded 0.7 so that all the data is said as reliable.

**R Square Test Results**

The results of data analysis reveal that the R Square for the Impulsive Buying variable is 0.281, indicating that the variable is weak, on the other hand, the R Square value for the Positive Emotion variable is 0.325, which also indicates that the variable is also weak. It can be said that these two variables have weak criteria towards other variables.

**Hypothesis Test Results**

**H1: Shopping LifeStyle has a significant effect on Impulsive Buying.** The results show that the value owned by Shopping Lifestyle variable shows no significant effect on person's Impulsive Buying, because the coefficient value of the variable is 0.482, which exceeds the significance level of 0.05, so H1 is rejected. This research is in line with Listriani & Wahyono (2019) show that customers impulsive buying will not grow as a result of high shopping habits. Consumers who shop for their lifestyle are more likely to resist impulsive buying for various reasons including being caused by economics, pleasure, emotional satisfaction, and others.

**H2: Hedonic Shopping Motivation has a significant effect on Impulsive Buying.** The results prove that the value owned by Hedonic Shopping Motivation variable shows no significant influence on person’s Impulsive Buying, because the coefficient value of the variable is 0.736, which exceeds the 0.05 significance level. Therefore, H2 is rejected. This study is in line with the researcher Irawan et al (2020) who found that there is no significant effect of hedonic shopping motivation on impulsive buying because customers are not motivated to shop as the products that are offered by the store are not in keeping with current fashion trends.

**H3: Sales Promotion has a significant effect on Impulsive Buying**. The results of the analysis show that the value of Sales Promotion variables shows no significant influence on person’s Impulsive Buying, because the variable coefficient value is 0.366, which exceeds 0.05 significance level. Therefore H3 is rejected. This study is consistent with Diany & Sangen (2019) who stated that there is no significant influence between Sales Promotion and Impulsive Buying. The possibility of over-advertising products with unfavorable terms and conditions, such as the use of shopping coupons that can only be used on certain products, is one of the impacts that reduce customer enthusiasm for shopping.

**H4: Price Discount has a significant effect on Impulsive Buying**. The results of the analysis showing the Price Discount variable has a significant effect on person's Impulsive Buying, because the variable coefficient value is 0.003, which is smaller than the significance level of 0.05, so H4 is accepted. This research the same as Heridiansyah et al (2022) who stated that there is a significant effect of price discount on impulsive buying, customers are more likely to be interested in products with lower prices. Customers have an option to buy products because the price discount encourages their senses to make purchases.

**H5: Fashion Involvement** **has a significant effect on Impulsive Buying**. The results of the analysis prove that Fashion Involvement variable is showing no significant influence on person's Impulsive Buying, because the coefficient value of the variable is 0.823 which is above the significance level of 0.05, so H5 is rejected. This research is also consistent with Hidayah et al (2019) that found no significant influence between Fashion Involvement on Impulsive Buying, this is because most of the respondents are still students who depend on their parents for financial support and do not have their own income so they will be more careful in using money.

**H6: Shopping lifestyle has a significant effect on Positive Emotion**. The results indicate that the value of Shopping Lifestyle variable has a significant effect on person's Positive Emotion, because the variable coefficient value is 0.010, which is smaller than the significance level of 0.05, so H6 is accepted. This research same as the researcher Putro et al (2021) who also found a significant influence of shopping lifestyle on positive emotion. Shopping for lifestyle refers to individual consumer behavior and represents choices about how to spend time and money. Shopping Lifestyle makes people feel happy. Positive emotions such as joy and enthusiasm appear on person when their buying style is satisfied. For example, Gen Z is based on the ease of information discovery and variation in generational shopping habits. In general, generation Z tends to get positive emotion more easily from themselves.

**H7: Hedonic Shopping Motivation has a significant effect on Positive Emotion**. The test results prove that Hedonic Shopping Motivation variable shows a significant influence on person's Positive Emotion because the variable coefficient value is 0.010, which is lower than the significance level of 0.05, therefore H7 is accepted. This research is in line with Mentari & Pamikatsih (2022) according to the findings of the study that Hedonic Shopping Motivation has a positive and significant effect on positive emotion. Based on their findings, consumers already feel the desire to do hedonistic purchases of the items they are looking for when they open an online store (e-commerce). But once they find and engage in hedonistic shopping for the products, this will trigger a pleasant feeling (positive emotion) in them because they will feel satisfied and happy.

**H8: Sales Promotion has a significant effect on Positive Emotion**. The results show that the value of sales promotion variable indicates a significant influence on person's Positive Emotion, because the variable coefficient value is 0.041 which is smaller than the significance level of 0.05, so H8 is accepted. This research is consistent with Fatmawati & Dinar (2021) which reveals that Sales Promotion has a positive effect on Positive Emotion. When marketing distracting consumers, it makes them do Impulsive Buying. When people shop, attractive and innovative sale promotions can also cause positive emotion in consumers.

**H9: Price Discount has a significant effect on Positive Emotion**. The results show that the value owned by Price Discount variable indicates a positive significant effect on person's Positive Emotion, because the variable coefficient value is 0.000, which is lower than the significance level of 0.05, so H9 is accepted. This research is in line with Saputro (2019) which stated that there is a significant positive effect of price discount on customer positive emotion. Price discounts provide additional motivation for customers to react, or at least pay attention to the things that are offered. The emotions experienced by buyers when shopping are one of the causes of Impulsive Buying.

**H10: Fashion Involvement has a significant effect on Positive Emotion**. The results show that the value of fashion involvement variable has a positive significant effect on person's Positive Emotion, because the coefficient value of the variable is 0.036, which is lower than the significance level of 0.05, so H10 is accepted. This finding is consistent with the results of research conducted by Kinasih & Jatra (2018) which also confirms that the fashion involvement variable has a positive and significant impact on Positive Emotion. This shows that buyers tend to get positive emotions when interacting with fashion products during the online shopping process.

**H11: Positive Emotion has a significant effect on Impulsive Buying**. The results indicate that the value of Positive emotion variable shows a positive significant effect on Impulse Buying, because the coefficient value of this variable is 0.000, which is lower than the significance level of 0.05, so H11 is accepted. This research is in line with the researcher Febria & Oktavio (2020) who found that in general, the possibility of impulsive buying will increase when someone experiences an increasing feeling of pleasure when making a purchase. Because it can encourage the emotions of buyers who want to buy something immediately and without thinking first, so positive emotion has a significant influence on person's intention to make impulsive buying.

**H12: Positive Emotion has a significant effect in mediating Shopping LifeStyle on Impulsive Buying.** The results indicate that Positive emotion shows a significant influence in mediating shopping lifestyle on Impulsive Buying, because the statistical value is 0.022, which is lower than the significance level of 0.05, so H12 is accepted. This research is supported by Rahmawati (2018) that is showing impulsive buying can occur when a person has a lifestyle to spend a lot of money or who likes to shop and is motivated by positive emotions. When a person is involved in a purchasing activity to fulfill their own needs and as a result experiences happy or positive emotions, this can inspire the person to do impulsive purchases.

**H13: Positive Emotion has a significant effect in mediating Hedonic Shopping Motivation on Impulsive Buying**. The results of analysis show that the mediating role between impulsive buying and hedonic shopping motivation is significantly influenced by the positive emotion variable because the statistical value shows 0.013 which is smaller than the significance level of 0.05, so H13 is accepted. These results are in line with previous research by Andani & Wahyono (2018) which indicates that impulsive buying is significantly and positively influenced by hedonic shopping motivation through positive emotion. The perception where purchases are considered emotionally useful because they produce a variety of satisfying and beneficial experiences for consumers. The increase of potential effect of hedonic shopping motivation on impulsive buying can occur due to the relationship between positive emotion and hedonic shopping motivation.

**H14: Positive Emotion has a significant effect in mediating Sales Promotion on Impulsive Buying**. The results indicate that the value of Positive emotion variable is giving a significant effect in mediating Sales Promotion on Impulsive Buying, with a statistical value of 0.041 which is lower than the significance level of 0.05, so H14 is accepted. This research is supported by Andani & Wahyono (2018) who stated that impulsive buying is positively and significantly influenced by sales promotion through positive emotion. Positive emotion and an increase in impulsive buying are generated by effective sales promotion to persuade customers to give in more easily to their impulses. In this case, sales promotion will encourage impulsive buying due to customer interest caused by attractive offers and encourage customers to visit the store and make spontaneous purchases.

**H15: Positive Emotion has a significant effect in mediating Price Discount on Impulsive Buying**. The results show that the value of Positive emotion variables shows a significant influence in mediating Price Discount on Impulsive Buying, because the statistical value was 0.000 is less than the significance level of 0.05, so H15 is accepted. This research is in line with Jamjuri et al (2022) who stated that impulsive buying through positive emotion is significantly and positively affected by price discounts. An increase in consumer feelings of satisfaction has an impact in encouraging them to make spontaneous purchases or impulsive buying that can occur along with the various price discounts that are being offered on various products that are sold in stores.

**H16: Positive Emotion has a significant effect in mediating Fashion Involvement on Impulsive Buying**. The results indicate that the value of Positive emotion variable shows a significant effect in mediating Fashion Involvement on Impulse Buying, because its value of 0.039 is lower than the significance level of 0.05 so that H16 is accepted. This research is supported by Andani & Wahyono (2018) who had proven that through Positive emotion, the level of involvement in fashion has a positive and significant impact on Impulsive Buying behavior. This shows that consumers tend to make impulsive purchases on clothing with the latest models and styles because there is a strong relationship between involvement in fashion and impulsive buying behavior. In addition, an individual's positive emotion can be influenced by their interest in fashion. People who are strongly attracted to fashion products tend to always view them positively.

**CLOSING**

Identifying the factors that influence impulsive buying behavior with a mediator, namely positive emotion, is the main objective in this study. The results indicate that impulsive buying is significantly influenced by positive emotion and price discount variables. Meanwhile, impulsive buying is not influenced by fashion involvement, shopping lifestyle, hedonic shopping motivation, and sales promotion variables. However, the mediator role of positive emotion was able to connect all these variables with impulsive buying. The limitations that were found in this study are the source of data and information on the number of residents of Batam City who are using e-commerce and research data collection which was distributed via online in gform, it is very easy to find subjective data. Researcher suggest that future researchers can include additional variables that influence Impulsive Buying variable and to achieve better and more comprehensive research results, future researchers are expected to add and improve questions and statements on research questionnaires that are unclear or poorly understood by respondents.

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