JOURNAL OF CIVIL MULTIDISCIPLINARY (MUDIMA)
Homepage: https://journal.formosapublisher.org/index.php/mudima
ISS N: 2808-5639 (Online)
Research Article

Volume 3, No 2, February (2023)	DOI: https://doi.org/10.55927/mudima.v3i2.2389	Pages: 425- 432

The Effect of Sales Promotion and Shopping Lifestyle on Impulse Buying with Positive Emotion as a Mediating Variable for Shopee Customers in Pekanbaru City

Gatot Wijayanto[1*], Arwinence Pramadewi[2], Jushermi[3], Aulya Anindita Pratiwi[4], Muhammad Syafi'i[5]
Universitas Riau
Corresponding Author: Gatot Wijayanto gatot456@gmail.com

ARTICLEINFO

Keywords: Sales Promotion, Shopping Lifestyle, Impulse Buying, Positive, Shopee Customers Performance

Received : *1 January*
Revised : *17 January*
Accepted : *18 February*

ABSTRACT

This study aims to determine the effect of sales promotion and shopping lifestyle on impulse buying with positive emotion as a mediating variable for shopee customers in Pekanbaru City. The analytical approach uses quantitative methods by collecting data using survey methods. The population in this study were online service users at the Shoppe market place in the city of Pekanbaru. The number of samples taken in this study were 100 respondents. The sampling technique used in this study was accidental sampling. The results showed that Sales Promotion (X1) had a significant effect on Positive Emotion (M), Shopping Lifestyle (X2) had a significant effect on Positive Emotion (M), Sales Promotion (X1) had a significant effect on Impulse Buying (Y), Shopping Lifestyle (X2)) has a positive and significant effect on Impulse Buying (Y), Positive Emotion (M) has a positive and significant effect on Impulse Buying (Y), Sales Promotion (X1) has a significant effect on Impulse Buying (Y) through Positive Emotion (M), and Shopping Lifestyle (X2) has a positive and significant effect on Impulse Buying (Y) through Positive Emotion (M)

INTRODUCTION

The advancement of technology and the flow of information have made Indonesian people more open to global knowledge. The rapid internet network also indirectly brings new phenomena or new lifestyles among people who like to take advantage of internet facilities. The use of Information and Communication Technology (ICT) is growing, not only providing services and ease of information, but also being used as a digital-based marketing communication medium (Wahyuni & Setyawati, 2020).

Shopee is one of the online sites that has the opportunity to become the best *e-commerce* player in Indonesia. Shopee which for the past 2 years up and down at positions 1,2 and 3. In the first quarter of 2019 Shopee was still ranked 3rd after Tokopedia and Bukalapak. However, in the second quarter of 2019 Shopee successfully displaced Bukalapak in the second position. Shopee records 90.7 million web visitors every month, while Bukalapak only differs slightly by 89.7 million visitors per month. Meanwhile, in the fourth quarter of 2020 Shopee managed to record 129 million visits, an increase of 32.7 million visits from the third quarter period. To win the competition between e-commerce, Shopee conducts marketing communication activities that encourage instant purchases (*impulsive buying*) (Fissudur, Basalamah, & Hatneny, 2021).

One of the consumer behaviors in Indonesia is not having a plan when shopping (*impulsive buying*). In addition, in these conditions consumers are faced with feelings and impulses to get the goods. Consumers who make unplanned purchases can be based on lifestyle changes such as *shopping lifestyle* (Padmasari & Widyastuti, 2022).

Impulsive purchases do not only occur in traditional (offline) stores, but also occur in online stores. This goes hand in hand with the increasing competition in online stores that offer various stimuli triggering the emergence of implusive purchases. Promotion is one of the factors that stimulates consumers in making immersive purchases. Where this sales promotion is a marketing activity that is an added value to increase the sales volume of a product (Ahmad, Wolok, & Abdussamad, 2022).

Promotion is a communication of seller and buyer information that aims to change the attitude and behavior of buyers, who previously did not understand to understand so that they become buyers and remember the product (Kwan, 2016).

Shopping has become a lifestyle for people to mean that they will be willing to sacrifice something in order to get the desired product. Purchasing products that are trending again and products that are discovered accidentally will cause unplanned purchases, causing *impulse buying*.

Research by (Fauziyyah & Oktafani, 2018) shows that the higher *the shopping lifestyle* , the direct effect on *impulse buying*.

Based on the description above, the author is interested in conducting a study with the title "The Effect of *Sales Promotion* and *Shopping Lifestyle* on *Impulse Buying* With *Positive Emotion* as a Mediating Variable on *Shopee* Customers in Pekanbaru City ".

METHODS

This research is reviewed from the analytical approach using quantitative by collecting data using the *survey* method. The *survey* method is used to obtain data from certain populations that are natural, but researchers collect data by circulating questionnaires where researchers do not give treatment as in experiments (Rahayu, 2015).

The population in this study were users of online services at the *Shoppee market place* in Pekanbaru city. The number of samples taken in this study was 100 respondents. The sampling technique used in this study was *accidental sampling*. Data collection techniques using questionnaires. According to Sugiyono in Purwadi, (2015) Questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents for them to answer.

RESULTS AND DISCUSSION

1. Evaluation Outer Model

The manifest variables in the study include the following:

1. The latent variable *Sales Promotion* (X 1) is measured by 5 observed variables, namely X1.1 – X1.5.
2. The latent variable *Shopping Lifestyle* (X_2) is measured by 6 observed variables, namely X2.1 – X2.6.

3. The latent *variable Positive Emotion* (M) is measured by 4 observed variables , namely M1 – M4.

a. The latent *variable Impulse Buying* (Y) is measured by 4 observed variables namely M1 – M4.

2. Test *Convergent Validity*

The first stage assesses the *convergent validity* criteria. An indicator is said to have good validity in reflective latent if it has a *loading factor* value greater than 0.70. While the *loading factor* of 0.50 to 0.60 can still be maintained for models that are still in the development stage. Based on the results of estimates using the help of the SmartPLS 3.0 program application. obtained the *output* of *the loading factor* value for each construct from each variable. Based on this, it can be seen that based on the *loading* factor, all constructs are declared valid. Furthermore, *an average variance extracted* (AVE) test will be carried out to further strengthen the results of *convergent validity* with the criteria if the AVE value $\geq$ 0.5, then the construct used in the study is valid.

Itis known that the results of *convergent validity* based on the *average variance extracted* value show that all latent variables have an AVE value greater than 0.5, so that the entire constrate is declared valid. These indicate that the indicators that make up the latent construct have a good *convergent validity* when viewed from the value of the *average variance extracted.*

3. Test Discriminant Validity

Discriminant Validity can be seen from the cross loading value. The value of the correlation of the indicator to its construct must be greater than the value of the correlation between the indicator and other constructs. And it can also be seen from the comparison between the square roots of AVE and the correlation between latent constructs. When the AVE square root value is greater than the correlation between latent constructs indicates that the latent construct has good discriminant validity in the model.

4. Test Reliability

The next stage *assesses Cronbach's Alpha* and *Composite Reliability* criteria. Each construct is said to be reliable if it has *Cronbach's Alpha* and *Composite Reliability* greater than 0.70 (Ghozali & Dan, 2017)

It is known that all latent constructs have *a value of cronbach's alpha* and *composite* reliability of more than 0.7, this indicates that latent constructs have good *reliability*. This indicates that all latent constructs have good *reliability*.

5. Test *Inner Model*

Evaluation of the *inner model* is an analysis of the results of relationships between constructs. The estimation of the relationship between constructs can be seen as follows.

1. The latent variable *Positive Emotion* (M) is influenced by *the variables Sales Promotion* (X_1) and *Shopping Lifestyle* (X_2).

2. The latent variable *Impulse Buying* (Y) is influenced by *the variables Sales Promotion* (X_1), *Shopping Lifestyle* (X_2), and *Positive Emotion* (M).

6. R Square

R-Square for the Positive Emotion (M) variable of 0.253 which means that *Sales Promotion* (X_1) and *Shopping Lifestyle* (X_2) contributed an influence of 0.253 or 25.3% on *Positive Emotion* (M) with a moderate category . While the remaining 74.7% is the influence of other factors that are not observed.

And the R-Square for the Impulse Buying variable (Y) is 0.459 which means that *Sales Promotion* (X_1), *Shopping Lifestyle* (X_2), and *Positive Emotion* (M) contribute an influence of 0.459 or 45.9% to *Impulse Buying* (Y) with moderate category. While the remaining 54.1% is the influence of other factors that are not observed.

7. F Square

Next is to look at the value of F *Square*. F *Square* is used to see the influence of latent

variable predictors on the structural level. F Square's value of 0.02 indicates a small rating, Effect Size 0.15 indicates a medium rating and Effect Size 0.35 indicates a large rating (Sholiha & Salamah, 2015).

It is known to show the influence of predictors of latent variables on the structural level. The *Sales Promotion* (X_1) and *Shopping Lifestyle* (X_2) variables have an influence with a small category in influencing *Positive Emotion* (M). And *Sales Promotion* (X_1), *Shopping Lifestyle* (X_2), and *Positive Emotion* (M) have a small category of influence in influencing *Impulse Buying* (Y).

8. Q*-square *Predictive Relevance

The next step is to look at *Q-square predictive relevance* for the construct model. *Q-square* testing is used to measure how well the observation value produced by the model and also the estimation of its parameters. A Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value, while *a Q-square* of less than 0 (zero) indicates that the model has less *predictive relevance.*

The value of Q^2 (*Q-square predictive relevance*) obtained is 0.596. Because the value is greater than 0 (zero) it means that the model has an adequate *predictive relevance* value.

9. Hypothesis test

Hypothesis testing in this study was carried out using *path coefficient*, t-value, and *p-value* values. To assess the significance and prediction in hypothesis testing can be seen from the *path coefficient* and *t-value* values (Abdillah & Hartono, 2015: 197). According to Abdillah & Hartono (2015: 211), assessing predictions and significance in hypothesis testing can be seen from *the t-value* and *p-value.* The t-table values can be seen in the following table.

Table 1. T-table Values

	One tailed	***Two tailed***
t-tabel	1.64	1.96

Sumber: Abdillah & Hartono (2015: 211)

Test Criteria:

1. If the t-statistical value > t-table, then H0 is rejected and H1 is accepted
2. If the t-statistical value < t-table, then H0 is accepted and H1 is rejected

From the results of calculations using smartPLS, the amount of significance value t-calculated in the figure below is obtained which states the magnitude of the significance value between the variables tested, which is presented in the form of arrows. The t-count value in the figure expresses the magnitude of the significance value between the research variables. The magnitude of the significance value between the variables tested is presented in the form of a value contained in an arrow that connects one of the variables to the variable to which it is intended.

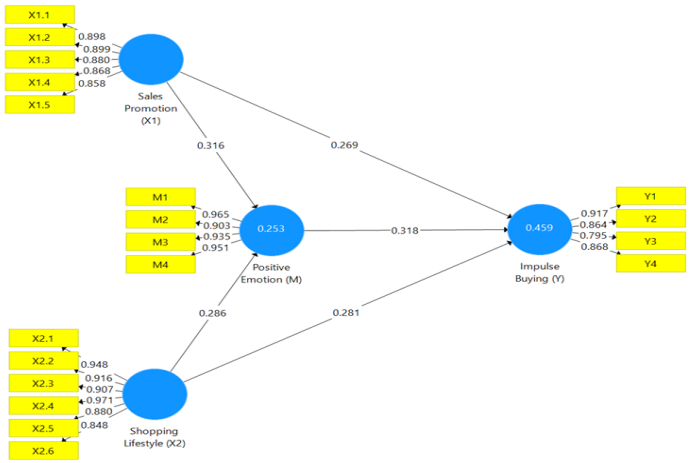

Figure 1. Structural Model (path coefficient, beta)

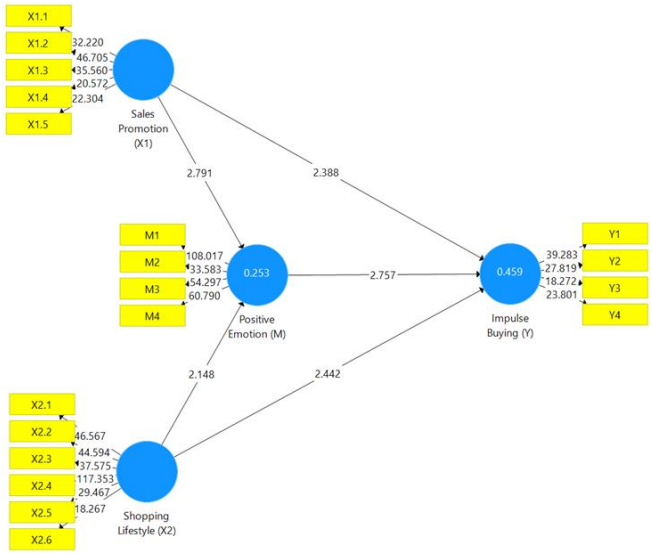

Figure 2. Significance Value (t-count)
Source: Data processing Output Using SmartPLS (2021)

Statistical hypothesis:

1. H0: Sales Promotion (X1) has no significant effect on Positive Emotion (M)
H1: Sales Promotion (X1) has a significant effect on Positive Emotion (M)
2. H0: Shopping Lifestyle (X2) has no significant effect on Positive Emotion (M)
H1: Shopping Lifestyle (X2) has a significant effect on Positive Emotion (M)
3. H0: Sales Promotion (X1) has no significant effect on Impulse Buying (Y)
H1: Sales Promotion (X1) has a significant effect on Impulse Buying (Y)
4. H0: Shopping Lifestyle (X2) has no significant effect on Impulse Buying (Y)
H1: Shopping Lifestyle (X2) has a significant effect on Impulse Buying (Y)
5. H0: Positive Emotion (M) has no significant effect on Impulse Buying (Y)
H1: Positive Emotion (M) has a significant effect on Impulse Buying (Y)
6. H0: Sales Promotion (X1) has no significant effect on Impulse Buying (Y) through Positive Emotion (M)
H1: Sales Promotion (X1) has a significant effect on Impulse Buying (Y) through Positive Emotion (M)

7. H0: Shopping Lifestyle (X2) has no significant effect on Impulse Buying (Y) through Positive Emotion (M)
H1: Shopping Lifestyle (X2) has a significant effect on Impulse Buying (Y) through Positive Emotion (M).

Based on the hypothesis above, the hypothesis test was carried out using the bootstrapping method using SmartPLS software, and the following values were obtained:

Table 2. Results of Path Coefficient Values and T-Counts

Hypothesis	Influence	Koefisien Jalur	T Count	P Values
H1	X1 -> M	0.316	2.791	0.005
H2	X2 -> M	0.286	2.148	0.032
H3	X1 -> Y	0.269	2.388	0.017
H4	X2 -> Y	0.281	2.442	0.015
H5	M -> Y	0.318	2.757	0.006
H6	X1 -> M -> Y	0.101	2.366	0.033
H7	X2 -> M -> Y	0.091	1.987	0.045

From the results of the table above, the value of the path coefficient of the Sales Promotion variable (X1) which is positive, which is 0.316, shows that the direction of the relationship between Sales Promotion (X1) and Positive Emotion (M) is positive or unidirectional, meaning that if Sales Promotion (X1) increases, Positive Emotion (M) will increase, and vice versa. The effect between Sales Promotion (X1) and Positive Emotion (M) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2,791 greater than t table, and a p value smaller than alpha 5% (0.005 < 0.05). Thus, H1 is accepted, meaning that Sales Promotion (X1) has a significant effect on Positive Emotion (M).

The value of the path coefficient of the Shopping Lifestyle variable (X2) which is positive which is 0.286 indicates that the direction of the relationship between Shopping Lifestyle (X2) and Positive Emotion (M) is positive or unidirectional, meaning that if Shopping Lifestyle (X2) increases, Positive Emotion (M) will increase, and vice versa. The influence between Shopping Lifestyle (X2) and Positive Emotion (M) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2.148 greater than t table, and a p value smaller than alpha 5% (0.032 < 0.05). Thus, H2 is accepted, meaning that Shopping Lifestyle (X2) has a significant effect on Positive Emotion (M).

The value of the sales promotion variable path coefficient (X1) which is positive which is 0.269 indicates that the direction of the relationship between Sales Promotion (X1) and Impulse Buying (Y) is positive or unidirectional, meaning that if Sales Promotion (X1) increases, impulse buying (Y) will increase, and vice versa. The effect between Sales Promotion (X1) and Impulse Buying (Y) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2,388 greater than the table t, and a p value smaller than alpha 5% (0.017 < 0.05). Thus, H3 is accepted, meaning that Sales Promotion (X1) has a significant effect on Impulse Buying (Y).

The value of the Shopping Lifestyle (X2) variable path coefficient, which is positive, which is 0.281, indicates that the direction of the relationship between Shopping Lifestyle (X2) and Impulse Buying (Y) is positive or unidirectional, meaning that if Shopping Lifestyle (X2) increases, impulse buying (Y) will increase, and vice versa. The influence between Shopping Lifestyle (X2) and Impulse Buying (Y) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2,442 greater than t table, and a p value smaller than alpha 5% (0.015 < 0.05). Thus, H4 is accepted, meaning that Shopping

Lifestyle (X2) has a positive and significant effect on Impulse Buying (Y).

The value of the Positive Emotion (M) variable path coefficient, which is positive, which is 0.318, indicates that the direction of the relationship between Positive Emotion (M) and Impulse Buying (Y) is positive or unidirectional, meaning that if Positive Emotion (M) increases, impulse buying (Y) will increase, and vice versa. The influence between Positive Emotion (M) and Impulse Buying (Y) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2.757 greater than t table, and a p value smaller than alpha 5% (0.006 < 0.05). Thus, H5 is accepted, meaning that Positive Emotion (M) has a positive and significant effect on Impulse Buying (Y).

The value of the sales promotion variable path coefficient (X1) which is positive which is 0.101 indicates that the direction of the relationship between Sales Promotion (X1) and Impulse Buying (Y) through Positive Emotion (M) is positive or reversed, meaning that if Sales Promotion (X1) increases, impulse buying (Y) through Positive Emotion (M) will increase, and vice versa. The effect between Sales Promotion (X1) and Impulse Buying (Y) through Positive Emotion (M) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 2,366 greater than t table, and a p value smaller than alpha 5% (0.033 < 0.05). Thus, H6 is accepted, meaning that Sales Promotion (X1) has a significant effect on Impulse Buying (Y) through Positive Emotion (M).

And the value of the path coefficient of the Shopping Lifestyle variable (X2) which is positive which is 0.091 indicates that the direction of the relationship between Shopping Lifestyle (X2) and Impulse Buying (Y) through Positive Emotion (M) is positive or unidirectional, meaning that if Shopping Lifestyle (X2) increases then Impulse Buying (Y) through Positive Emotion (M) will increase, and vice versa. The influence between Shopping Lifestyle (X2) and Impulse Buying (Y) through Positive Emotion (M) was significant in the 2-tailed test (t table = 1.96) with a T-statistical value of 1,987 greater than t table, and a p value smaller than alpha 5% (0.045 < 0.05). Thus, H7 is accepted, meaning that Shopping Lifestyle (X2) has a positive and significant effect on Impulse Buying (Y) through Positive Emotion (M).

CONCLUSION

Based on the results of the study, it can be concluded that Sales Promotion (X1) has a significant effect on Positive Emotion (M). Shopping Lifestyle (X2) has a significant effect on Positive Emotion (M). Sales Promotion (X1) has a significant effect on Impulse Buying (Y). Shopping Lifestyle (X2) has a positive and significant effect on Impulse Buying (Y). Positive Emotion (M) has a positive and significant effect on Impulse Buying (Y). Sales Promotion (X1) has a significant effect on Impulse Buying (Y) through Positive Emotion (M). Shopping Lifestyle (X2) has a positive and significant effect on Impulse Buying (Y) through Positive Emotion (M).

REFERENCES

Ahmad, Siti Hadidjah, Wolok, Tineke, & Abdussamad, Zulfia K. (2022). Pengaruh Shopping Lifestyle Dan Promosi Produk Skin Care Terhadap Impulse Buying Melalui Media Tiktok Shop. *JURNAL ILMIAH MANAJEMEN DAN BISNIS*, *5*(2), 784–793.

Fauziyyah, Astri Nurrohmah, & Oktafani, Farah. (2018). PENGARUH SHOPPING LIFESTYLE DAN FASHION INVOLVEMENT TERHADAP IMPULSE BUYING BEHAVIOR (Studi pada Masyarakat Kota Bandung). *Jurnal Riset Bisnis Dan Manajemen*, *8*(1), 1–4.

Fissudur, Syifaullima, Basalamah, M. Ridwan, & Hatneny, Aleria Irma. (2021). Pengaruh Sales Promotion, Hedonic Shopping Motivation Dan Web Quality Terhadap Impulse Buying Pada Online Shop Shopee Di Masa Pandemi (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Islam Malang). *E – Jurnal Riset Manajemen PRODI MANAJEMEN Fakultas Ekonomi Dan Bisnis Unisma*, 126–138.

Ghozali, Imam, & Dan, Structural Equation Modeling

Teori Konsep. (2017). SPSS. *Semarang: Badan Penerbit Universitas Diponegoro*.

Kwan, Oky Gunawan. (2016). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Planet Sports Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, *10*(1), 27–34.

Padmasari, Dwi, & Widyastuti, Widyastuti. (2022). Pengaruh Fashion Involvement, Shopping Lifestyle, Dan Sales Promotion Terhadap Impulse Buying Pada Pengguna E-Commerce. *Jurnal Ilmu Manajemen*, *10*(1), 123–135.

Purwadi, Muhammad Dicky. (2015). *Pengaruh Pemahaman Tentang Proses Pembelajaran Dan Model Penilaian Terhadap Kesiapan Dalam Menerima Kurikulum 2013 Pada Guru Di Sma Negeri 1 Polanharjo Tahun 2014*. UNIVERSITAS MUHAMMADIYAH SURAKARTA.

Rahayu, Mardiyatun Mugi. (2015). Pengaruh Kebiasaan Belajar Terhadap Hasil Belajar Matematika. *Journal of Elementary Education*, *4*(1), 39–45.

Sholiha, Eva Ummi Nikmatus, & Salamah, Mutiah. (2015). Structural Equation Modeling-Partial Least Square untuk Pemodelan Derajat Kesehatan Kabupaten/Kota di Jawa Timur (Studi Kasus Data Indeks Pembangunan Kesehatan Masyarakat Jawa Timur 2013). *JURNAL SAINS DAN SENI ITS*, *4*(2), 169–174.

Wahyuni, Reni Suci, & Setyawati, Harini Abrilia. (2020). Pengaruh Sales Promotion, Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, *2*(2), 144–154.