

The Effect of Hedonic Shopping Motivation and Price Discount on Impulse Buying with Positive Emotion As an Intervening Variable (Study on Skintific Gen Z Consumers in the Shopee Application in Malang City)

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Abstract: This study aims to analyze the influence of hedonic shopping motivation and price discount on impulse buying with positive emotion as an intervening variable. The method used is quantitative research, with data collection techniques through surveys and questionnaires. The population in this study is Gen Z Skintific consumers in the Shopee application in Malang City. The sampling technique used non-probability sampling with the purposive sampling method, the sample number was 140 respondents. The results of the study show that hedonic shopping motivation, price discount, and positive emotion have a direct effect on impulse buying. Hedonic shopping motivation and price discounts have a direct influence on positive emotions. Hedonic shopping motivation and price discount affect impulse buying indirectly through positive emotions as a mediating variable.

INTRODUCTION

Technological developments and globalization have brought major changes to people's consumption patterns. Shopping activities that were initially only carried out to meet basic needs, have now developed into a part of the lifestyle and a means of fulfilling emotional satisfaction. This phenomenon is increasingly seen with the increasing use of the internet and e-commerce platforms that offer convenience, speed, and various promotional strategies that are able to attract consumers' attention. Shoffi'ul et al., (2021) explain that the development of online shopping in the modern era provides a great opportunity for marketers to encourage impulse buying behavior through various attractive marketing stimuli. This condition makes it easier for consumers to make purchases without prior planning or impulse buying.

Arfani (2020) states that impulse purchases on e-commerce platforms occur when consumers buy products spontaneously without rational consideration of benefits and needs. Such consumptive behavior is not only a concern in the perspective of marketing and consumer psychology, but also in the perspective of spiritual values. Spiritual values teach that every consumption activity should be based on wisdom, responsibility, and the ability to control oneself so as not to get caught up in excessive behavior in fulfilling desires. Impulsive purchasing

decisions have the potential to encourage individuals to prioritize momentary gratification over consideration of actual benefits and needs. Consumers need to have spiritual awareness as a foundation in managing consumption behavior so that they are able to distinguish between needs and desires and avoid excessive consumptive behavior. The study of impulse buying is not only important from the economic and consumer behavior aspects, but also provides an understanding of the importance of applying spiritual values in realizing more responsible and ethical consumption behavior.

One of the sectors that is experiencing rapid development through e-commerce platforms is the cosmetics and skincare industry. The beauty industry today has become an important part of people's lives, especially women, both teenagers and adults. Amin & Rachmawati (2020) explained that the increasing beauty trend causes competition between cosmetic manufacturers to be more intense. In addition, Ovaliana & Mahfudz (2022) stated that increasing public awareness of the importance of self-care is driving the growth of the cosmetics market significantly. This condition has caused various skincare brands to compete to offer quality products with attractive promotional strategies through digital platforms.

Generation Z is the most dominant consumer group in the skincare market today. The characteristics of Generation Z who are close to digital technology, are active on social media, and easily follow viral trends make this group very potential in the beauty industry. Generation Z tends to be responsive to various digital promotions such as flash sales, live shopping, free shipping, and price discounts offered through e-commerce. This causes the behavior of buying beauty products online in Generation Z to be higher and is often done without careful planning.

Skintific is one of the brands in the Indonesian skincare industry that is experiencing very rapid growth. Based on Kompas data in 2025, Skintific managed to occupy the first position in sales of beauty products on Shopee in the first quarter of 2025 with a market share of 4.10% or around IDR 410 billion. This position shows that Skintific has a very strong appeal among Indonesian consumers, especially Generation Z. According to CNN Indonesia (2023), Skintific has managed to attract the attention of the public because of its product focus on improving skin barriers and product quality that is considered able to answer the needs of modern skincare consumers.

The popularity of Skintific can also be seen from the high number of followers of its official store on Shopee which reaches more than 5 million followers. Hayu et al., (2023) mentioned that the high interest of consumers in Skintific is influenced by positive reviews, product quality, and aggressive promotional strategies such as providing massive discounts and flash sale programs. On the momentum of double dates such as 12.12, Skintific's sales volume increased significantly to reach 53.5% compared to normal days. This phenomenon shows that promotional strategies such as price discounts are able to increase consumer buying interest quickly and spontaneously.

Impulse buying behavior in online shopping is inseparable from consumer psychological factors, one of which is hedonic shopping motivation. Hedonistic motivation is a shopping drive that is based on the search for pleasure, entertainment, and emotional satisfaction while shopping. Yusuf et al., (2023) stated that hedonic shopping motivation has a positive effect on impulse buying. Consumers who shop for pleasure tend to make spontaneous purchases without considering their primary needs. Tjiptono (2019) also explained that hedonistic consumption behavior is related to the emotional experiences and fantasies that consumers feel when enjoying a product or shopping process.

Another factor that also affects impulse buying is price discount. Price discounts are often a

stimulus that is able to attract the attention of consumers and create a perception of profit in shopping. When consumers feel they are getting a product at a lower price, they tend to be motivated to make a purchase immediately without prior planning. Larasati & Yasa (2021) found that price discounts have a positive effect on impulse buying. However, different results are shown by research by Sari & Faisal (2019) which states that price discounts do not have a significant effect on impulse purchases. The difference in the results of the study shows that there is a research gap so that further research is needed on the effect of price discounts on impulse buying.

The emotional aspect also has a very important role. Positive emotion is a feeling of pleasure, satisfaction, and joy that arises when consumers do shopping activities. Mathori & Chasanah (2024) explain that positive emotions can increase consumers' tendency to impulse buy. These positive emotions can arise due to a pleasant shopping experience or the existence of promotional stimuli such as price discounts. Latiffah (2018) stated that hedonic shopping motivation and price discounts can trigger the emergence of positive emotions in consumers. Furthermore, these positive emotions will encourage consumers to make spontaneous purchases.

Positive emotion in this study was positioned as an intervening variable that bridged the relationship between hedonic shopping motivation and price discount to impulse buying. Andriani (2021) explained that positive emotions can be a psychological mechanism that strengthens the influence of hedonistic motivation and price discounts on impulse purchase decisions. Thus, when consumers feel pleasure when seeing Skintific promotions on Shopee, an emotional impulse arises that eventually triggers an unplanned purchase.

The selection of Shopee as the object of the research is based on its position as a marketplace with the largest number of users in Indonesia. Shopee is also known to actively offer various marketing strategies such as flash sales, discount vouchers, free shipping, and double date programs that are able to increase consumer shopping activities. This strategy is particularly relevant to the consumption behavior of Generation Z who tend to prefer practical, attractive, and promotion-filled shopping experiences.

Meanwhile, Malang City was chosen as the research location because it has a very large Generation Z population. Based on data from the Central Statistics Agency of Malang City in 2024, the number of people aged 15-29 years will reach more than 200 thousand people. The city of Malang is also known as an education city with many universities that cause the dominance of the young population to be quite high. These characteristics make Malang City a very potential area in describing the consumption behavior of Generation Z, especially in purchasing skincare products through e-commerce. Based on this background, the author is interested in analyzing this problem with the title "The Effect of Hedonic Shopping Motivation and Price Discount on Impulse Buying with Positive Emotion as an Intervening Variable (Study on Skintific Gen Z Consumers in the Shopee Application in Malang City)".

LITERATURE REVIEW

Hedonic Shopping Motivation

Hedonic shopping motivation is a shopping motivation that is based on the desire to obtain pleasure, entertainment, and emotional satisfaction during the shopping process. According to Anggraeni et al., (2023), hedonistic motivation arises when consumers feel happy and satisfied when doing shopping activities. Tjiptono (2019) explained that hedonistic consumption is related to the emotional experiences, entertainment, fantasies, and pleasures that consumers feel when using products or services. The development of e-commerce has further increased the motivation

of hedonistic shopping through various attractive features such as flash sales, discount vouchers, free shipping, and interactive product displays. This condition makes it easier for consumers to be encouraged to make spontaneous purchases in order to obtain emotional satisfaction. According to Tjiptono (2019), indicators of hedonic shopping motivation include adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

Price Discount

Price discount is a marketing strategy in the form of a price reduction that sellers give to consumers within a certain period of time to attract purchase interest. According to Tjiptono (2019), a discount is a price reduction given as a form of appreciation for certain actions of the buyer. Discounts in marketing practices not only serve as financial incentives, but they are also used to attract the attention of consumers and increase sales volume. On e-commerce platforms, price discounts are often manifested in the form of discounts, shopping vouchers, free shipping, flash sales, and double date promos such as 11.11 and 12.12 which are able to create a sense of urgency in shopping. According to Tjiptono (2019), price discount indicators include the intensity of product experimentation with discounts, the intensity of product purchases with discounts, and the intensity of the reasons for purchasing products that are being discounted.

Impulse Buying

Impulse buying is a purchase behavior that is carried out spontaneously without prior planning. According to Utami & Aini (2020), impulse buying is characterized by the emergence of a strong and sudden desire to buy a product immediately. This desire arises suddenly so that consumers make purchases without considering the needs or consequences of the decision. The development of e-commerce has also increased impulse buying behavior through various marketing strategies such as discounts, flash sales, vouchers, and other attractive promotions. The ease of access to online shopping makes it easier for consumers to make purchases without planning because of emotional urges and momentary desires. According to Fasyni et al., (2021), impulse buying indicators include pure impulse, reminder impulse, suggestion impulse, and planned impulse.

Positive Emotion

Positive emotion is an emotional state characterized by pleasant feelings such as happiness, happiness, satisfaction, comfort, and enthusiasm. According to Febriyanti (2023), positive emotions include various pleasant feelings such as happiness, love, peace, and cheerfulness that are able to have a positive influence on a person's activities. Abdy (2019) stated that consumers who feel positive emotions tend to spend longer in the shopping environment so that the chances of impulse purchases are greater. On the other hand, consumers who experience negative emotions will tend to avoid shopping activities and are not interested in making purchases. According to Adzqia & Adialita (2024), positive emotion indicators include pleasure, arousal, and dominance.

METHOD

This study uses a quantitative approach with a survey method. According to Sugiyono (2020), quantitative research is a method used to test the relationship between variables through statistical data collection and analysis. The research location was conducted in Malang City with a focus on Generation Z consumers who use the Shopee application who have bought Skintific products through the official store. The population in this study is Generation Z consumers who use Shopee in Malang City who have bought Skintific products. The sampling technique uses

non-probability sampling with the purposive sampling method, which is the determination of samples based on certain criteria. With a total of 28 statement items, a sample of 140 respondents was obtained. The data collection technique was carried out through surveys and questionnaires using the Likert scale. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 4 application. The stages of analysis include descriptive analysis, external model evaluation, inner model evaluation, fit model test, hypothesis test, and mediation test.

RESULT AND DISCUSSION

Convergent Validity Test Results

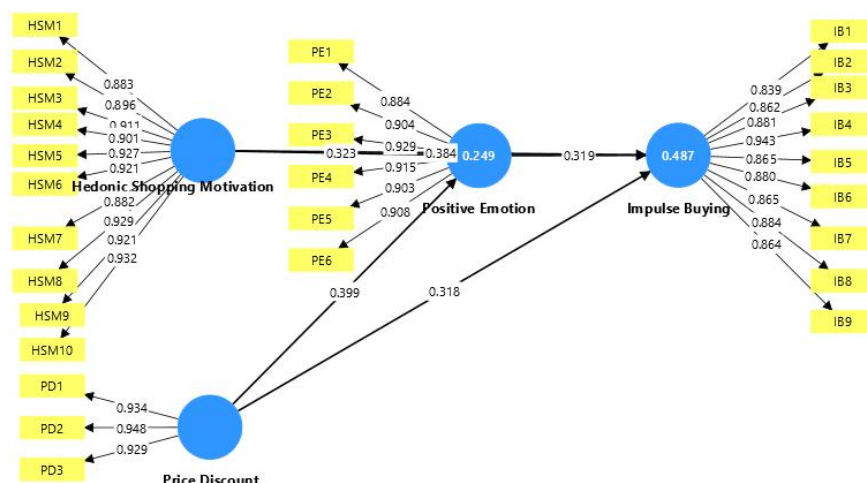


Figure 1 Test Outer Model

The following are the results of the loading factor test tested using SmartPLS 4.0:

Table 1 Loading Factor Values

Variable	Item	Loading Factor Value	Remarks
Hedonic Shopping Motivation (X1)	X1.1	0,883	Valid
	X1.2	0,896	Valid
	X1.3	0,911	Valid
	X1.4	0,901	Valid
	X1.5	0,927	Valid
	X1.6	0,921	Valid
	X1.7	0,882	Valid
	X1.8	0,929	Valid
	X1.9	0,921	Valid
	X1.10	0,932	Valid
Price Discount (X2)	X2.1	0,934	Valid
	X2.2	0,948	Valid
	X2.3	0,929	Valid
Positive Emotion (W)	Z.1	0,884	Valid
	Z.2	0,904	Valid
	Z.3	0,929	Valid
	Z.4	0,915	Valid

Variable	Item	Loading Factor Value	Remarks
Impulse Buying (Y)	Z.5	0,903	Valid
	Z.6	0,908	Valid
	Y.1	0,839	Valid
	Y.2	0,862	Valid
	Y.3	0,881	Valid
	Y.4	0,943	Valid
	Y.5	0,865	Valid
	Y.6	0,880	Valid
	Y.7	0,865	Valid
	Y.8	0,884	Valid
	Y.9	0,864	Valid

Based on the results of the validity test in the table, it can be seen that all indicators have an outer loading value of ≥ 0.70 . As a result, we can conclude that every indication in this study meets the requirements. In addition, AVE (Average Variance Extracted) can be used to determine the validity of convergence beyond the factors mentioned below:

Table 2 Average Variance Extracted (AVE) Value

Variable	AVE Value	Remarks
Hedonic Shopping Motivation (X1)	0,829	Valid
Price Discount (X2)	0,878	Valid
Impulse Buying (Y)	0,768	Valid
Positive Emotion (W)	0,824	Valid

Based on the Average Variance Extracted (AVE) value table, all variables in this study have met the criteria for convergent validity because they have an AVE value above 0.5.

Discriminant Validity Test Results

Table 3 Fornell-Larcker Criterion

	Hedonic Shopping Motivation (X1)	Price Discount (X2)	Impulse Buying (Y)	Positive Emotion (W)
Hedonic Shopping Motivation (X1)	0,911			
Price Discount (X2)	-0,058	0,937		
Impulse Buying (Y)	0,461	0,417	0,876	
Positive Emotion (W)	0,300	0,381	0,555	0,908

The results of the discriminant validity test using the Fornell-Larcker criteria show that all constructs in this study have met the set criteria. The square root value of Average Variance Extracted (AVE) in each variable is greater than the correlation value between other constructs. This condition shows that each construct is able to explain its own indicators better than other constructs, so that all variables are declared to meet the criteria of discriminant validity and the

measurement model is suitable for use for further analysis.

Table 4 Cross Loading Values

Item	X1	X2	Y	Z
X1.1	0,883	0,004	0,362	0,216
X1.2	0,896	-0,025	0,394	0,264
X1.3	0,911	-0,025	0,478	0,289
X1.4	0,901	-0,086	0,393	0,257
X1.5	0,927	-0,061	0,427	0,250
X1.6	0,921	-0,056	0,407	0,303
X1.7	0,882	-0,043	0,413	0,285
X1.8	0,929	-0,058	0,448	0,312
X1.9	0,921	-0,102	0,424	0,253
X1.10	0,932	-0,066	0,435	0,288
X2.1	-0,090	0,934	0,389	0,396
X2.2	-0,012	0,948	0,406	0,365
X2.3	-0,060	0,929	0,376	0,302
Y.1	0,352	0,323	0,839	0,453
Y.2	0,336	0,427	0,862	0,498
Y.3	0,398	0,390	0,881	0,485
Y.4	0,403	0,412	0,943	0,528
Y.5	0,423	0,341	0,865	0,496
Y.6	0,425	0,385	0,880	0,426
Y.7	0,402	0,349	0,865	0,470
Y.8	0,425	0,335	0,884	0,494
Y.9	0,466	0,325	0,864	0,523
Z.1	0,241	0,352	0,490	0,884
Z.2	0,238	0,369	0,564	0,904
Z.3	0,268	0,367	0,490	0,929
Z.4	0,353	0,321	0,550	0,915
Z.5	0,260	0,341	0,436	0,903
Z.6	0,266	0,324	0,478	0,908

The results of the cross loading test showed that all indicators in this study had met the criteria for discriminant validity. The loading value of each indicator in the measured construct has a higher value than the loading value in other constructs. This condition shows that each indicator is able to represent its own variables more strongly than other variables in the research model. Overall, the results of cross loading showed that all indicators had a higher correlation rate to their respective constructs compared to other constructs.

Reliability Test Results

Table 5 Cronbach's Alpha and Composite Reliability Values

	Cronbach's Alpha	Composite Reliability	Remarks
Hedonic Shopping Motivation (X1)	0,977	0,980	Valid

	Cronbach's Alpha	Composite Reliability	Remarks
Price Discount (X2)	0,931	0,956	Valid
Impulse Buying (Y)	0,962	0,967	Valid
Positive Emotion (W)	0,957	0,966	Valid

The results of the reliability test showed that all variables in this study had met the reliability criteria. The value of Cronbach's Alpha and composite reliability for each variable was above the minimum limit of 0.70, so that the entire construct was declared reliable and consistent in measuring the research variable.

R-Square Value Test Results

Table 6 R-Square Values

Variable	R-Square	Percentage	Remarks
Impulse Buying (Y)	0,487	48,7%	Moderate
Positive Emotion (W)	0,249	38,0%	Weak

The results of the determination coefficient test (R-Square) showed that the impulse buying variable (Y) had a value of 0.487 or 48.7%. This value shows that the impulse buying variables can be explained by hedonic shopping motivation, price discount, and positive emotion by 48.7%, while the remaining 51.3% are explained by other variables outside the research model. This value is included in the moderate category. The positive emotion (Z) variable has an R-Square value of 0.380 or 25%. This value shows that the positive emotion variable can be explained by hedonic shopping motivation and price discount by 25%, while the rest is explained by other variables outside the research model.

Effect Size (f^2) Test Results

Table 7 Value Effect Size (f^2)

	Impulse Buying (Y)	Positive Emotion (W)	Remarks
Hedonic Shopping Motivation (X1)	0,487	0,323	Large
Price Discount (X2)	0,445	0,399	Large
Positive Emotion (W)	0,319	-	Medium

Based on the effect size table, the variables of hedonic shopping motivation (X1) and price discount (X2) have a more dominant role in influencing endogenous variables than positive emotion (Z) variables.

Predictive Relevance (Q^2) Test Results

Table 8 Predictive Relevance

Variable	Q^2
Positive Emotion (W)	0,219
Impulse Buying (Y)	0,390

Based on the table of Q^2 values, the Q^2 value of the impulse buying variable (Y) is higher than that of positive emotion (Z), which indicates that the model is better able to predict the

impulse buying variable. Thus, this research model has adequate predictive relevance in explaining endogenous variables.

Hypothesis Test

Table 9 T-Statistics and P-Value

Variable Relationships	T-Statistics	P-Value	Remarks
Hedonic Shopping Motivation (X1) → Impulse Buying (Y)	6,377	0,000	Significant
Hedonic Shopping Motivation (X1) → Positive Emotion (W)	4,682	0,000	Significant
Price Discount (X2) → Impulse Buying (Y)	4,468	0,000	Significant
Price Discount (X2) → Positive Emotion (Z)	5,855	0,000	Significant
Positive Emotion (Z) → Impulse Buying (Y)	4,724	0,000	Significant

1. Effect of hedonic shopping motivation (X1) on impulse buying (Y)
The relationship between hedonic shopping motivation (X1) and impulse buying (Y) has a T-statistical value of 6.377 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Hedonic shopping motivation has a significant effect on impulse buying, so H1 is accepted and H0 is rejected.
2. The effect of hedonic shopping motivation (X1) on positive emotion (Z)
The relationship between hedonic shopping motivation (X1) and positive emotion (Z) has a T-statistic value of 4.682 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Hedonic shopping motivation has a significant effect on positive emotions, so H2 is accepted and H0 is rejected.
3. The effect of price discount (X2) on impulse buying (Y)
The relationship between price discount (X2) and impulse buying (Y) has a T-statistical value of 4.468 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Price discounts have a significant effect on impulse buying, so H3 is accepted and H0 is rejected.
4. The effect of price discount (X2) on positive emotion (Z)
The relationship between price discount (X2) and positive emotion (Z) has a T-statistics value of 5.855 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Price discount has a significant effect on positive emotions, so H4 is accepted and H0 is rejected.
5. The effect of positive emotion (Z) on impulse buying (Y)
The relationship between positive emotion (Z) and impulse buying (Y) has a T-statistic value of 4.724 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Positive emotions have a significant effect on impulse buying, so H5 is accepted and H0 is rejected.

Mediation Test

Table 10 T-Statistics and P-Value (Indirect Effect)

Variable Relationships	T-Statistics	P-Value
Hedonic Shopping Motivation (X1) → Impulse Buying (Y) through Positive Emotion (Z)	3,313	0,001
Price Discount (X2) → Impulse Buying (Y) via Positive Emotion (Z)	3,503	0,000

1. Hedonic shopping motivation (X1) has a significant influence on impulse buying (Y)

through positive emotion (Z), a T-statistical value of 3.313 which is greater than 1.96 and a p-value of $0.001 < 0.05$. Positive emotion acts as a partial mediator in the relationship between hedonic shopping motivation and impulse buying. Thus, the H6 hypothesis is accepted.

2. Price discount (X2) has a significant influence on impulse buying (Y) through positive emotion (Z), a T-statistic value of 3.503 which is greater than 1.96 and a p-value of $0.000 < 0.05$. Positive emotion acts as a partial mediator in the relationship between price discount and impulse buying. Thus, the H7 hypothesis is accepted.

DISCUSSION

The Effect of Hedonic Shopping Motivation on Impulse Buying

The results showed that hedonic shopping motivation had a positive and significant effect on impulse buying with a T-statistic value of 6.377 and a p-value of 0.000. This shows that the higher the hedonistic motivation of consumers, the higher the tendency to make impulse purchases of Skintific products through Shopee. Consumers not only shop to meet their needs, but also to obtain fun, entertainment, and a pleasurable emotional experience. The majority of respondents who are dominated by the age of 21-25 years old and have the status of students or students tend to actively use social media and e-commerce so that it is easier to be attracted to promos, product displays, and viral skincare trends. This condition encourages the emergence of spontaneous purchases without prior planning. These findings are in line with the research of Ifitah et al., (2023) which states that hedonistic motivation has a significant effect on impulse buying.

The Effect of Price Discount on Impulse Buying

The results of the study showed that price discounts had a positive and significant effect on impulse buying with a T-statistic value of 4.468 and a p-value of 0.000. This shows that the greater the discount given, the higher the tendency of consumers to make impulse purchases. Promos such as flash sales, vouchers, cashback, and free shipping are able to create a spontaneous purchase impulse because consumers feel they get greater profits when shopping. The majority of respondents who are the younger generation tend to be sensitive to price promos, so discounts are an important factor in increasing impulse buying. These findings are supported by research by Fatmawati (2022) and Ayunda & Siregar (2023) who stated that price discounts have a significant effect on impulse purchases.

The Influence of Positive Emotion on Impulse Buying

The results showed that positive emotions had a positive and significant effect on impulse buying with a T-statistic value of 4.724 and a p-value of 0.000. This shows that feelings of pleasure, comfort, satisfaction, and enthusiasm when shopping can increase consumers' tendency to make spontaneous purchases. Positive emotions arise because of the appearance of attractive products, profitable promos, ease of transactions, and a practical shopping experience through Shopee. Respondents who are dominated by the younger generation are also more easily influenced by the emotional atmosphere when shopping online. These findings are in line with research by Kholisa et al., (2023) who stated that positive emotions have an important role in increasing impulse buying.

The Effect of Hedonic Shopping Motivation on Positive Emotion

The results showed that hedonic shopping motivation had a positive and significant effect on positive emotion with a T-statistic value of 4.682 and a p-value of 0.000. This shows that the higher the hedonistic motivation of consumers, the higher the positive emotions felt when shopping for Skintific products through Shopee. Shopping activities that provide entertainment, interesting experiences, and emotional satisfaction are able to create a sense of pleasure and comfort for consumers. The majority of young respondents make online shopping a part of their lifestyle and entertainment so that the shopping experience is able to form a positive emotional atmosphere. These findings are supported by research by Kholisa et al., (2023) who stated that hedonistic motivation has a significant effect on positive emotions.

The Effect of Price Discount on Positive Emotion

The results showed that price discount had a positive and significant effect on positive emotion with a T-statistic value of 5.855 and a p-value of 0.000. This shows that the greater the discount given, the higher the positive emotions felt by consumers. Promos such as vouchers, cashback, flash sales, and free shipping are able to create a sense of happiness and satisfaction because consumers feel that they are profiting when shopping. The majority of respondents who are students and students tend to be interested in price promos because they are related to spending efficiency. These findings are in line with the research of Utama et al., (2025) which states that discounts are able to increase positive emotions of consumers.

The Effect of Hedonic Shopping Motivation on Impulse Buying through Positive Emotion

The results showed that hedonic shopping motivation had a significant effect on impulse buying through positive emotion with a T-statistic value of 3.313 and a p-value of 0.001. This suggests that positive emotions are able to mediate the relationship between hedonistic motivation and impulse buying. Fun shopping activities are able to create a sense of comfort, satisfaction, and enthusiasm so as to encourage consumers to make spontaneous purchases. The majority of respondents who actively use marketplaces and social media make online shopping activities as entertainment so that the emotional experiences that arise further increase the tendency to impulse buying. These findings are in line with the research of Renaldi & Nurlinda (2023) which states that positive emotion mediates the influence of hedonic shopping motivation on impulse buying.

The Effect of Price Discount on Impulse Buying through Positive Emotion

The results of the study showed that price discounts had a positive and significant effect on impulse buying through positive emotion with a T-statistic value of 3.503 and a p-value of 0.000. This shows that positive emotions are able to mediate the effect of price discounts on impulse buying. Attractive discounts are able to create a sense of pleasure, satisfaction, and enthusiasm so that consumers are encouraged to make spontaneous purchases. The majority of young respondents tend to be responsive to digital promos such as flash sales, vouchers, and free shipping, so discounts are an important stimulus in forming positive emotions and increasing impulse buying. These findings are in line with the research of Kholisa et al., (2023) who stated that positive emotions mediate the influence of marketing stimulus on impulse buying.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that:

1. Hedonic shopping motivation has a direct effect on consumer impulse buying. This shows

that the impulse of pleasure in shopping is able to increase consumers' tendency to make spontaneous purchases.

2. Price discounts have a direct effect on impulse buying. This shows that discount strategies are able to encourage consumers to make purchases quickly.
3. Positive emotion has a direct influence on impulse buying. This suggests that positive emotional states, such as feelings of pleasure and satisfaction, can increase consumers' tendency to make spontaneous purchases.
4. Hedonic shopping motivation has a direct influence on positive emotions. This shows that fun shopping activities are able to increase consumers' positive emotions.
5. Price discounts have a direct effect on positive emotions. This shows that discounts not only affect purchasing decisions, but are also able to increase the feeling of pleasure and satisfaction in consumers due to the perception of profits.
6. Hedonic shopping motivation affects impulse buying indirectly through positive emotions as a mediating variable. This shows that positive emotion acts as a partial mediator, where hedonistic motivation first increases positive emotions which then encourage impulse purchases.
7. Price discounts affect impulse buying indirectly through positive emotions as a mediating variable. This suggests that positive emotions also act as partial mediators in the relationship between discounts and impulse buying, where discounts trigger positive emotions which further encourage spontaneous purchases.

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