

Website Tiket.com sering memberikan diskon (potongan harga). *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Beragamnya jenis voucher di website Tiket.com kerap menarik perhatian saya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kelengkapan informasi promosi di website Tiket.com penting bagi saya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Tiket.com sering mengadakan acara untuk memperkenalkan produk dan layanan mereka. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Promosi di website Tiket.com berupa Promosi event khusus (promo gaji, promo hari raya, atau promo tanggal cantik) menarik perhatian saya. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Website Tiket.com yang mudah dipahami akan membuat Saya loyal berbelanja. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Informasi yang diberikan oleh website Tiket.com dapat dipercaya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kelengkapan informasi yang disediakan oleh situs website Tiket.com sangat penting bagi saya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya suka situs website Tiket.com karena menyediakan informasi terkini. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Website Tiket.com memberikan kualitas layanan yang baik. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Saya menggunakan *E-wallet* tertentu untuk pembelian di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya sering menggunakan *E-wallet* untuk membeli produk atau layanan di website *
Tiket.com.

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya menggunakan *E-wallet* untuk keperluan pribadi, bukan hanya keperluan kerja *
saat saya melakukan transaksi di website Tiket.com

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya sering menggunakan *E-wallet* untuk membayar pembelian produk atau *
layanan di website Tiket.com.

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Bila ada tawaran khusus, Saya cenderung banyak berbelanja produk atau layanan di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cenderung berbelanja produk atau layanan di website Tiket.com tanpa berpikir terlebih dahulu. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cenderung membeli produk atau layanan di website Tiket.com meskipun saya tidak membutuhkannya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cenderung berbelanja produk atau layanan di website Tiket.com dengan inovasi terkini. *

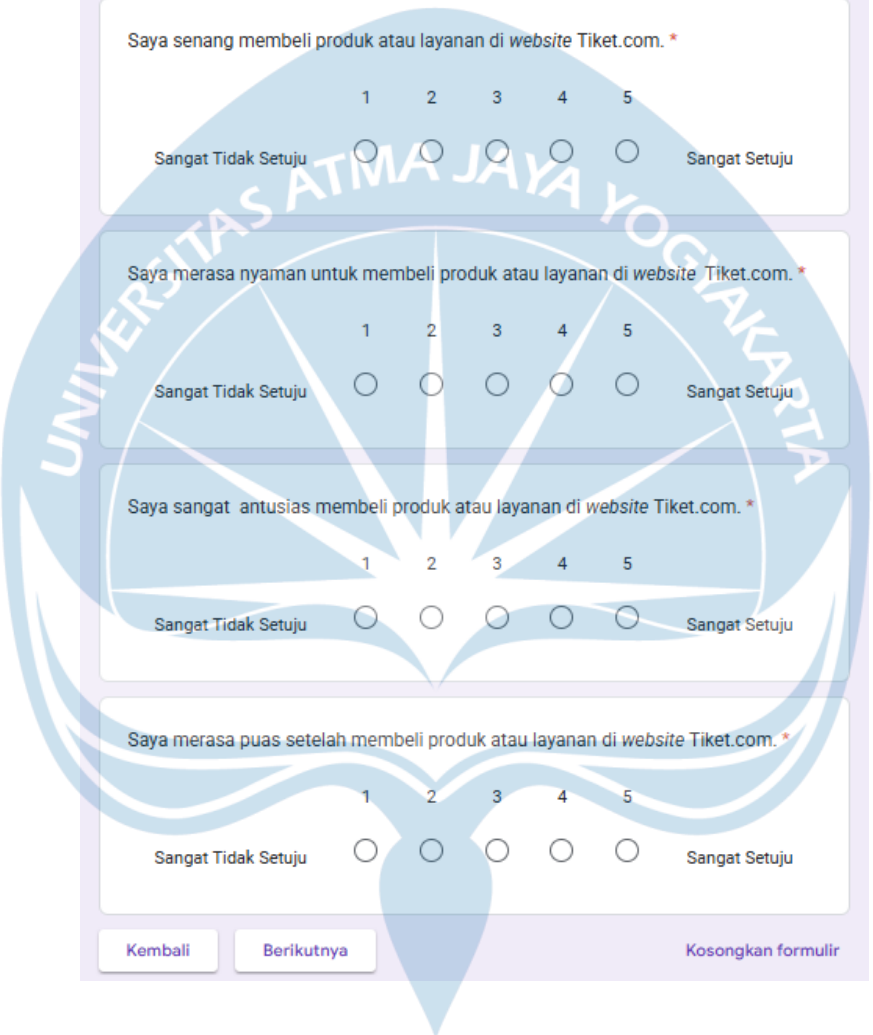
1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Saya senang membeli produk atau layanan di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa nyaman untuk membeli produk atau layanan di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya sangat antusias membeli produk atau layanan di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa puas setelah membeli produk atau layanan di website Tiket.com. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Kuisisioner Pengaruh Promosi, Kualitas Web, dan *E-Wallet* terhadap Pembelian Impulsif terhadap OTA Tiket.com dengan Emosi Positif sebagai Variabel Moderasi.

joshia.adyatma123@gmail.com [Ganti akun](#)



Penutupan

Terima kasih atas kesediaan dan waktu yang telah Anda luangkan untuk mengisi kuesioner ini. Partisipasi Anda sangat berharga bagi penelitian yang sedang kami lakukan.

Data yang anda berikan akan digunakan hanya untuk kepentingan penelitian akademik.

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Lampiran 2 Jawaban Pertanyaan Kuisisioner

Time/amp	Email	Filter 1	Filter 2	Nama Lengkap	Jenis Kelamin	Usia	Pekerja	Penghasilan Per Bulan	Domisili	P1	P2	P3	P4	P5	KW1	KW2	KW3	KW4	KW5	EW1	EW2	EW3	EW4	PI1	PI2	PI3	PI4	EP1	EP2	EP3	EP4		
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08/11/2025 16:35	hloppasuu@gmail.com	Ya	Tidak																		

Lampiran 3 Hasil Olah Data

1. Outer Loading

	E-WALLET	EMOSI POSITIF	KUALITAS WEBSITE	MODERASI E-WALLET	MODERASI KUALITAS WEBSITE	MODERASI PROMOSI	PEMBELIAN IMPULSIF	PROMOSI
E-WALLET * EMOSI POSITIF				1.353				
EP1		0.834						
EP2		0.827						
EP3		0.871						
EP4		0.835						
EW1	0.761							
EW2	0.884							
EW3	0.696							
EW4	0.872							
KUALITAS WEBSITE * EMOSI POSITIF					1.061			
KW1			0.771					
KW2			0.783					
KW3			0.636					
KW4			0.811					
KW5			0.702					
P1								0.800
P2								0.806
P4								0.693
P5								0.613
PI1							0.719	
PI2							0.841	
PI3							0.816	
PI4							0.841	
PROMOSI * EMOSI POSITIF						1.008		

1. Average Variance Extracted, Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-WALLET	0.820	0.858	0.881	0.651
EMOSI POSITIF	0.864	0.872	0.907	0.709
KUALITAS WEBSITE	0.798	0.823	0.860	0.553
MODERASI E-WALLET	1.000	1.000	1.000	1.000
MODERASI KUALITAS WEBSITE	1.000	1.000	1.000	1.000
MODERASI PROMOSI	1.000	1.000	1.000	1.000
PEMBELIAN IMPULSIF	0.822	0.831	0.881	0.650
PROMOSI	0.710	0.724	0.820	0.536

2. Heterotrait-Monotrait Ratio (HTMT)

	E-WALLET	EMOSI POSITIF	KUALITA...	PEMBELIAN IMPULSIF	PROMOSI
E-WALLET					
EMOSI POSITIF	0.626				
KUALITAS WEBSITE	0.694	0.857			
MODERASI E-WALLET	0.317	0.229	0.085		
MODERASI KUALITAS WEBSITE	0.100	0.101	0.157		
MODERASI PROMOSI	0.118	0.153	0.135		
PEMBELIAN IMPULSIF	0.516	0.822	0.649		
PROMOSI	0.478	0.864	0.842	0.731	

3. Cross Loading

Indikator	<i>E-Wallet</i>	Emosi Positif	Kualitas Website	Pembelian Impulsif	Promosi
P1	0,269	0,535	0,456	0,466	0,800
P2	0,278	0,509	0,400	0,438	0,806
P4	0,268	0,530	0,520	0,472	0,693
P5	0,236	0,517	0,496	0,307	0,613
KW1	0,477	0,607	0,771	0,552	0,484
KW2	0,386	0,573	0,783	0,411	0,486
KW3	0,427	0,380	0,636	0,270	0,347
KW4	0,418	0,548	0,811	0,456	0,537
KW5	0,347	0,543	0,702	0,382	0,471
EW1	0,761	0,329	0,423	0,301	0,265
EW2	0,884	0,492	0,431	0,429	0,289
EW3	0,696	0,432	0,471	0,275	0,308
EW4	0,872	0,447	0,481	0,432	0,313
PI1	0,427	0,607	0,565	0,719	0,479

PI2	0,268	0,518	0,331	0,841	0,397
PI3	0,244	0,455	0,283	0,816	0,404
PI4	0,466	0,679	0,591	0,841	0,558
EP1	0,456	0,834	0,624	0,627	0,623
EP2	0,428	0,827	0,632	0,524	0,503
EP3	0,457	0,871	0,594	0,688	0,618
EP4	0,437	0,835	0,594	0,565	0,548

4. Adjusted R-Square (R^2)

	R Square	R Square Adjusted
PEMBELIAN IMPULSIF	0.558	0.536

5. F-Square (F^2)

	E-WALLET	EMOSI POSITIF	KUALITAS WEBSITE	PEMBELIAN IMPULSIF	PROMOSI
E-WALLET				0.025	
EMOSI POSITIF				0.248	
KUALITAS WEBSITE				0.002	
MODERASI E-WALLET				0.012	
MODERASI KUALITAS WEBSITE				0.027	
MODERASI PROMOSI				0.006	
PEMBELIAN IMPULSIF					
PROMOSI				0.041	

6. Q-Square (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
E-WALLET	612.000	612.000	
EMOSI POSITIF	612.000	612.000	
KUALITAS WEBSITE	765.000	765.000	
MODERASI E-WALLET	153.000	153.000	
MODERASI KUALITAS W...	153.000	153.000	
MODERASI PROMOSI	153.000	153.000	
PEMBELIAN IMPULSIF	612.000	416.294	0.320
PROMOSI	612.000	612.000	

7. Hasil Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WALLET -> PEMBELIAN IMPULSIF	0.138	0.128	0.094	1.472	0.142
EMOSI POSITIF -> PEMBELIAN IMPULSIF	0.567	0.579	0.097	5.836	0.000
KUALITAS WEBSITE -> PEMBELIAN IMPULSIF	-0.056	-0.037	0.104	0.540	0.589
MODERASI E-WALLET -> PEMBELIAN IMPULSIF	0.068	0.066	0.074	0.924	0.356
MODERASI KUALITAS WEBSITE -> PEMBELIAN IMPULSIF	-0.170	-0.148	0.084	2.017	0.044
MODERASI PROMOSI -> PEMBELIAN IMPULSIF	0.083	0.063	0.110	0.759	0.448
PROMOSI -> PEMBELIAN IMPULSIF	0.198	0.173	0.111	1.779	0.076



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THE EFFECT OF PROMOTION, WEB QUALITY AND EASE OF ELECTRONIC PAYMENT (E-WALLET) MODERATED BY POSITIVE EMOTIONS ON SKINCARE IMPULSE BUYING

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ABSTRACT

This research aims to examine the effect of promotion, web quality, and ease of electronic payments (E-Wallets) moderated by positive emotions on impulse skin care purchases. Impulse buying is often associated with making relatively faster and instant decisions without requiring a long time to think. Differences in Individual personality can give rise to various experiences when making purchases. Lack of control from consumers signifies their inability to delay gratification, thus leading to impulse purchases. This study is quantitative research focusing on a survey through distribution questions. This study employs the PLS 4.0 program to examine the data. The population of this study is People at the productive age of work, 18-55 years. This research shows that Promotions and E-Wallets have a positive and significant effect on Impulsive Buying, and Web Quality does not have a positive and significant effect on Impulsive Buying. Positive Emotions have a positive and significant effect in mediating Promotions and E-Wallets with Impulsive Buying. Positive Emotions do not have a positive and significant effect in moderating Web Quality with Impulsive Buying.

KEYWORDS Promotion, Web Quality, Ease of Electronic Payment (E-Wallet), Positive Emotions, Impulse Buying



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INTRODUCTION

Jakarta Inventure and Alvara Research Center surveyed the public's habits regarding beauty product purchases during the Covid-19 pandemic. The results showed that consumers prefer using skincare products over decorative makeup.

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This preference is attributed to the widespread use of masks during the pandemic, prompting people to focus on facial care. According to the survey, 78.2% of respondents reported buying skincare products more frequently than decorative makeup during the Covid-19 pandemic (Inventure and Alvares, 2022). Additionally, 54.9% of respondents chose to regularly use skincare for their facial and body skin health, even as outdoor mobility decreased.

In the era of Industry 5.0, technology and science are rapidly evolving, reflected in the increased internet use and high mobility for various activities through online media. The digital economy, particularly fintech, has transformed conventional financial service models. Digital wallets (e-wallets) are a type of fintech that allows users to store digital money in an application and use it for both offline and online transactions. A recent study by InsightAsia titled 'Consistency That Leads: 2023 E-Wallet Industry Outlook' indicated that digital wallets are becoming the preferred payment method for many, surpassing cash and bank transfers. The research showed that 74% of respondents actively use digital wallets for various financial transactions, highlighting the significant market potential in Indonesia.

Impulsive buying is defined as an unplanned and spontaneous act without considering consequences. The impulsive personality trait enables individuals to make quick decisions without prolonged contemplation. The personality trait influences purchasing based on positive and rapid responses to temptation and urges. The level of impulsivity varies among individuals, leading to different experiences during impulsive buying (Putri & Artanti, 2021).

Sales promotions are crucial in online shopping, providing hedonic and utilitarian benefits. Consumers are more likely to buy impulsively online when motivated by hedonic needs, such as pleasure, fantasy, and emotional satisfaction. Effective promotions capture the attention of both existing and new customers, leading to increased impulsive buying. Therefore, it can be hypothesized that promotions influence impulsive buying behavior (Merry, 2021).

The growth of internet users in Indonesia, reaching 210.02 million or 77.02% of the total population in 2022, has significantly impacted shopping behavior. The increasing number of internet users has created opportunities for online businesses, allowing individuals to conduct transactions anytime and anywhere. However, it has also led to negative effects, such as impulsive buying, driven by the perception of lower prices, discounts, and promotions (Indarsih et al., 2019).

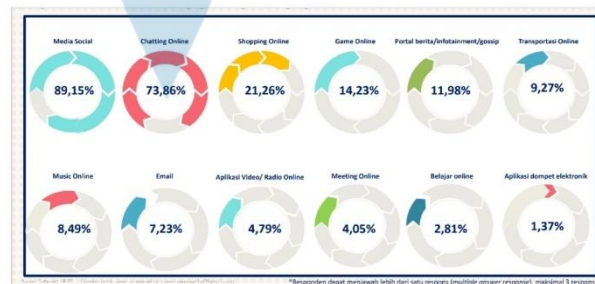


Figure 1.

The Influence of Promotion, Web Quality, and Electronic Payment (E-Wallet) Convenience Moderated by Positive Emotions on Impulsive Skincare Purchases

The APJII's 2022 internet usage behavior highlights online shopping as the third most common activity after social media and online chatting. Many Indonesian consumers engage in unplanned online purchases, drawn by the allure of lower prices, discounts, and promotions. The importance of these factors is evident, with "much cheaper prices" being the most influential factor, affecting 15.2% of consumers, followed by "many discounts and promotions" at 8.3% (Databoks, 2020).

Consumer shopping activities are motivated by rational considerations of value, but emotional values, such as hedonic ones, influence consumer behavior significantly. Emotions play a crucial role in consumer decision-making, and positive and negative emotions can influence impulsive buying behavior (Barokah, 2021).

Emotions are specific orders leading to something or avoiding something, expressed through observable reactions to situations, people, or objects. Positive emotions include joy, love, affection, tranquility, and satisfaction. Positive emotions are associated with happiness, joy, love, affection, and tranquility (Nur Fauziyah & Julaeah, 2022).

Research has shown that sales promotions positively influence impulsive buying, with significant effects observed for in-store promotions. However, opinions on the influence of web quality and positive emotions on impulsive buying vary across studies (Amelia et al., 2021); (Cynthia et al., 2021); (Atika Andriani & Harti, 2021); (Oktora Panasea et al., 2022) ; (Salma Mardhiyah, 2021). The impact of digital wallets on impulsive buying is positive and significant (Oktora Panasea et al., 2022).

The research explores the impact of four critical factors: Promotion, Web Quality, Electronic Payment Ease (E-Wallet), and Positive Emotion on Impulse Buying behavior within skincare products. The research questions distinctly address each factor's influence on impulse buying in skincare. The study seeks to ascertain if promotion plays a significant role in driving impulse purchases of skincare items. Concurrently, it investigates whether Web Quality has a measurable positive impact on promoting impulse buying in the skincare sector. Furthermore, the research aims to discern the effect of Electronic Payment Ease (E-Wallet) on impulse buying behavior related to skincare products. An intriguing facet of the study involves examining whether Positive Emotion is a significant moderator, potentially enhancing or mitigating the relationship between Promotion, Web Quality, Electronic Payment Ease, and Impulse Buying in skincare. The overarching objectives encompass a comprehensive analysis of these factors within the context of skincare-related impulse buying behavior, shedding light on their individual and interactive effects.

RESEARCH METHOD

This research is conducted using a quantitative method with a survey approach. The quantitative method is chosen because this research aims to develop and use systematic models, theories, and hypotheses related to the phenomenon under study. This research is also conducted to examine the relationships between the variables. Data collection is done using a research instrument by distributing questionnaires. The survey method is chosen because the variables to be studied are

known, and it is believed that respondents will understand and be familiar with each questionnaire item or statement (Solimun, 2019).

Population and sample are crucial parts of research because they help the researcher focus on determining the scope of the data to be used for the study. In this research, the selected population comprises individuals within the productive working age range of 15-50. The sample is determined using the formula from Roscoe.

Population refers to all elements, subjects, or sample units that can be measured and generalized (Solimun, 2019). As research elements or topics, the population to be studied is not limited to humans but can include other natural objects or entities. Therefore, the population here depends not only on the number of subjects studied but also on all the characteristics possessed by those subjects (Sugiyono, 2021). In this research, the population used is the working-age population, aged 17-50.

A sample is a portion of the quantity and characteristics of a population (Sugiyono, 2021). If research has a large population and it is not feasible to study the entire population, then a sample addresses this issue. This is due to limited funds and time, which require the research to be conducted using a sample. The selection of the sample cannot be arbitrary because the sample chosen should be able to represent the actual condition of the population (Solimun, 2019). The sample taken for this research includes all individuals within the productive working age of 17-50, both males and females. The Roscoe formula (Ferdinand, 2019) is used, where the sample size can be calculated by multiplying the number of parameter variables to be analyzed by 5.

RESULT AND DISCUSSION

Respondent Description

This study successfully gathered a total of 170 respondents. Sample criteria were established, specifying that respondents eligible for the study were those residing in the Jabodetabek area, within the productive age range of 18-55 years. Out of the 170 respondents, 2 were excluded from the study sample for not meeting the criteria, specifically residing outside the Jabodetabek area. This resulted in 168 respondents who met the specified criteria. The questionnaire was distributed with the aim of understanding the influence of promotion, web quality, and electronic payment ease moderated by positive emotion on impulse buying in skincare. Based on the collected data, respondent statistics were categorized into four groups: domicile region, age, gender, and occupation.

According to the questionnaire, respondents aged ≤ 18 to 34 years constituted 97.1% of the total, with 165 respondents. Respondents in the category aged ≤ 35 to 54 years accounted for 2.9% with a total of 5 respondents, representing the smallest age group. From Table 4.1, it is evident that based on gender, 55.3% or 94 individuals were female, while 44.7% or 76 individuals were male. Table 1 shows that based on occupation, the majority of respondents were private employees, comprising 71.8% with a total of 122 individuals, followed by students with a percentage of 22.9% and a total of 39 individuals, entrepreneurs at 2.9% with 5 individuals, unemployed at 1.8% with 3 individuals, and the least in the professional category

The Influence of Promotion, Web Quality, and Electronic Payment (E-Wallet) Convenience Moderated by Positive Emotions on Impulsive Skincare Purchases

at 0.6% with 1 individual. In this questionnaire, 98.8% of respondents were domiciled in the Jabodetabek area, totaling 168 individuals, while those residing outside the Jabodetabek area accounted for 1.2%, a total of 2 individuals. The 2 individuals who did not meet the criteria were treated as outliers and excluded from the sample.

Tabel 1. Demographic Description

Demographic Variable	Number	Percentage
Based on Age		
≤ 18 - 34 years	165	97,1%
≤ 35 - 54 years	5	2,9%
Demographic Variable		
Based on Gender		
Male	76	44,7%
Female	94	55,3%
Demographic Variable		
Berdasarkan Pekerjaan		
Employee	122	71,8%
Student	39	22,9%
Entrepreneur	5	2,9%
Unemployed	3	1,8%
Professional	1	0,66%
Demographic Variable		
Based on Domicile Region		
Jabodetabek	168	98,8%
Non-Jabodetabek	2	1,2%

Instrument Test (Validity and Reliability)

Validity and reliability testing is employed to ensure that the instruments and constructs used in the research model are sound and free from bias. Convergent validity and discriminant validity of each indicator in the study are measured using the outer model. The outer model also assesses reliability through composite reliability and Cronbach's alpha.

Validity Test

Convergent Validity Test

The convergent validity test is conducted to examine the outer loading values of each indicator. For the pressure variable with five indicators, consisting of P1, P2, P3, P4, P5. In Table 2, it was found that all five indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the Average Variance Extracted (AVE) values. In this study, the promotion variable has an AVE value of 0.811, indicating its validity.

The web quality variable has five indicators: KW1, KW2, KW3, KW4, and KW5. In Table 2, it was found that all five indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the AVE values. In this study, the web quality variable has an AVE value of 0.775, indicating its validity.

The E-Wallet variable has four indicators: E1, E2, E3, and E4. In Table 2, it was found that all four hands have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the AVE values. In this study, the E-Wallet variable has an AVE value of 0.782, indicating its validity.

For the positive emotion variable, there are four indicators consisting of EP1, EP2, EP3, EP4. In Table 2, it was found that all four indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the AVE values. In this study, the positive emotion variable has an AVE value of 0.823, indicating its validity.

For the impulsive purchase variable, there are four indicators, namely PI1, PI2, PI3, and PI4. The convergent validity test in Table 2 shows that PI4 has a value less than 0.7, indicating that the PI4 indicator is invalid. However, the other three indicators, PI1, PI2, and PI3, are considered valid based on the convergent validity test by considering the AVE values. In this impulsive purchase variable, the AVE value is 0.786, indicating its validity.

Table 2. Convergent Validity Test Values and AVE (Cont.)

Indicator	Code	Loading factor	AVE
Skincare products often have discounts.		0,909	0,811
The variety of vouchers often attracts your attention.		0,877	
Completeness of promotional information is essential to me.		0,923	
Skincare products often hold events to introduce the product.		0,875	
The Buy 1 Get 1 promotion attracts your attention		0,919	0,775
An E-Commerce website that is easy to understand will make me loyal to shop		0,869	
I will make purchases on E-Commerce sites if the information provided is reliable.		0,850	
The completeness of the information provided by E-Commerce sites is essential to me.		0,876	
I like E-Commerce sites that provide the latest information up to date.		0,887	0,782
Good web service quality influences my purchases.		0,919	
I use certain E-Wallets for transactions.		0,903	
I often use E-Wallet.		0,860	
I use my e-wallet for personal needs, not for work needs.		0,886	0,823
I often use my e-wallet to pay for skincare purchases.		0,888	
I am happy after buying skincare products.		0,920	
I feel comfortable after buying skincare products.		0,886	
I am very enthusiastic about buying skincare products.		0,929	0,786
I feel satisfied after buying skincare products.		0,894	

If there is a special offer, I tend to shop a lot	0,868	0,786
I tend to shop without thinking beforehand.	0,893	
I tend to buy skincare products even though I don't need them.	0,899	
I tend to shop for products with the latest innovations.	-	

Source: PLS 4.0

Reliability Test

1. Composite Reliability Test

The composite reliability test is conducted to assess the reliability of the instruments used in the research, whether they are free from material errors and have consistent measurements. A construct can be considered reliable with a threshold value ≥ 0.7 . The findings based on the composite reliability test results are presented in Table 3. Promotion, web quality, electronic payment convenience (E-Wallet), positive emotion, and impulsive purchase all have values greater than 0.7. Therefore, it can be concluded that all the indicators used by each dependent and independent variable meet the composite reliability criteria.

2. Cronbach's Alpha Test

Furthermore, reliability testing is conducted by performing Cronbach's alpha test.

Table 3 Results of Composite Reliability and Cronbach's Alpha Test

Variable	Composite Reliability	Cronbach's Alpha	Information
Promotion	0,942	0,943	Reliable
Web Quality	0,927	0,930	Reliable
E-Wallet	0,907	0,908	Reliable
Positive emotions	0,928	0,932	Reliable
Impulse buying	0,864	0,866	Reliable

Source: PLS 3.0

Cronbach's alpha test also has the same criteria as the composite reliability test, with a threshold value of ≥ 0.7 . Table 3 shows that the variables promotion, web quality, electronic payment convenience (E-Wallet), positive emotion, and impulsive purchase have values greater than 0.7 and meet Cronbach's alpha criteria. Therefore, the indicators consistently measure their constructs for the variables promotion, web quality, E-Wallet, positive emotion, and impulsive purchase.

Results of Hypothesis Test

The inner model is usually used to conduct hypothesis testing for a research model. In this inner model research, evaluation is performed by examining the percentage of variance, which can be seen through the R-squared results for dependent latent constructs. Hypothesis testing and F2 can also be achieved by examining the magnitude of the structural path coefficients.

1. Coefficient of Determination Test (R^2)

The second inner model test is the coefficient of determination test or R^2 . This test will determine the significance level of the relationship between independent and dependent variables in linear regression. It is also used to assess how much influence independent variables have on dependent variables. The R-squared results are divided into three categories of relationships: strong (0.67), moderate (0.33), and weak (0.19). In this study, the R^2 coefficient of determination test results. The impulsive purchase variable has an R-squared value of 0.905, indicating that the promotion, web quality, E-Wallet, and positive emotion variables can influence 90% of impulsive purchases. In comparison, other variables outside the scope of this study affect the remaining 10%. The relationship between impulsive purchase and the variables promotion, web quality, E-Wallet, and positive emotion can be considered a strong relationship because the R-squared value is 0.905, above 0.67.

2. Effect Size Measurement (F^2)

The next test conducted in the inner model measures effect size (F^2). This test determines the magnitude of the combined influence of independent variables on the dependent variable. The assessment in this effect size measurement is divided into three results: weak (0.02), moderate (0.15), and strong (0.35). In this study, the Effect Size measurement (f^2) results. The relationship between the promotion variable has an f^2 value of 0.417, indicating that the promotion variable strongly influences impulsive purchases. The relationship between the web quality variable has an f^2 value of 0.006, indicating that the web quality variable weakly influences impulsive purchases. The E-Wallet variable has an f^2 value of 0.214, meaning that the E-Wallet variable has a moderate influence on impulsive purchases. As for the positive emotion variable, f^2 is 0.046, indicating that the positive emotion variable weakly influences impulsive purchases. The promotion variable moderated by positive emotion has an f^2 value of 0.132, meaning that the promotion variable mediated by positive emotion weakly influences impulsive purchases. The web quality variable moderated by positive emotion has an f^2 value of 0.008, indicating that the web quality variable moderated by positive emotion weakly influences impulsive purchases. The E-Wallet variable mediated by positive emotion has an f^2 value of 0.099, indicating that the E-Wallet variable moderated by positive emotion weakly affects impulsive purchases.

Table 4. Structural Model Assessment

	R^2	F^2
Promotion	-	0,417
Web quality	-	0,006
E-Wallet	-	0,214
Positive emotions	-	0,046
Positive emotions x promotion	-	0,132
Positive Emotions x Web Quality	-	0,008
Positive Emotions x E-Wallet	-	0,099
Impulse buying	0,905	

Source: PLS 3.0

3. Hypothesis Test

The Influence of Promotion, Web Quality, and Electronic Payment (E-Wallet) Convenience Moderated by Positive Emotions on Impulsive Skincare Purchases

Hypothesis testing is conducted using the bootstrapping menu. The bootstrapping process yields the original sample values (O), T Statistics, and P-Values. Hypotheses are accepted if the P-value > 0.05 and the t-value $<$ the critical t-value. Conversely, hypotheses are rejected if the P-value < 0.05 and the t-value $>$ the critical t-value.

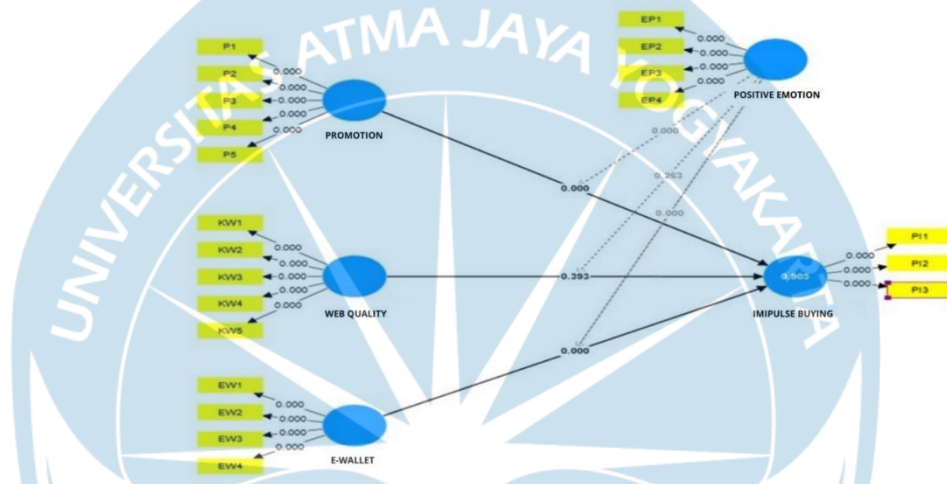


Figure 2. Research Model
Source: PLS 3.0

Table 5. Path Coefficient Values

	Original Sample	T Statistik	P Value	Conclusion
P $\rightarrow$ PI	0.757	6.950	0.000	H1.b accepted
KW $\rightarrow$ PI	-0.210	0.855	0.393	H2.b not accepted
EW $\rightarrow$ PI	0.390	4.834	0.000	H3.b accepted
P $\rightarrow$ EP $\rightarrow$ PI	0.363	4.075	0.000	H4.b accepted
KW $\rightarrow$ EP $\rightarrow$ PI	-0.073	1.120	0.263	H5.b not accepted
EW $\rightarrow$ EP $\rightarrow$ PI	-0.279	3.909	0.000	H6.b accepted

Source: PLS 4.0

a. Hypothesis 1

The Promotion variable has an original sample value of 0.757, p-value 0.0000 < 0.05 . Therefore, the first hypothesis is accepted. This means that the Promotion variable positively and significantly affects the Impulse Purchase variable.

b. Hypothesis 2

The Web Quality variable has an original sample value of -0.210, p-value 0.393 > 0.05 . Hence, the second hypothesis is not accepted. This indicates that the Web Quality variable does not affect the Impulse Purchase variable.

c. Hypothesis 3

The E-Wallet variable has an original sample value of 0.390, p-value 0.0000 < 0.05. therefore, the third hypothesis is accepted. This implies that the E-Wallet variable positively and significantly affects the Impulse Purchase variable.

d. Hypothesis 4

The Promotion variable on Positive Emotion has an original sample value of 0.363, p-value 0.0000 < 0.05, so the fourth hypothesis is accepted. This means that Positive Emotion positively and significantly moderates or strengthens the influence of Promotion on Impulse Purchases in skincare.

e. Hypothesis 5

The Web Quality variable on Positive Emotion has an original sample value of -0.073, p-value 0.263 > 0.05. thus, the fifth hypothesis is not accepted. This suggests that Positive Emotion cannot moderate or strengthen the influence of Web Quality on Impulse Purchase in skincare.

f. Hypothesis 6

The E-Wallet variable on Positive Emotion has an original sample value of -0.279, p-value 0.000 < 0.05, so the sixth hypothesis is accepted. Positive emotion negatively and significantly influences Impulse Purchase in skincare.

DISCUSSION

1. Promotion has a positive and significant effect on Impulse Purchase

The Promotion variable's t-statistic value is 6.950, which is > 1.96, with a p-value of 0.000 < 0.05. Therefore, H1 is accepted, meaning that the Promotion variable positively and significantly affects the Impulse Purchase variable. This result aligns with the research conducted by Ariska Wulandari (2021), who examined the impact of price discount promotions on impulse purchases. Triana's research suggests that price discounts are the most vital dimension among other types of promotions. This study emphasizes that price discounts influence the image and process of impulsive purchasing of a product. Companies must be careful in setting prices for a product to be effective while discounts on a specific product attract consumer interest (Ariska Wulandari, 2021). This study is also in line with the results of research by Devi & Jatra (2020), which investigated the effect of Sales Promotion on Positive Emotion. In this study, Sales Promotion had a positive and significant impact on Positive Emotion. In other words, the better the sales promotion is conducted, the better the positive emotion is felt by consumers. Increasing sales promotion will increase positive emotions in consumers, which will lead to impulsive or unplanned purchases. Research by Dian Rahmawati (2022) also found that promotion affects impulsive buying. Dian states that promotion is also one factor that affects marketing because by promoting, prospective buyers will know the type and product and the advantages of the product that the seller wants to market, which will encourage consumers to make impulsive purchases.

2. Web Quality does not have a positive and significant effect on Impulse Purchase

The Web Quality variable's t-statistic value is 0.855, which is > 1.96, with a p-value of 0.393 > 0.05. Therefore, H1 is rejected, indicating that the Web Quality variable has no positive and significant effect on the Impulse Purchase variable.

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This result is in line with the research conducted by (Saputra & Radnan, 2022), which investigated the influence of web quality on the increase in impulsive purchases. The study states that website quality does not positively and significantly affect impulsive buying behavior. According to (Utari & Wijayanti, 2021), web quality dimensions, such as ease of use, usefulness, and entertainment value, are considered hygiene factors, one of the two types of factors according to the two-factor theory. According to this theory, factors can be categorized into two types: motivational factors, which have a positive effect, and hygiene factors, which can have a negative effect. Therefore, high-quality websites themselves may not directly have a positive effect on consumers' impulsive buying behavior. This study is also in line with the Influence of Website Quality on Purchase Decisions on the Shopee Website Using the Webqual4.0 Method, which shows that information quality on the web does not significantly affect purchase decisions on the Shopee website.

3. E-Wallet has a positive and significant impact on Impulse Purchase

The E-Wallet variable's t-statistic value is 4.834, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, indicating that the E-Wallet variable positively and significantly affects the Impulse Purchase variable. Research by Aulia et al. (2023) on the influence of E-Wallet usage and financial literacy on Impulse Buying Behavior states that E-Wallet positively and significantly impacts Impulse Buying. The greater the use of E-Wallets, the greater the impact on Impulse Purchases in society. This research finding is consistent with the technology acceptance model, which describes how people adopt and use technology. The presence of e-wallets makes it easier for people to spend money because they do not physically see the money being used, which can lead to impulsive spending. Research by (Marlina et al., 2020) revealed that using cashless methods makes people spend more because of the convenience and the feeling that they have not spent money. This study also aligns with the research of (N. M. E. Putri & Sudaryanto, 2022) and (Panasea et al., 2022), which found a positive and significant influence of E-Wallets on impulsive buying.

4. The promotion has a positive and significant impact on Positive Emotion

The Promotion variable's t-statistic value is 4.075, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, indicating that the Promotion variable positively and significantly affects the Positive Emotion variable. This also means that Positive Emotion strengthens the effect of Promotion on Impulse Purchase. This study aligns with the research by (Saputro, 2019) regarding the Influence of Promotion and Store Atmosphere on Impulse Buying with Positive Emotion as a mediating variable. The presence of sales promotions that offer attractive deals and benefits can trigger a positive response from consumers. This phenomenon makes consumers happy and can lead to impulsive purchases. Sales promotions encourage frequent purchases and attract consumers' attention from competing marketplace applications. These sales promotions aim to offer price discounts and coupons (Raji et al., 2019). As a form of advertisement, price discounts serve as an extra incentive to encourage consumers to take action, at the very least to pay

attention to the products offered. One of the factors in impulsive shopping is consumers' emotions while shopping (Saputro, 2019). Emotional factors are temporary constructs that are related to specific situations or objects. Positive emotions can be considered an effective response to stimuli from influencing factors. When the intensity of price discounts increases, it will create a positive response or emotion in consumers.

5. Web Quality does not have a significant positive impact on Positive Emotion

The Web Quality variable's t-statistic value is 1.120, which is > 1.96 , with a p-value of $0.263 > 0.05$. Therefore, H1 is rejected, indicating that the Web Quality variable does not significantly affect Positive Emotion. This also means that Positive Emotion cannot strengthen Web Quality's effect on Impulse Purchases. This study is in line with the research by (Rezita Suryani, 2019), which examined the Analysis of Web Quality and facilities on consumer satisfaction emotions. This study found that consumer satisfaction emotions when shopping on the Shopee application were not significantly influenced by the quality of the website provided by Shopee. Several factors outside the variables may significantly influence satisfaction besides website quality, such as product prices. For sensitive consumers, product prices are an essential source of happiness because consumers will get a high value for money. In running an online business, business owners depend very much on the quality of the website they display. This is because, in online businesses, consumers not only look at the attractive packaging but also how they make consumers believe that what they need can be found on the website, making them feel satisfied with what they will get. Website quality is a significant factor in online sales and has value for consumers. A good website has an operational quality that allows buyers to perform their e-shopping activities easily and efficiently. Various studies have identified and mentioned Several website quality dimensions, including information, friendliness, responsiveness, and reliability. However, in general, the quality of service is highlighted in website quality.

6. E-Wallet has a positive and significant impact on Positive Emotion

The E-Wallet variable has a t-statistic value of 3.909, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, meaning that the E-Wallet variable positively and significantly affects the Positive Emotion variable. This also implies that Positive Emotion strengthens the effect of e-wallets on Impulse Purchases. This study aligns with research conducted by (Lestari et al., 2023) on the influence of E-Wallets and E-Money on the consumptive behavior of Bengkulu city residents. The research states that E-Wallets provide consumers convenience and ease, ultimately influencing wasteful behavior. In (Lestari et al., 2023), it is said that using electronic wallets or E-Wallets influences impulsive buying, where individuals make purchases solely based on sudden desires, resulting in excessive spending without clear needs, and seeking pleasure for enjoyment. Non-cash payment systems are widely popular among the general public, primarily due to the benefits they offer, such as faster and more efficient payment processes and discounts received when used. However, psychologically, shopping with digital

wallets or E-Wallets can lead to addiction and dependence (Lestari et al., 2023). In Lestari et al.'s research, Pratama and Dewa (2019:931) defined interest as the level of a person's strong desire or urge to perform a specific action to use an application. After consumers have a positive experience with an application, they become interested in using it again. The Technology Acceptance Model (TAM) is often used to assess the level of technology acceptance. Technological advancements require consumers to abandon old habits (cash), and with the existence of non-cash applications and promotions provided by specific applications, consumer buying interest increases.

CONCLUSION

Based on the analysis of the questionnaire distributed via Google Forms and the data analysis in Chapter 4, the conclusions drawn are as follows: 1. Hypothesis H1 testing indicates that the promotion variable positively influences impulsive skincare purchases. Thus, H1 is accepted, signifying that in this research, respondents representing consumers demonstrate that an increase in promotion will lead to an increase in impulsive purchases. 2. Hypothesis H2 testing indicates that the Web Quality variable does not positively influence impulsive skincare purchases. Therefore, H2 is not accepted, meaning that in this research, respondents representing consumers indicate that an increase in Web Quality will not lead to an increase in impulsive purchases. 3. Hypothesis H3 testing indicates that the E-Wallet variable positively and significantly influences impulsive skincare purchases. Thus, H3 is accepted, signifying that in this research, an increase in E-Wallet usage will lead to an increase in impulsive buys. 4. Hypothesis H4 testing indicates that the promotion variable moderated by positive emotion has a positive and significant influence on impulsive skincare purchases. Positive emotion can moderate or strengthen the relationship between promotion and impulsive skincare purchases. This means that in this research, respondents representing consumers demonstrate that an increase in promotion will enhance the positive emotion experienced by consumers, thereby influencing impulsive purchases. 5. Hypothesis H5 testing indicates that the Web Quality variable moderated by positive emotion does not influence impulsive skincare purchases. Positive emotion cannot moderate or support the relationship between Web Quality and impulsive skincare purchases. This means that in this research, respondents representing consumers indicate that good Web Quality does not affect the positive emotion experienced by consumers, thus not affecting impulsive purchases. 6. Hypothesis H6 testing indicates that the E-Wallet variable moderated by positive emotion influences impulsive skincare purchases. Positive emotion can moderate or support the relationship between E-Wallet and impulsive skincare purchases. This means that in this research, E-Wallet usage affects the positive emotion experienced by consumers, thereby influencing impulsive purchases.

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**PERAN *POSITIVE EMOTION* DALAM MEMEDIASI PENGARUH
SALES PROMOTION TERHADAP *IMPULSE BUYING* KONSUMEN
SILVERQUEEN**

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ABSTRACT

This research endeavors to explore the role of positive feelings as an intermediary connection between promotional offers and the spontaneous purchasing behaviors of Silverqueen customers. The selection of participants was based on specific criteria, focusing on adult men and women residing in Cimahi City to gather sample data. The participants were adults above 18 years with a history of unplanned purchases. The survey included a total of 90 participants. A questionnaire using the Likert scale was distributed via Google Forms, followed by simple, multiple, and Sobel regression statistical analyses. The research results indicated that promotional offers have a notable and favorable influence on creating positive emotional responses. Also, promotional offers have a considerable and favorable influence on consumers' tendency to make spontaneous purchases. It was verified that positive feelings significantly and positively influence spontaneous buying decisions. Furthermore, positive feelings effectively bridge the gap between promotional strategies and the encouragement of spontaneous purchases. The results are anticipated to enrich future investigations and provide insights to related business sectors aiming to boost consumers' inclination to make impulse purchases.

Keywords: Sales Promotions, Positive Emotions, Impulse Buying

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi peran perasaan positif sebagai penghubung antara penawaran promosi dan perilaku pembelian spontan pelanggan Silverqueen. Pemilihan partisipan didasarkan pada kriteria tertentu, dengan fokus pada pria dan wanita dewasa yang berdomisili di Kota Cimahi untuk mengumpulkan data sampel. Partisipan adalah orang dewasa berusia di atas 18 tahun dengan riwayat pembelian tak terencana. Survei ini melibatkan total 90 partisipan. Kuesioner menggunakan skala *Likert* didistribusikan melalui *Google Forms*, diikuti dengan analisis statistik regresi sederhana, berganda, dan regresi sobel. Hasil penelitian menunjukkan bahwa penawaran promosi memiliki pengaruh yang signifikan dan positif dalam menciptakan respons emosional positif. Selain itu, penawaran promosi memiliki pengaruh yang cukup besar dan positif terhadap kecenderungan konsumen untuk melakukan pembelian spontan. Telah diverifikasi bahwa perasaan positif secara signifikan dan positif memengaruhi keputusan pembelian spontan. Lebih lanjut, perasaan positif secara efektif menjembatani kesenjangan antara strategi promosi dan dorongan pembelian spontan. Hasil penelitian ini diharapkan dapat memperkaya penelitian di masa mendatang dan memberikan wawasan bagi sektor bisnis

terkait yang bertujuan untuk meningkatkan kecenderungan konsumen melakukan pembelian impulsif.

Kata Kunci: Perasaan Positif, Penawaran Promosi, Pembelian Spontan

PENDAHULUAN

Perindustrian kakao atau coklat di Indonesia mempunyai peranan penting dalam perekonomian, hal ini ditunjukkan dengan kedudukan Indonesia yang berada pada posisi empat teratas penghasil kakao terbesar di dunia dengan produsen kakao paling besar di kawasan Asia (Bps-statistics, 2024). Mengonsumsi coklat dengan batas wajar mampu meningkatkan suasana hati dan memberikan perasaan senang, serta dapat membantu mengurangi hormon *stress* (kortisol) serta memberikan efek menenangkan (Terra, 2024). Prospek cerah bagi industri kakao di Indonesia membuat permintaan akan produk coklat premium dan *functional chocolate* yang diperkaya akan nutrisi tambahan terus meningkat (bsip.pertanian., 2025). Sebagai produk lokal dari Indonesia dengan produk coklat batang yang berkualitas tinggi dan dibuat dengan bahan yang berkualitas dan dengan tekstur yang lebih lembut, SilverQueen kini sudah menjadi merek dengan produk coklat batang yang populer di Indonesia (Nazafi & Sugiyanto, 2023). Didasari oleh bukti data *top brand award* periode (2023-2024) dikategori coklat batangan terlihat bahwa kategori produk coklat batangan merek silverqueen mengalami penurunan total *index* dengan angka penurunan sebesar -13% sebagaimana ditampilkan dalam tabel di bawah:

Tabel 1 *Top Brands Award* periode 2023-2024

Brands	TBI 2023	TBI 2024	Total Penurunan/Peri- ngkatan(%)
Delfi	7,5%	9,3%	2%
Toblerone	3,9%	4,7%	1%
SilverQueen	63,6%	50,9%	-13%

Sumber: topbrand-award.com

Berdasarkan tabel yang disebutkan sebelumnya, satu-satunya merek yang mengalami penurunan adalah coklat batangan Silverqueen, dengan total penurunan sebesar -13%. *Top Brand Index* (TBI) menggunakan tiga ukuran berbeda, yang mencakup tiga faktor. Faktor pertama adalah *mind share*, yang menunjukkan seberapa kuat suatu merek melekat di benak konsumen ketika mereka berpikir untuk membeli jenis produk tertentu. Faktor kedua adalah *market share*, yang menunjukkan seberapa kuat suatu merek di pasar dan memengaruhi kebiasaan membeli konsumen. Faktor ketiga adalah *commitment share*, yang mencerminkan seberapa efektif suatu merek mendorong konsumen untuk tetap loyal dalam jangka panjang (Tops Brands Awards).

Ketika menganalisis ketiga faktor pengukuran dari *Tops Brands Index* kedua, *market share* secara khusus dikaitkan dengan bagaimana pelanggan berperilaku saat melakukan pembelian. Menurut Peter & Olson, (2014), perilaku konsumen dapat dibagi menjadi dua jenis: perilaku rasional dan perilaku irasional. Perilaku rasional melibatkan pemikiran yang cermat saat membuat pilihan pembelian. Di sisi lain, perilaku irasional mengacu pada pembelian tanpa perencanaan, yang juga dikenal sebagai pembelian impulsif. Penelitian ini berfokus pada Silverqueen, yang termasuk dalam kategori produk impulsif (Terralogiq, 2023). Situasi ini mungkin menunjukkan adanya penurunan pembelian impulsif di kalangan konsumen, yang mengindikasikan adanya masalah nyata bagi merek coklat batangan Silverqueen. Oleh karena itu, penelitian ini bertujuan untuk mengkaji ulang dampak dari

faktor-faktor yang relevan. Salah satu keterbatasan penelitian ini adalah hanya mempertimbangkan beberapa variabel, padahal banyak faktor lain yang juga dapat memengaruhi perilaku pembelian impulsif.

TINJAUAN PUSTAKA

Sales Promotion

Sales promotion didefinisikan sebagai alat utama dari sebuah strategi *marketing*, salah satunya adalah adalah insentif, yang merupakan stimulus jangka pendek untuk menarik konsumen berbelanja. Bertujuan dalam mempercepat pembelian suatu produk serta jasa agar mempercepat serta memperbanyak yang terjual (Kotler & Keller, 2016). Promosi penjualan yang sering dikampanyekan didalam sebuah toko memungkinkan memunculkan emosi positif dari konsumen (Averina & Widagda, 2021). *Sales promotion* dapat memunculkan rasa bahagia, rasa senang dan perasaan positif yang dirasakan oleh konsumen. Semakin menarik *sales promotion* yang ditawarkan kepada konsumen memunculkan semangat dan perasaan senang ketika berbelanja (Noerviana & Widyastuti, 2023). indikator untuk mengukur *sales promotion* diantaranya yaitu kemenarikan insentif diskon yang diberikan, ketertarikan konsumen untuk mencoba sampel gratis serta keterbatasan waktu *flashsale* yang diberikan (Kotler & Armstrong, 2016).

Positive Emotion

Emosi merupakan perasaan yang timbul dari suasana hati seseorang karena efek dari situasi dan kondisi yang diterima atau kondisi yang muncul, emosi seseorang merupakan faktor penting bagi konsumen dalam hal menentukan pilihan mereka terutama dalam hal memutuskan untuk membeli sesuatu produk (Putu & Mahadewi, 2019). Selain itu *positive emotion* dapat diartikan sebagai emosi yang positif dari seseorang sebagaimana seseorang yang merasa semangat, termotivasi, serta bahagia, dengan situasi yang saling berkaitan dengan perasaan dari seseorang yang termotivasi tinggi dengan perhatian dan fokus dalam mempertahankan rasa senang, bahagia dan penuh semangat (Oskar et al., 2024). *positive emotion* atau perasaan senang adalah kondisi jiwa dari seseorang ditandai oleh berbagai perasaan menyenangkan seperti ketertarikan, kecintaan, serta kesiagaan Peter & Olson, (2014). Semakin *happy* perasaan seseorang konsumen maka semakin konsumen termotivasi dalam mengambil keputusan pembelian (Naentiana & Setiawan, 2014). *Positive Emotion* dapat diukur dengan tiga indikator yang terdiri dari kesenangan yang dirasakan selama berbelanja, kebahagiaan yang dirasakan selama berbelanja, dan semangat yang dirasakan selama berbelanja (Peng et al, 2022).

Impulse Buying

Pembelian impulsif, juga dikenal sebagai pembelian tak terencana, merupakan perilaku di mana individu memilih untuk membeli produk atau jasa tanpa berpikir panjang, bertindak sepenuhnya berdasarkan perasaan langsung mereka (Srilestari & Santoso, 2024). Konsep pembelian impulsif dapat dipahami sebagai tindakan pembelian yang terjadi secara tiba-tiba dan cepat, tanpa adanya niat untuk membeli sebelumnya. Pembelian impulsif muncul ketika pembeli merasa mudah terdorong untuk melakukan transaksi karena dorongan yang kuat, yang mengakibatkan mereka mengabaikan pemikiran logis mengenai pembelian tersebut (Kurohman & Rivai, 2022). Pemberian penawaran dan hadiah yang menarik berpotensi memicu kecenderungan konsumen untuk segera membeli barang atau jasa tertentu (Sahar Fauziyyah, 2022). Konsumen cenderung terinspirasi untuk melakukan pembelian tanpa diminta, meminimalkan pertimbangan, ketika mereka merasa puas dan

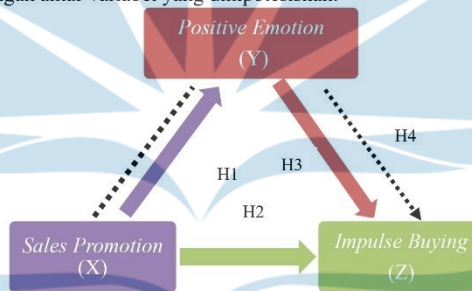
menemukan evaluasi yang positif (Dhameria, 2014). Sejumlah tanda dapat digunakan untuk mengenali pembelian impulsif transaksi yang tidak direncanakan, transaksi yang didorong oleh emosi, dan transaksi yang dilakukan tanpa mempertimbangkan hasilnya (Wahyuni & Setyawati, 2020).

METODE PENELITIAN

Penelitian ini menggunakan metode kuantitatif di mana data dikumpulkan melalui survei, yang bertujuan untuk memverifikasi hipotesis yang ditetapkan oleh peneliti dengan informasi yang dapat diukur. Partisipan dalam penelitian ini meliputi pria dan wanita yang tinggal di Kota Cimahi yang berusia 18 tahun ke atas, yang berjumlah 90 orang. Metode pemilihan partisipan adalah *purposive sampling*, suatu bentuk *non-probability sampling*. Untuk menjamin keakuratan dan kepercayaan data, langkah selanjutnya adalah mengevaluasi alat penelitian dengan melakukan penilaian validitas dan reliabilitas. Analisis data dalam penelitian ini menggunakan uji asumsi klasik, analisis regresi sederhana, analisis regresi berganda, dan uji Sobel. Penelitian ini juga mengandalkan alat bantu seperti *Statistical Package for the Social Sciences* (SPSS) versi 27, sedangkan uji Sobel dilakukan dengan menggunakan kalkulator daring. Model konseptual yang dibuat bertujuan untuk menyediakan data empiris yang terkait dengan berbagai faktor yang memengaruhi pembelian impulsif di kalangan konsumen Silverqueen.

Model Konseptual Penelitian

Gambar 1 hubungan antar variabel yang dihipotesiskan:



Gambar 1 hubungan antar variabel

HASIL DAN PEMBAHASAN

Hasil penilaian validitas menunjukkan bahwa nilai *pearson correlation* (r hitung) untuk setiap pernyataan melampaui nilai r tabel sebesar 0,3061, yang menandakan bahwa semua pengukuran untuk setiap alat adalah sah dan secara efektif mengukur apa yang ingin diukur. Selanjutnya, penilaian reliabilitas dilakukan untuk memastikan konsistensi instrumen pengumpulan data di berbagai jangka waktu, sesuai dengan Sekaran & Bougie, (2017). Tolak ukur yang digunakan untuk memastikan reliabilitas suatu instrumen dikategorikan sebagai berikut: koefisien reliabilitas di bawah 0,60 dianggap tidak baik, koefisien dalam rentang 0,70 dapat diterima, dan koefisien di atas 0,80 dianggap sangat baik. Dalam konteks instrumen penelitian ini, nilai alpha Cronbach melampaui 0,60, sehingga menegaskan reliabilitas setiap item dalam instrumen. Di bawah ini disajikan temuan yang

diperoleh dari penilaian validitas dan reliabilitas yang dilakukan dengan menggunakan SPSS versi 27.

Tabel 2 Hasil Uji Validitas dan Reliabilitas

		Hasil Uji Validitas	Hasil Uji Reliabilitas
No	Pernyataan	R hitung Person correlation)	Cronbach's alpha
Sales Promotion			
1	Menurut saya Silverqueen memberikan diskon yang menarik.	0.862	0.750
2	Menurut saya Silverqueen memberikan sampel cokelat gratis	0.849	
3	Menurut saya Silverqueen memberikan waktu flashsale yang terbatas	0.737	
Positive Emotion			
1	Saya merasa senang selama membeli Silverqueen	0.907	0.877
2	Saya merasa bahagia selama membeli Silverqueen	0.912	
3	Saya merasa semangat membeli Silverqueen	0.905	
Impulse Buying			
1	Saya membeli Silverqueen secara spontan	0.631	0.801
2	Saya membeli Silverqueen dengan dorongan emosi	0.855	
3	Saya mengesampingkan konsekuensi ketika membeli Silverqueen	0.836	

Sumber: Hasil olah data menggunakan SPSS (2025)

Berikut adalah temuan yang diperoleh dari totalitas jawaban yang diberikan oleh setiap responden, yang dikumpulkan oleh peneliti; data terperinci disajikan dalam tabel 3, yang menampilkan profil responden.

Tabel 3 profil responden

Keterangan	Jumlah
Usia (Tahun)	
18-25	90
25-30	
30-35	
Jenis Kelamin	
Laki-Laki	16
Perempuan	74
Domisili	
Kota Cimahi	90
Apakah anda pernah melakukan pembelian secara <i>impulsive</i> ?	
Pernah	90
Apa produk yang anda beli secara <i>impulsive</i> ?	
Permen	2
Fashion	38
Cokelat	28
Makanan Ringan	21
Dan Lan-Lain	1

Sumber: Olah data (2025)

Partisipan dalam penelitian ini adalah orang-orang yang pernah melakukan pembelian impulsif di Kota Cimahi. Informasi dikumpulkan melalui survei. Total terdapat 90 partisipan, sebagian besar perempuan muda berusia 18 hingga 25 tahun. Setiap partisipan pernah mengalami pembelian impulsif, dengan pakaian sebagai jenis produk yang paling umum, dan menerima 38 tanggapan. Asumsi-asumsi tradisional seperti distribusi normal, multikolinearitas, dan varians yang bervariasi diperiksa.

Uji Normalitas

Tabel 4 hasil Uji Asumsi Klasik

o	JENIS UJI ASUMSI KLASIK	KRITERIA PENERIMAAN HASIL UJI	HASIL UJI	INTERPRETASI
	Uji Normalitas (Kolmogorov-Smirnov)			
	Pengaruh Sales Promotion terhadap Positive Emotion	(Sig) ≥ 0,05	(Sig)= 0,62	Data berdistribusi normal
	Pengaruh Sales Promotion dan Positive Emotion terhadap		(Sig)= 0,61	

	Impulse Buying			
	Uji multikolinearitas			
	Pengaruh Sales Promotion terhadap positive emotion		Tolerance SP=1.000 VIF SP=1.000	
	Pengaruh Sales Promotion dan Positive Emotion terhadap Impulse Buying	Tolerance > 0.10 dan VIF < 10	Tolerance SP=0.814 VIF SP=1.228	Bebas dari multikolinearitas
			Tolerance PE=0.814 VIF PE=1.228	
	Uji heteroskedastisitas			
	Pengaruh Sales Promotion terhadap positive emotion		Sig SP=0,531	
	Pengaruh Sales Promotion dan Positive Emotion terhadap Impulse Buying	0,05 (Sig) ≥	Sig SP=0,714 Sig PE=0,665	Tidak mengalami heteroskedastisitas

Sumber: Hasil olah data SPSS (2025)

Dengan menggunakan informasi keluaran asumsi klasik dari kolom yang ditampilkan sebelumnya, hasil uji normalitas untuk pengaturan regresi awal menunjukkan nilai 0,62, yang lebih besar dari 0,05, dan penilaian untuk pengaturan regresi selanjutnya menunjukkan nilai 0,61, yang juga lebih besar dari 0,05. Dengan demikian, kedua pengaturan regresi menunjukkan distribusi normal. Selain itu, hasil uji multikolinearitas untuk pengaturan regresi awal dan selanjutnya menunjukkan angka Toleransi lebih besar dari 0,10 dan angka VIF kurang dari 10. Akibatnya, setiap variabel dalam persamaan awal dan selanjutnya menyiratkan bahwa pengaturan tersebut bebas dari multikolinearitas. Lebih lanjut, hasil uji heteroskedastisitas menunjukkan angka signifikansi untuk setiap variabel independen dalam analisis ini yang melebihi 0,05. Dengan demikian, dapat disimpulkan bahwa pengaturan tersebut tidak mengalami heteroskedastisitas. Konsekuensi dari uji heteroskedastisitas ini menyiratkan bahwa susunan persamaan tidak terpengaruh oleh heteroskedastisitas dan nilai absolut residual tidak dipengaruhi oleh variabel independen mana pun. Mengingat persamaan telah berhasil melewati uji asumsi klasik, analisis selanjutnya kini dilakukan.

Analisis Regresi Sederhana

Tabel 5 hasil Regresi Sederhana

Model	Unstandardized Coefficients		Std. Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.939	1.215		5.713	.0000
SP.X	.428	.096	.431	4.482	.0000

a. Dependent Variable: *Positive Emotion_Y*

Sumber : Hasil olah data SPSS (2025)

Dari hasil analisis regresi sederhana, kita dapat memperoleh persamaan regresi linier:

$$Y = 6,939 + 0,428 X$$

Ekspresi matematika utama menggambarkan nilai tetap 6,939, yang menandakan bahwa ketika semua faktor yang berfluktuasi stagnan, sentimen positif yang diproyeksikan berada di angka 6,939. Lebih lanjut, ekspresi tersebut menunjukkan bahwa aktivitas penjualan promosi secara signifikan dan positif memengaruhi sentimen positif, sebagaimana ditunjukkan oleh nilai koefisien (β) sebesar 0,428 dengan nilai t turunan sebesar 4,482, yang melampaui ambang batas t tabel sebesar 1,6626. Oleh karena itu, investasi berkelanjutan dalam penjualan promosi oleh Silverqueen sangat penting karena perannya yang menguntungkan dalam memperkuat sentimen positif. Untuk setiap peningkatan tunggal dalam upaya promosi penjualan, peningkatan sentimen positif sebesar 0,428 unit dapat diantisipasi.

Uji Regresi Berganda

Tabel 6 Hasil Regresi Berganda

Model	Unstandardized Coefficients		Std. Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.732	1.258		2.967	.004
SP.X	.312	.094	.315	3.329	.001
PE_Y	.397	.094	.398	4.211	.000

a. Dependent Variable: *Impulse Buying_Z*

Sumber: hasil olah data SPSS (2025)

Berdasarkan hasil beberapa analisis regresi, rumus yang diperoleh dari regresi linier adalah:

$$Z = 3,732 + 0,312 X + 0,397 Y$$

Konstanta dalam persamaan ini, yang tercatat sebesar 3,732, menunjukkan bahwa ketika semua faktor yang dipertimbangkan tidak ada, nilai dasar yang diantisipasi untuk pembelian impulsif adalah 3,732 unit. Lebih lanjut, analisis persamaan ini mengungkap bahwa perasaan senang dan penawaran khusus secara signifikan dan positif memengaruhi kemungkinan pembelian impulsif, ditunjukkan oleh nilai koefisien (β) sebesar 0,312 dan 0,397, di samping nilai t hitung sebesar 3,329 dan 4,211 yang melebihi ambang batas t tabel

sebesar 1,6626. Peningkatan satu unit dalam upaya pemasaran dapat menyebabkan peningkatan perilaku pembelian impulsif sebesar 0,312 unit, sementara setiap unit tambahan respons emosional positif memperkuat pembelian impulsif sebesar 0,397 unit.

Uji Sobel

Tabel 7 Hasil Uji Sobel

Variabel	a	B	Sa	Sb	Hasil Uji Sobel (Thitung)	Kriteria Penerimaan Uji Sobel	Interpretasi
<i>Sales Promotion → Impulse Buying → Positive Emotion</i>	0,428	0,397	0,096	0,094	3,06608778	$T_{hitung} > t_{tabel} = 1,9876$	<i>Positive emotion</i> berhasil memediasi pengaruh <i>sales promotion</i> terhadap <i>impulse buying</i>

Sumber: Hasil Uji Sobel Online (2025)

Terkait uji Sobel, nilai t sebesar 3,06608778 untuk emosi positif ketika menguji pengaruh promosi penjualan terhadap pembelian impulsif melebihi nilai t -tabel sebesar 1,9876. Hal ini menunjukkan bahwa emosi positif berperan penting dalam bagaimana promosi penjualan memengaruhi pembelian impulsif. Setelah semua uji validitas, penilaian reliabilitas, evaluasi asumsi klasik, analisis regresi sederhana, analisis regresi berganda, dan uji Sobel selesai, tahap selanjutnya adalah menguji hipotesis.

Uji Hipotesis

Tabel 8 Hasil Uji Hipotesis

Hipotesis	Hubungan Antar Variabel	Thitung & Nilai Signifikansi	Interpretasi Hipotesis	Hasil Uji
H1	<i>Sales Promotion</i> → <i>Positive Emotion</i>	Thitung 4.482 dan Sig .0000	H0 berhasil ditolak	Promosi Penjualan Mempengaruhi Emosi Positif
H2	<i>Sales Promotion</i> → <i>Impulse Buying</i>	Thitung 3.329 dan Sig.001	H0 berhasil ditolak	Promosi Penjualan Mempengaruhi Pembelian Impulsif
H3	<i>Positive Emotion</i> → <i>Impulse Buying</i>	Thitung 4.211 dan Sig .000	H0 berhasil ditolak	Emosi Positif Mempengaruhi Pembelian Impulsif
H4	<i>Sales Promotion</i> → <i>Impulse Buying</i> melalui <i>Positive Emotion</i>	Thitung 3.06608778 dan Sig 0.0021688	H0 berhasil ditolak	Emosi positif berhasil memediasi pengaruh promosi penjualan terhadap pembelian impulsif.

Sumber : Olah data SPSS (2025)

Dampak Promosi Penjualan terhadap Perasaan Positif

Berdasarkan temuan penelitian tentang bagaimana promosi penjualan memengaruhi perasaan positif, uji-t menunjukkan nilai-t sebesar 4,482, yang lebih besar daripada nilai t-tabel sebesar 1,6626, dengan tingkat signifikansi 0,0000, yang lebih kecil dari 0,05. Hipotesis pertama berhasil menolak H0. Hal ini menunjukkan bahwa promosi penjualan secara positif dan signifikan memengaruhi emosi positif. Hasil ini mendukung kesimpulan Adzqia dan Adialita (2024), yang menyatakan bahwa promosi penjualan secara signifikan memengaruhi perasaan positif. Hal ini menyiratkan bahwa seiring meningkatnya promosi penjualan, emosi positif juga cenderung meningkat.

Dampak Promosi Penjualan terhadap Pembelian Impulsif

Analisis tentang bagaimana promosi penjualan memengaruhi pembelian impulsif menunjukkan nilai-t sebesar 3,329, yang melebihi nilai t-tabel sebesar 1,6626, dan tingkat signifikansi 0,001, yang lebih kecil dari 0,05. Hipotesis kedua berhasil menolak H0. Hal ini menunjukkan bahwa promosi berdampak positif dan signifikan terhadap pembelian impulsif. Kesimpulan ini mendukung penelitian Sahar Fauziyyah (2022, yang menemukan bahwa promosi penjualan sangat memengaruhi pembelian impulsif. Hal ini menunjukkan bahwa promosi penjualan yang lebih kuat menghasilkan kemungkinan pembelian impulsif yang lebih tinggi.

Pengaruh Perasaan Positif terhadap Pembelian Impulsif

Dalam mengamati bagaimana perasaan positif memengaruhi pembelian impulsif, uji-t menunjukkan nilai t sebesar 4,211, yang lebih tinggi daripada nilai t tabel sebesar 1,6626, dengan tingkat signifikansi 0,000, di bawah ambang batas 0,05. Dengan demikian, hipotesis ketiga berhasil menolak H0. Hal ini menunjukkan bahwa perasaan positif memengaruhi

pembelian impulsif secara positif dan signifikan. Hal ini sejalan dengan penelitian Kumala dan Wardana dari tahun 2021, yang menunjukkan hubungan positif antara perasaan positif dan pembelian impulsif. Hal ini menegaskan bahwa peningkatan perasaan positif mengarah pada pembelian yang lebih impulsif.

Fungsi Perasaan Positif dalam Menghubungkan Promosi Penjualan dengan Pembelian Impulsif

Berdasarkan hasil uji Sobel, uji-t menghasilkan nilai 3,06608778, yang lebih besar daripada nilai t-tabel sebesar 1,9876. Dengan demikian, hipotesis keempat berhasil menolak H0. Hal ini menunjukkan bahwa promosi penjualan berpengaruh positif dan signifikan terhadap pembelian impulsif melalui emosi positif. Temuan ini sejalan dengan penelitian Marcelino dan Sukawati (2023), yang menemukan bahwa perasaan positif secara efektif memediasi pengaruh promosi penjualan terhadap pembelian impulsif. Hal ini menunjukkan bahwa promosi penjualan yang lebih kuat menghasilkan peningkatan emosi positif, yang selanjutnya menghasilkan pembelian impulsif yang lebih tinggi.

PENUTUP

Kesimpulan Dan Saran

Hasil studi ini mengarah pada pemahaman bahwa aktivitas penjualan promosi secara signifikan dan positif memengaruhi perasaan positif dan perilaku pembelian spontan pelanggan Silverqueen. Selain itu, telah ditunjukkan bahwa perasaan positif memiliki pengaruh yang signifikan dan konstruktif terhadap pembelian spontan, yang secara efektif bertindak sebagai perantara antara penjualan promosi dan kebiasaan pembelian impulsif pelanggan Silverqueen. Oleh karena itu, disarankan agar manajemen Silverqueen menyempurnakan pendekatan pemasaran mereka, dengan berfokus terutama pada promosi penjualan, yang merupakan elemen kunci dalam menarik pelanggan untuk melakukan pembelian tak terencana. Silverqueen dapat lebih lanjut merangsang kecenderungan pelanggan untuk melakukan pembelian impulsif dengan memperkuat promosi penjualan, seperti menawarkan potongan harga, sampel produk gratis, dan penjualan kilat yang sensitif terhadap waktu, sehingga mendorong keputusan pembelian langsung. Lebih lanjut, manajemen juga harus mempertimbangkan untuk merancang tampilan promosi yang menarik dan mencolok secara visual serta menempatkannya di dekat area kasir untuk memaksimalkan visibilitas dan menarik perhatian pelanggan saat pembayaran. Perusahaan dapat memanfaatkan strategi promosi ini untuk membentuk dan merangsang keputusan pembelian konsumen, mendorong mereka untuk membeli produk tanpa berpikir panjang.

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- Putu, N., & Mahadewi, T. (2019). DOI: <https://doi.org/10.24843/EJMUNUD.2019.v08.i09.p15> ISSN: 2302-8912 PERAN POSITIVE EMOTION DALAM MEMEDIASI PENGARUH PRODUCT KNOWLEDGE TERHADAP IMPULSE BUYING Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia ABSTRAK Dewasa in. 8(9), 5652–5671.
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