The Role of Positive Emotion in Mediateing Sales Promotion towards Impluse Buying In E-Commerce Shopee (Study on Shopee Consumers in Denpasar City)

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ABSTRACT: The aim of this research isexplains the role of positive emotion in mediating sales promotion on impulse buying in e-commerce for shopee consumers in Denpasar city. The population of this study is Shopee consumers in Denpasar City whose exact number is unknown (Infinite). The number of samples used in this study were 120 respondents, taken by purposive sampling technique. The data collection method used a questionnaire which was distributed online via google form. The data analysis technique used was Structural Equation Modeling based on Partial Least Square (SEM-PLS). The results of the analysis show that positive emotion is able to strengthen the influence of sales promotion on impulse buying. This research is expected to provide relevant and useful input for companies related to efforts to improve company performance.

KEYWORDS: Positive Emotion, Sales Promotion, Impulse Buying, Shopee

INTRODUCTION

Technological developments in the digital era have changed people's shopping behavior around the world, including in Indonesia. The shopping behavior of the Indonesian people, who previously shopped at offline stores, is slowly moving to online shopping. This is a good opportunity and opportunity for the wider community, one of which is business people in Indonesia. E-Commerce, also known as electronic commerce, is an activity related to buying, selling, marketing goods or services by utilizing electronic systems such as the internet or computer networks (Linda, 2018). With e-Commerce, the process of selling or buying transactions can be obtained in an efficient way (Nofiyanti & Wiwoho, 2020), because transactions can be done anytime and anywhere. Based on market place data from Katadata, in 2021 Shopee will become the marketplace with the highest Gross Merchandise Value (GMV) beating several other marketplaces, Shopee is one of the marketplaces with fairly good growth performance to become the top ranking market place for the app store ranking category, ranking play store. (databooks.katadata, 2021). To win the competition between e-commerce, Shopee conducts marketing communication activities that encourage impulse buying.

According to Danuza (2018), impulsive buying is someone who makes an impulsive purchase or is commonly called an unplanned purchase, which is a person's behavior in which a person does not plan anything while shopping. Phenomena like this can be exploited by marketers by creating attractive stimuli to further increase impulse buying, and one of the stimuli that can support impulse buying is sales promotion.

The researcher also conducted a pre-survey of 30 respondents who had shopped at Shopee e-commerce and live in Denpasar city, showing that 83.3% of Shopee customers made impulse buying because of sales promotions and 80% because of a good and happy mood. will affect the impulse buying of these customers. This proves that sales promotion and positive emotion can influence impulse buying.

Forms of sales promotion carried out to increase sales include price discounts, free gifts, and joint sales (Oktivera & Felita, 2019). Sales promotion is able to attract attention and provide information that introduces customers to the product. Research conducted by (Idris, 2018) and (Maulana, 2018) states that sales promotion has a significant positive effect on impulse buying. The results of this study are also supported by (Mamuaya & Aditya, 2018), (Ismail & Ahmed Siddiqui, 2019), and (Negara & Kusuma Dewi, 2018) where sales promotion has a positive effect on impulsive buying. However, different results were obtained by (Septiana & Widyastuti, 2021) and Florensia et al (2019) which stated that sales promotion had no significant effect on impulsive buying. This negative effect is caused by the greater the variable discount offered, the price before the discount is installed is much higher than the normal price previously set, so there is no positive emotion that can mediate the effect of sales promotion

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on impulse buying. Research conducted by (Hapsari Nindyakirana & Maftukhah, 2016) and (Devi & Jatra, 2020) found that there was an indirect effect of sales promotion and impulse buying through positive emotion as a mediating variable.

Based on the phenomena and differences in the results of research conducted by several previous researchers and the description of the background above, I am interested in conducting this research to find out how sales promotion influences impulse buying with positive emotion as a mediating variable at PT Shopee Indonesia towards Shopee users in Denpasar City.

H1 :*Sales Promotions*positive and significant effect on Impulse Buying.

According to (Idris, 2018) and (Maulana, 2018) the results show that sales promotion has a positive and significant effect on impulse buying. The same results were obtained by research conducted by(Mamuaya & Aditya, 2018), (Ismail & Ahmed Siddiqui, 2019), (Negara & Kusuma Dewi, 2018) found that sales promotion had a positive and significant effect on impulse buying. However, different results were obtained from research conducted by (Septiana & Widyastuti, 2021) and (Jovita Florensia, 2019) finding that there was no significant relationship between sales promotion and impulse buying.

H2: Sales Promotion has a positive and significant effect on Positive Emotion

Research conducted by (Rosyida & Lestari Anjarwati, 2016) found that sales promotion had a positive and significant effect on positive emotion. The same results were obtained by research conducted by (Idris, 2018) which found that sales promotion had a positive effect on positive emotion.

H3: Positive Emotion has a positive and significant effect on Impulse Buying

According to Pebrianti & Ratnawati's research, 2020 found that positive emotion had a positive and significant effect on impulse buying. The same results were also obtained by research conducted by (Rosyida & Lestari Anjarwati, 2016) obtaining the result that positive emotion has a positive and significant effect on impulse buying

H4: Positive Emotion is able to significantly mediate the Influence of Sales Promotion on Impulse Buying.

According to (Hapsari Nindyakirana & Maftukhah, 2016) the results show that there is an indirect effect from sales promotion and impulse buying through positive emotion as a mediating variable.
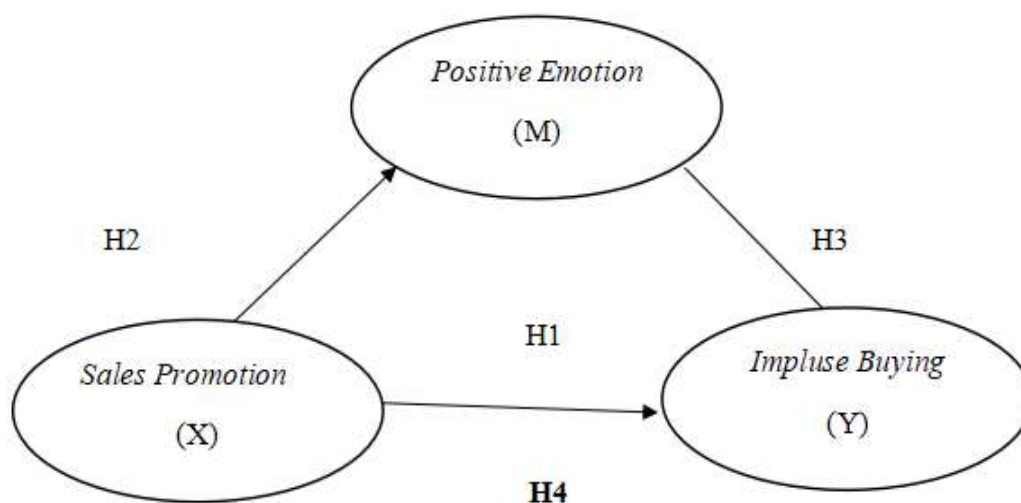

Figure 1: Research Concept Framework

RESEARCH METHODS

Approach used in this study areassociative research with causality type. Associative research is research that aims to determine the effect or relationship between two or more variables. This research was conducted in Denpasar City. The reason the researcher chose Denpasar City as the research location is that it has a good level of well-being and has high activity and sensitivity to technology so that it can be assumed that the level of online consumption is high Primary data in this study obtained in full from respondents through a list of questions asked. Primary data collected includes respondent identity data, respondents' opinions about impulse buying which involves positive emotion, and sales promotion. Secondary data in this study were obtained from literature and previous research journals.

The object in this research is*impulse buying*Shopee e-commerce users are reviewed based on the influence of positive emotion and sale promotion felt by Shopee application users domiciled in Denpasar City. The exogenous variable in this study is

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Sales Promotion X. The endogenous variable in this study is Impluse Buying Y. The mediating variable in this study is Positive Emotion M.

The population of this study are Shopee consumers in Denpasar City. This research was analyzed with a multivariate sample suggested at least 5 to 10 times the number of indicators studied (Sugiyono, 2018: 155). The number of indicators used is 12 so the number of samples needed is 12x10 = 120 respondents. In this study, 120 respondents were taken, which can be said to be sufficient to prove the results of this study.

Table 1. Research Variable Indicators

Variable	Indicator	Source
Impulse Buying (Y)	Spontaneity Strength, compulsion and intensity Excitement and stimulation Indifference to consequences	(Engel et al., 1995)
Sales Promotion (X)	Promotion frequency Promotional quality Promotion quantity Promotion time Determination or suitability of promotion goals	(Kotler and Keller, 2016)
Positive Emotion (M)	*Pleasure* *Arousal* *dominance*	Darma and Japrianto (2014) in Gunawan Kwan, (2016)

The method used to collect data is by distributing questionnaires in the form of statements. The questionnaire was distributed using a Google form in the form of a link that was distributed to social media such as WhatsApp, Line and Instagram. The contents of the questionnaire focused on the factors that influence impulse buying, namely positive emotion and sales promotion. The results of each section will show the influence of these factors on the creation of impulse buying on the Shopee application.

The data analysis technique used in this study is Descriptive Statistical Analysis, Inferential Statistical Analysis, Structural Equation Modeling based on Partial Least Square (SEM-PLS).

DISCUSSION RESULT

The research data was obtained from the results of a questionnaire that was answered by 120 respondents who had used the Shopee application in the last 6 months in the city of Denpasar.

Table 2: Respondents of Shopee Application Users in Denpasar City

No	Characteristics	Classification	Amount Respondents (person)	Percentage Respondents (percent)
1	Gender	Man	58	48,3
		Woman	62	51,7
Amount			**120**	**100**
2	Income or pocket money per month:	≤ IDR 1,000,000	47	39,1
		IDR 1,000,001-1,500,000	31	25,4
		≥ IDR 1,500,001	43	35.5
Amount			**120**	**100**
4	Age	15 – 18 Years	13	10,8
		>18 – 34 Years	54	45

		>34 – 54 Years	47	39,2
		> 54 Years	6	5
Amount			**120**	**100**
5	Work	Student / Student	42	35
		Private employees	11	9,1
		civil servant	26	21,6
		Self-employed	12	10
		Housewife	9	7,5
		Other	20	16,6
Amount			**120**	**100**

Table 3: Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation coefficient (Pearson Correlation)	*Sig. (2-tailed)*	Ket.
Sales promotions (X)	X1.1	0.769	0.000	*Valid*
	X1.2	0.870	0.000	*Valid*
	X1.3	0.710	0.000	*Valid*
	X1.4	0.635	0.000	*Valid*
	X1.5	0.913	0.000	*Valid*
Positive emotions (M)	M1.1	0.747	0.000	*Valid*
	M1.2	0.755	0.000	*Valid*
	M1.3	0.770	0.000	*Valid*
Impulse buying (Y)	Y1.1	0.903	0.000	*Valid*
	Y1.2	0.965	0.000	*Valid*
	Y1.3	0.934	0.000	*Valid*
	Y1.4	0.843	0.000	*Valid*

The results of the validity test in Table 3 show that all research instruments used to measure Sales promotion, positive emotion and impulse buying variables have a correlation coefficient with a total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows that the statement items in the research instrument are valid and appropriate to be used as research instruments.

Table 4: Recapitulation of Research Instrument Reliability Test Results

No.	Variable	*Cronbach's Alpha*	Information
1	*Sales promotion*(X1)	0.800	Reliable
2	*Positive emotions*(M1)	0.797	Reliable
3	*Impulse buying*(Y2)	0.844	Reliable

The reliability test results presented in Table 4 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.70. So it can be stated that all variables have met the reliability requirements so that they can be used to conduct research.

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Table 5: Descriptive Statistical Test Results

	STS	TS	CS	S	SS	Total Score	Average	Criteria
X1.1	0	0	6	44	70	544	4.53	Very high
X1.2	0	0	5	51	64	539	4.49	Very high
X1.3	0	1	6	45	68	540	4.50	Very high
X1.4	0	2	9	48	61	528	4.40	Very high
X1.5	1	3	14	48	54	511	4.26	Very high
X1	Average Sales Promotion score					2662	4.44	Very high
M1.1	0	12	29	43	36	463	3.86	Tall
M1.2	1	4	26	43	46	489	4.08	Tall
M1.3	3	8	22	45	42	475	3.96	Tall
M1	Average Positive Emotion score					1427	3.96	Tall
Y1.1	2	9	30	40	39	465	3.88	Tall
Y1.2	1	14	17	53	35	467	3.89	Tall
Y1.3	2	17	33	37	31	438	3.65	Tall
Y1.4	2	7	12	32	67	515	4.29	Very high
Y1	Average Impulse Buying score					1885	3.93	Tall

The results of the descriptive analysis as presented in table 5 show that the sales promotion variable as a whole obtains an average value of 4.44, which means that Shopee has implemented a very high sales promotion.

The results of the descriptive analysis as presented in table 5 show that the positive emotion variable as a whole obtains an average value of 3.96, which means that Shopee consumers already have a high sense of positive emotion.

The results of the descriptive analysis as presented in table 5 show that the impulse buying variable as a whole obtains an average value of 3.93, which means that the majority of consumers have high impulse buying at Shopee.

Table 6: Convergent Validity Test Results

	M (Positive Emotion)	X (Sales Promotion)	Y (Impulse Buying)
M1.1	0.768		
M1.2	0.842		
M1.3	0.866		
X1.1		0.801	
X1.2		0.822	
X1.3		0.804	
X1.4		0.776	
X1.5		0.770	
Y1.1			0.875
Y1.2			0.906
Y1.3			0.810
Y1.4			0.813

The results of the convergent validity test in Table 6 show that all outer loading variable indicator values have a value greater than 0.70 with a p value of 0.000 less than 0.05. Thus, it can be concluded that all indicators have met the requirements of convergent validity. The results of the convergent validity test can be seen in the following figure

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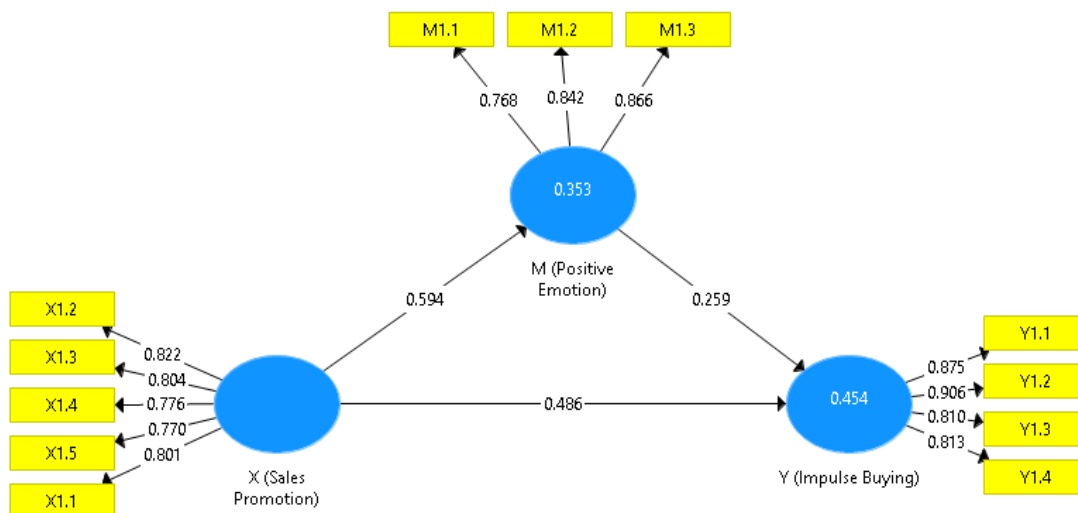
Figure 2:The PLS Algorithm Model

Table 7:Discriminant Validity Results

	Average Variances Extracted (AVE)	AVE root() $\sqrt{AVE}$
M (Positive Emotion)	0.683	0.826
X (Sales Promotion)	0.631	0.795
Y (Impulse Buying)	0.726	0.852

Based on Table 7, it can be explained that the AVE value of the Sales promotion variable, Positive emotion and Impulse buying is greater than 0.5, thus, all variables in the tested model meet the discriminant validity criteria. The model is said to be good if the AVE of each variable is greater than 0.50. The output results show that the AVE value of all variables is greater than 0.50 so that the model can be said to be valid. The results of the discriminant validity test can also be done by comparing the cross loading values.

Table 8: Cross Loading Test Results

	M (Positive Emotion)	X (Sales Promotion)	Y (Impulse Buying)
M1.1	**0.768**	0.403	0.225
M1.2	**0.842**	0.418	0.286
M1.3	**0.866**	0.587	0.673
X1.1	0.448	**0.801**	0.381
X1.2	0.473	**0.822**	0.545
X1.3	0.344	**0.804**	0.503
X1.4	0.345	**0.776**	0.594
X1.5	0.681	**0.770**	0.498
Y1.1	0.640	0.596	**0.875**
Y1.2	0.476	0.564	**0.906**
Y1.3	0.403	0.449	**0.810**
Y1.4	0.298	0.557	**0.813**

Based on Table 8, it can be seen that the correlation of indicators X1, X2, X3, X4, and X5 with the variables is higher than the correlation with other variables. Because the cross loading value on the indicator variable X1 (sales promotion) has a greater correlation with its indicators than with other variables, it can be said that variable X1 (sales promotion) has fulfilled discriminant validity. Furthermore, the correlation of indicators M1.1, M1.2, M1.3, with the variables is higher than the correlation with other variables. Because the cross loading value on the indicator variable M1 (positive emotion) has a greater correlation with its

indicators than with other variables, it can be said that the variable M1 (positive emotion) has fulfilled discriminant validity. Likewise the correlation indicators Y2.1, Y2. 2, Y2.3, Y2.4, the variables are higher than the correlation with other variables. Because the cross loading value on the indicator variable Y2 (Impulse buying) has a greater correlation with its indicators than with other variables, it can be said that variable Y2 (Impulse buying) has fulfilled discriminant validity.

Table 9: Instrument Reliability Research Results

	Cronbach's Alpha	Composite reliability	Information
M (Positive Emotion)	**0.789**	**0.866**	**Reliable**
X (Sales Promotion)	**0.855**	**0.895**	**Reliable**
Y (Impulse Buying)	**0.874**	**0914**	**Reliable**

The output results of composite reliability and cronbach's alpha variable Sales promotion, positive emotion, and impulse buying are all above 0.70. Thus, it can be explained that all variables have good reliability.

Table 10: Bound Variable R-square value

	R Square	R Square Adjusted
M1 (Positive emotions)	0.353	0.347
Y2 (Impulse buying)	0.454	0.444

Based on Table 10, the model of the influence of Sales promotion on Positive emotion gives an R-square value of 0.353 which can be interpreted that the variability of the Positive emotion variable can be explained by the Variability of the Sales promotion variable of 35.3 percent, while 64.7 percent is explained by other variables outside those studied . Furthermore, the model of the influence of Sales promotion and Positive emotion on impulse buying gives an R-square value of 0.454 which can be interpreted that the variability of the impulse buying variable can be explained by the variability of the Sales promotion variable and Positive emotion of 45.4 percent, while 54.6 percent the rest is explained by other variables outside those studied.

1) *Q-Square Predictive Relevance*(Q2)

The Q2 value has a value with a range of 0 < Q2 < 1, where the closer to 1 means the better the model. To measure how well the observed values are generated by the model and also the parameter estimates, it is necessary to calculate Q-square (Q2) as follows:

$$Q2 \quad = \quad 1- (1 - (R1)2) (1 - (R2)2)$$
$$= \quad 1- (1 - 0.353) (1 - 0.454)$$
$$= \quad 1- (0.647) (0.546)$$
$$= \quad 1- 0.353$$
$$= \quad 0.6467$$

The results of these calculations show that the Q2 value is 0.6467 so that it can be concluded that the model has good predictive relevance. Thus, it can be explained that 64.67 percent of the variation in impulse buying is influenced by sales promotion and positive emotion, while the remaining 35.33 percent is influenced by other variables not examined in this study.

2) Goodness of Fit (GoF) Test Results

The Goodness of Fit test is used to assess the accuracy of the model being tested whether it is good (fit) or not.The GoF score criteria are 0.10, 0.25 and 0.36 which shows that GoF is small, GoF Medium and GoF Large (Ghozali and Latan, 2015). The Goodness of Fit formula used is:

$$GOF = \sqrt{\overline{AVE} \times \overline{R^2}}$$

Information :

$$\overline{AVE} = rata - rata\ Ave$$
$$\overline{R^2} = rata - rata\ R^2$$

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Table 11: Goodness of Fit Test Results

	Average Variances Extracted (AVE)	R Square
M (Positive Emotion)	**0.683**	0.353
X (Sales Promotion)	**0.631**	
Y (Impulse Buying)	**0.726**	0.454
Average	0.680	0.408

Table 11 shows that the average value of R Square is 0.408, then the average value of AVE is 0.680, the results of calculating the Goodness of Fit are as follows:

$$GoF = \sqrt{\overline{AVE} \times \overline{R^2}}$$
$$= \sqrt{0.680 \times 0.408} = 0.524$$

A GoF value of 0.365 is classified as large, a GoF value of 0.25 is classified as medium/moderate and a GoF value of less than 0.25 is classified as small (Hair, 2017). A model that has a large GoF value means that it is more appropriate in describing the research sample. Based on the results of the Goodness of Fit (GoF) calculation above, a GoF value of 0.524 is obtained so that it can be concluded that the model in this study has a relatively large research model fit.

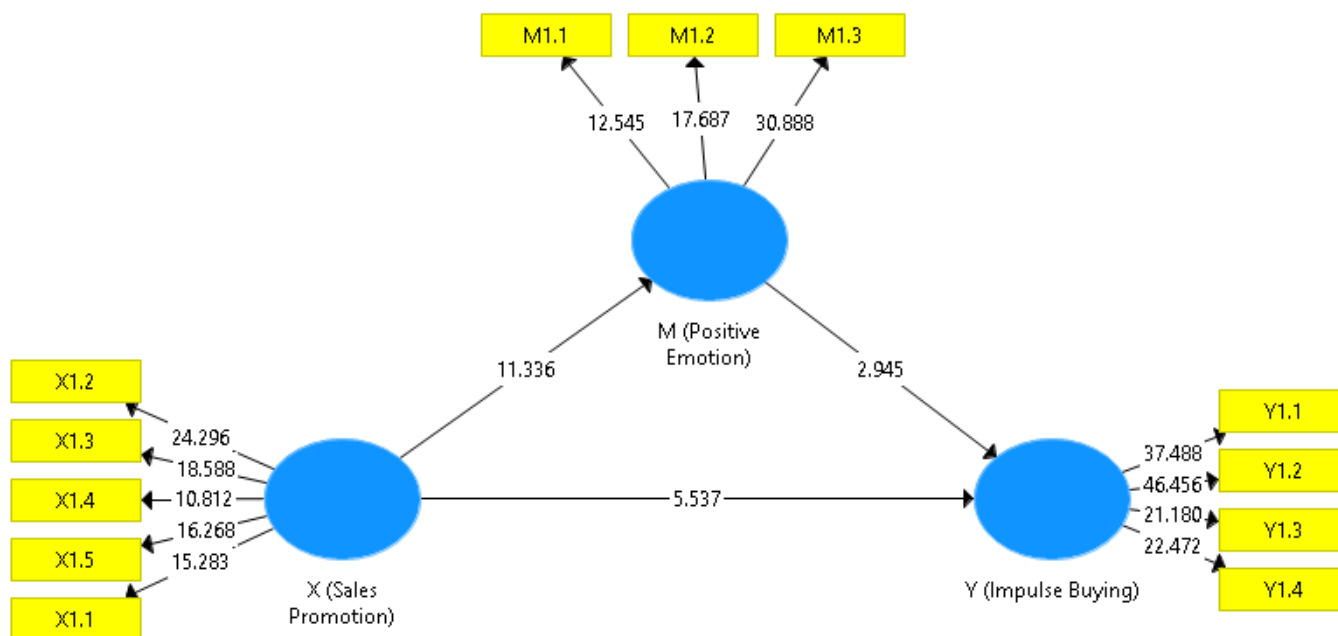**Results of Direct Effect Test and Total Effect Between Variables**

Figure 3:Direct Influence Empirical Model

In Figure 3 it is explained that Sales promotion has a direct effect on impulse buying with a t statistic value of 5.537. Sales promotion has a direct effect on positive emotion with a statistical t value of 11.336. Positive emotion has a direct effect on impulse buying with a statistical t value of 2.945.

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Table 12: Total Influence Test Results Between Variables

	Original sample (O)	T Statistics (|O/STDEV|)	P Values	Information
M (Positive Emotion) -> Y (Impulse Buying)	0.259	0.088	2,945	H1 is accepted (Positive & significant effect)
X (Sales Promotion) -> M (Positive Emotion)	0.594	0.052	11,336	H2 accepted (Positive & significant effect)
X (Sales Promotion) -> Y (Impulse Buying)	0.486	0.088	5,537	H3 accepted (Positive & significant impact)

Based on Table 12, the influence between variables can be explained as follows:
1) Hypothesis testing on influence*Sales promotions*on Positive emotion produces a correlation coefficient value of 0.594, then Sales promotion has a positive effect on Positive emotion. The t Statistics value was 11.336 (> t-critical 1.96) with a p value of 0.000 <0.050, so the effect of sales promotion on positive emotion was significant. Thus, hypothesis 1 (H1) which states that sales promotion has a positive and significant effect on positive emotion is accepted
2) Hypothesis testing on influence*Sales promotions*on impulse buying produces a correlation coefficient value of 0.486, then sales promotion has a positive effect on impulse buying. The t Statistics value was 5.537 (> t-critical 1.96) with a p value of 0.000 <0.050, so the effect of sales promotion on impulse buying was significant. Thus, hypothesis 2 (H2) which states that sales promotion has a positive and significant effect on impulse buying is accepted.
3) Hypothesis testing on influence*Positive emotions*on impulse buying produces a correlation coefficient value of 0.259, so positive emotion has a positive effect on impulse buying. The t Statistics value is 2.945 (> t-critical 1.96) with a p value of 0.003 <0.050, so the effect of positive emotion on impulse buying is significant. Thus, hypothesis 3 (H3) which states that positive emotion has a positive and significant effect on impulse buying is accepted.

Table 13: Indirect Effect Test Results (Specific Indirect Effect)

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X (Sales promotion) -> M1 (Positive emotion) -> Y2 (Impulse buying)	0.154	0.152	0.057	2,712	**0.007**

Based onTable 13, the results of the indirect influence between variables are as follows:
1) *Sales promotions*on impulse buying through Positive emotion obtains a correlation value of 0.154 with a t statistic of 2.712> 1.96, and a p value of 0.007 <0.050, so there is a significant positive indirect effect between Sales promotion on impulse buying through Positive emotion

Table 14: Recapitulation of Mediation Variable Testing Results

Variable Mediation	Effect				Information
	(A)	(B)	(C)	(d)	
X (Sales promotion) -> M1 (Positive emotion) -> Y2 (Impulse buying)	0.154 *(Sig.)*	0.486 *(Sig.)*	0.594 *(Sig.)*	0.259 (Sig.)	*Partial Mediation*

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Description: significance (Sig.) = t-statistic > 1.96 at a = 5%

(A)   : indirect effect of the independent variable on the dependent variable

(B)   : the direct effect of the independent variable on the dependent variable

(C)   : the direct effect of the independent variable on the mediating variable

(D)   : the direct effect of the mediating variable on the dependent variable

Based on the results of examining the four effects above (effects A, B, C, and D), it can then be proven and intervened from the mediating variables with the following criteria:

1) If the indirect effect (p1) . (p2) is significant and the direct effect (p3) is significant and points in the same direction, so it is called complementary partial mediation.

2) If the indirect effect (p1) . (p2) is significant and the direct effect (p3) is significant and points in the opposite direction, so it is called competitive partial mediation.

3) If the indirect effect (p1) . (p2) is significant and the direct effect (p3) is not significant, meaning that there is only indirect influence by acting as a full mediation.

4) If the indirect effect (p1) . (p2) the results are not significant and the direct effect (p3) is significant, meaning that there is a direct influence so that there is no role as a mediation (no mediation).

5) If the indirect effect (p1) . (p2) the results are not significant and the direct effect (p3) is not significant, so there is no direct influence and no role as a mediation (no mediation).

Based on the criteria in examining the mediation effect, then fromtable above, information can be obtained as presented in the following explanation:

1) *Positive emotions*able to mediatepartial on the indirect effect of sales promotion on impulse buying. These results are shown from the mediation test carried out, namely that the direct influence effect has a significant value, while the A effect which is an indirect effect of the independent variable (sales promotion) on the dependent variable (impulse buying) involving the mediation variable has a significant value. Thus, Positive emotion is a competitive partial mediation.

CONCLUSION

Based on From the results of the previous research and discussion, it can be concluded that several things are first, sales promotion has a positive and significant effect on impulse buying. This shows that the better the sales promotion, the higher the impulse buying. Second, Sales promotion has a positive and significant effect on Positive emotion. This shows that the better the sales promotion, the higher the positive emotion. Third, positive emotion has a positive and significant effect on impulse buying. This shows that the higher the positive emotion, the higher the impulse buying. Fourth, *Positive emotions*able to mediatepartially on the indirect effect of sales promotion on impulse buying. This shows that positive emotion is able to strengthen the influence of sales promotion on impulse buying.

RESEARCH LIMITATIONS

Based on the research that has been done found several limitations in this study, namely this research was only conducted in Denpasar City so the results could not reach a wider environment and an environment that was always changing, this research only explained the variables of sales promotion, positive emotion to strengthen impulse buying. so there are still other variables that can affect impulse buying and this research is only conducted at a certain point in time (cross section) while the environment can change at any time, so this research is important to do in the future.

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