

ANALYSIS OF IMPULSE BEHAVIOR IN ONLINE SHOPPING

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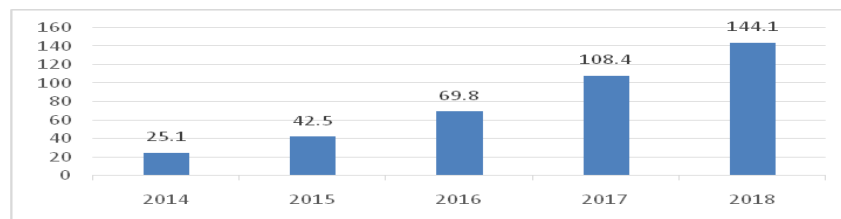
Abstract

Internet development has a significant influence on online retail sales. Indonesia's e-Commerce transaction value experienced a very significant surge, where in 2014 amounting to Rp. 25.1 trillion rose to 144.1 trillion in 2018 (up by 474.10%). Beside that competition between retailers is getting tougher, which requires every retailer to try to maintain and even win competition between retailers, one of which is understanding consumer behavior. This study is to determine the impulse buying behavior of consumers shopping online, promotion, hedonic shopping value and store atmosphere on impulse buying which is mediated by positive emotions. The design used is explanatory research and analyzed using path analysis. The primary data used as many as 161 respondents were collected by google form using the purposive sampling method. The results show that positive emotions have a significant effect on impulse buying, promotion has direct influence on impulse buying, but does not significantly influence through positive emotions. Hedonic shopping value does not have a significant effect on impulse buying either directly or through positive emotions as mediation, while store atmosphere has an direct influence on impulse buying, but its influence is not significant if mediated by positive emotions. Keywords: Impulse Buying, promotion, hedonic shopping value, store atmosphere.

PRELIMINARY

In the current era of globalization online shopping is one of the e-commerce marketing practices, namely an electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services without going through space and time and distance constraints?

The following are data on the Value of Indonesian E-Commerce Transactions for the period 2014-2018:



Gambar 1. Transaksi E-Commerce Indonesia, 2014-2018 (Rp.Trilliun)

Source: Kompas.com, September 7, 2018.

Indonesia's digital trade transactions are growing rapidly. E-marketer data shows that Indonesia's e-commerce transactions in 2014 reached Rp. 25.1 trillion and in 2018 it increased by 474.10% to Rp. 144.1 trillion. The total population of 250 million makes the potential for the development

of Indonesia's electronic commerce very large. This is supported by the continued penetration of internet users, the increasingly affordable price of internet connections and the enthusiasm of the public in using the internet to support daily life. The development of E-Commerce was also triggered by the diverse offerings of innovative, interesting, easy and effective products and services online. To support this, the government has issued a road map that serves as a guide and the direction of the digital trade industry. There are seven incentives given to support the development of E-Commerce, namely concerning logistics, funding, consumer protection, tax communication infrastructure, education and Human Resources, and security.

Towards the close of the year, online stores will provide discounts for products sold. At the end of 2018 there are several large online stores, such as; Shopee, Lazada, Tokopedia and others hold discounts for four months by taking beautiful dates to attract consumers, namely September 9 (9.9), October 10 (10.10), November 11 (11.11) and the peak is on December 12 (12.12) which is the National Online Shopping Day (Harbolnas).

In this case consumers often fall asleep with discounts offered by these online stores. Logic thinking, where consumers should buy goods should be in accordance with the needs rather than the desire to be ignored so that there is a spontaneous purchase (impulse buying) which ultimately often the item is not used or has a low economic value.

Increasingly tight competition requires every retailer to try to maintain and even win competition between retailers such as understanding consumer behavior. Quoted from Supranto J (2011; 4), a company must be able to provide more value to consumers compared to its competitors.

Prasurvey (December 2018) conducted online researchers on 40 respondents who had shopped online, it can be concluded that; 30 respondents (75%) stated that they had bought goods that were not planned beforehand, 20 respondents (50%) stated that the items purchased were never used (not needed), while 25 respondents (62.5%) regretted the unplanned purchases . The high percentage of consumers who buy goods without planning explains that unplanned purchases made by consumers contribute to product sales. The survey also shows that 93% of respondents think that promotion is the variable that most influences unplanned online shopping, followed by hedonic shopping value variables (83%), positive emotions (83%), store atmosphere (80%), while variables others have a number of respondents below.

Harwani&Safitri (2017) research, security and ease of use have a positive and significant effect on shopping customer satisfaction and Murni (2018) also concluded that convenience has a significant positive effect on online shopping loyalty. Maymand and Ahmadinejad (2011), showed that the promotion of goods is closely related to impulsive buying behavior. Lo, Weilin&YiHsu (2016), a form of sales promotion stimulation effectively facilitates online impulse purchases. But research conducted by Septenawati, Putu (2007), concluded that promotion activities had no significant effect on the behavior of impulse buying.

Sharma, Sivakumaran & Marshall (2010), the appearance or product presented on the website encourages consumers to buy it without considering the financial side and other consequences

that arise from the purchase. Lo, Weilin&YiHsu L, (2016), a comprehensive checklist for Web designers will effectively facilitate the purchase of impulse online. However, Hadjali et al. (2012) research shows that store atmosphere has no significant effect on impulse buying. In addition, observing the results of the research by Kosyu (2014) concluded that hedonic shopping motives had a significant effect on impulse buying. Whereas Darma&Japarianto (2014) prove that there is no significant effect from Hedonic Shopping Value on Impulse Buying. Based on the background and results of previous studies above, further research is conducted on how the influence of promotion, hedonic shopping value and store atmosphere on impulse buying is mediated by positive emotions.

FORMULATION OF THE PROBLEM

Several problems can be formulated for online shopping impulse buying: (1) How is the positive emotional influence on impulse buying behavior, (2) How is the effect of promotion on impulse buying behavior both directly and through positive emotions, (3) How is the influence of hedonic shopping value on impulse buying behavior both directly and through positive emotions and (4) how the influence of the atmosphere store on impulse buying behavior both directly and through positive emotions.

STUDY OF LITERATURE

Impulse Buying

Utami (2010: 69), Impulse purchases are caused by a stimulus in the shopping place to remind consumers of what to buy or because of the influence of displays, promotions, and efforts of shop owners to create new needs. Whereas Schiffman & Kanuk (2007: 511) impulsive buying is an emotional decision or according to the insistence of the heart. Peter and Olson (2013; 39), factors that influence impulse buying include: 1) Cognitive 2) Affective. Fatchur (2009: 251), Factors that influence consumer impulse buying behavior include; Physical environment, social environment, time perspective, nature of shopping and mood goals when shopping.

Promotion

Rangkuti (2010: 50), "Promotion is an activity of sales and marketing in order to inform and encourage demand for products, services and ideas of the company by influencing consumers to buy products and services produced by the company". The definition of promotion according to Lupiyoadi (2013: 92) is an activity carried out by the company to communicate the benefits of the product and as a tool to influence consumers in the activity of buying or using services according to their needs. Kotler, Armstrong (2014: 76), "Promotion means activities that communicate the merits of the product and persuade the target customers to buy it", with indicators of promotion are; Advertising (advertising), Sales Promotion (sales promotion) and Direct Marketing (direct marketing).

Hedonic Shopping Value

Yustiani (2012: 38), Hedonic comes from the Greek word he done which means pleasure or pleasure. Hedonic value is related to fulfilling the pleasure or aesthetic aspects of a product. Bly the.(2005: 45), Arnold, Reynolds in Kim (2006: 58) mention six dimensions to measure the hedonic level of a consumer, namely; adventure, social, gratification, ideas, roles and values.

Store Atmosphere

Levy and Weitz (2001), atmosphere refers to the design of the environment via visual communication, lighting, colors, music, and scent to stimulate customers, perceptual and emotional responses and ultimately to their purchase behavior. Kotler & Keller (2009) regarding the store atmosphere, namely: "Store atmosphere is a planned atmosphere that fits the target market and that can attract customers to buy". According to Berman and Evan (2001) store atmosphere is the physical characteristics that project an image and draw customer. Store Elements Atmosphere Hussain and Ali (2015), suggest that the scope of the store's atmosphere includes the Cleanliness, Music (Music), Aroma (Scent), Temperature (Temperature), Lighting (Lighting), Color, and Display sections. or Layout (Display or Layout).

Positive emotions

Emotions are classified into two dimensions of positive and negative emotions. Positive feelings can be defined as positive influences that reflect the extent to which someone feels enthusiastic, active, and alert. This is a condition of high energy, full concentration, and pleasant involvement. Baron and Byrne (2003).Park et al. (2006), Emotions which include feelings and moods are important factors in making decisions by consumers. Positive emotions have indicators: happy, like, love, enjoy and be satisfied.

HYPOTHESIS DEVELOPMENT

Positive Emotional Relationship Against Impulse Buying

Darma, Japariato (2014) concluded that there was a significant effect of Positive emotion on impulse purchases at Ciputra World Mall, Surabaya. Rachmawati (2009) also concluded that Hedonic shopping value has a synergy effect on impulse buying in retail consumers. Whereas Nyndyakirana, Maftukhah (2016), positive emotions have a significant positive effect on the impulesse buying of consumers at the Meillier Ami Clothing Store Semarang.

Hypothesis 1: There is a Positive Emotional effect on Impulse Buying.

Promotional Relationship Against Impulse Buying

Maymand and Ahmadinejad (2011), showed that the promotion of goods is closely related to impulsive buying behavior. Lo, Weilin&YiHsu L, (2016), a form of sales promotion stimulation effectively facilitates online impulse purchases. Sanggalang, Siochi and Plaza (2017), Promotion has a significant effect on impulse buying.

Hypothesis 2: There is an effect of promotion on impulse buying

Hedonic Shopping Value Relationship Against Impulse Buying

Ratnasari (2015) concluded that hedonic shopping value had a significant positive effect on consumer impulse buying at Hypermart Malang Town Square. Darma, Japariato (2014) concluded that there was a significant effect of hedonic Shopping Value on impulse purchases at Ciputra World Mall Surabaya. Likewise, Rachmawati (2009) concluded that Hedonic shopping value has a synergistic effect on impulse buying in retail consumers.

Hypothesis 3: There is a Hedonic Shopping Value influence on Impulse Buying Atmosphere's Store Relations against Impulse Buying

Sharma, Sivakumaran & Marshall (2010), The appearance or product presented on the website encourages consumers to buy it without considering the financial side and other consequences that arise from the purchase. Lo, Weilin&YiHsu L, (2016), a comprehensive checklist for Web designers will effectively facilitate the purchase of impulse online. But research is being conducted. Likewise Ratnasari (2015) concluded that atmospheric stores had a significant positive effect on consumer impulse buying at Hypermart Malang Town Square.

Hypothesis 4: There is an influence of store atmospher on impulse buying.

Promotional Relationships against Positive Emotions

Research I'sana, Nugraheni (2013) concluded that promotion affects positive emotions on purchases at the Sriratu Department Store. Supported by Nyndyakirana's research, Maftukhah (2016)that promotion has a significant positive effect on consumers' positive emotions at the Meillier Ami Clothing Store Semarang.

Hypothesis 5: There is a promotion effect on Positive Emotions

Hedonic Shopping Value Relationships Against Positive Emotions

Darma, Japariato (2014) concluded that there was a significant effect of Hedonic Shopping Value on positive emotions on impulse purchases at Mall Ciputra World Surabaya. Rachmawati (2009) concluded that Hedonic shopping value has a significant influence on impulse buying in retail consumers.

Hypothesis 6: There is a Hedonic Shopping Value influence on Emotions Positive

Atmospheric Store Relations Against Positive Emotions

I'sana, Nugraheni (2013) concluded that promotion affects positive emotions on purchases at the Sriratu Department Store.Supported by Nyndyakirana's research, Maftukhah (2016) that the atmospheric Store has a significant positive effect on consumer positive emotions at the Meillier Ami Clothing Store Semarang.

Hypothesis 7: There is an atmospheric Store effect on Positive Emotions.

RESEARCH METHOD

This research was carried out for six months from December 2018 to April 2019 to consumers who have ever shopped unplanned online using Google Form.

Research Design

The design used in this study is explanatory research, which explains the causal relationship between the research variables which then tests the formulated hypothesis and is analyzed using path analysis. While the data is processed using SPSS version 24

Data collection technique

Data collection techniques with purposive sampling using a questionnaire to obtain primary data, measurement of variables using a Likert scale.

Population and Samples

The population of this research is all consumers who have never planned online shopping where the number is not limited. Determination of the number of samples using the sampling error approach is the proportion expected by Subagyo (2012: 142-143), assuming the number of online buyers in Indonesia reaches 11.9% (Kompas.com, September 7, 2018) using an error rate of 5% (from Normal table $Z_{\alpha/2} = \pm 1.96$) and $p = 11.9\%$: $n = p(1-p)(Z_{\alpha/2}^2 / E^2) = 161$ respondents.

Data analysis technique

The data analysis technique used is path analysis. Before data analysis is carried out, the research instruments are tested, namely the validity and reliability test for 30 respondents. With 5% significance level obtained $r_{table} = 0.154$, all statements on the questionnaire have $r_{count} > r_{table}$, it is said that all statements of all research variables are valid. While for reliability testing it can be said that all research variables have good reliability because Cronbach's Alpha for each variable has a value greater than 0.60.

RESEARCH RESULTS ANALYSIS

Profile Characteristics of Respondents

Table 1. Characteristics of Respondents by Gender, Age and Occupation

Gender Percentage Amount Percentage		
Men	55	34,2
Female	106	65,8
Total	161	100,0
Age (year)Amount Percentage		
17 - 25	16	9,94
26 - 35	35	21,74
36 - 45	54	33,54
46 - 55	52	32,30
56 - 65	3	1,86
➤ 65	1	0,62
Total	161	100
Job Amount Percentage		
Student	10	6,21
college student	27	16,77
Private Employees	72	44,72
Entrepreneurial	12	7,45
Civil Servants	8	4,97
Housewife	32	19,88
Total	161	100,0

Table 1 shows that the majority of respondents who do online shopping unplanned are women aged 36-45 years, that is as many as 54 people (33.54%), then the age range of 46-55 years is 52 people (32.30%) with most jobs as private employees 44.72%. This may be due to the time limitation of employees to shop offline.

Test Descriptive Statistics

The results obtained were that the impulse buying variable had the lowest value of 1.0 and the highest value of 5.0 with an average value of 3.871 (agreed). Positive emotional variables have the lowest value of 1.0 and the highest value of 5.0, with an average value of 3.830 (agree). Promotional variables have the lowest value of 1.0 and the highest value of 5.0, with a calculated average value of 3.866 (agreed), the hedonic shopping value variable has the lowest value of 1.0 and the highest value of 5.0, with an average value of 2,349 (disagree), while the atmospheric store variable has the lowest value of 1.0 and the highest value of 5.0, with an average value of 3,739 (agree).

Classic assumption test

Normality Test Results, obtained the significance is $0.304 > 0.05$, this means that the residual data in this study are normally distributed. Multi colinity test results, obtained Tolerance values of more than 0.10 and VIF of less than 10, there were no symptoms of multi collinearity among the independent variables in this study. Heteroscedasticity test results, using the Spearman's rho correlation method can be seen that the three independent variables have a significance value > 0.05 can be said that there is no heteroscedasticity in this regression model and Linearity Test Results, the significance value between variables in this study is more. Then 0.05 between independent variables with dependent variables, and independent variables with intervening variables in this study have linear relationships with each other.

Model Suitability Test Results

Table 2. Coefficient of Determination (R^2)

	$R^2_{Adjusted}$
Impulse Buying (Y)	0,622
Positive Emotion (Z)	0,429

Source: Primary Data (processed with SPSS 24, 2019)

$R^2_{Adjusted} = 1 - (1 - R^2_Y) (1 - R^2_Z) = 78,4\%$ which means 78.4% is the contribution of the model to explain the relationship of the variables studied while 21.6% is the contribution of variables not examined. FAnova Test (Model 1): $F_{statistic} = 41,055 > F$ table of 2,66 and significance value =

0,000 <0,05. These results indicate that the regression model 1 used in this study is appropriate and can be used. As for the F Anova test (Model 2): F count = 66.870 > F table is 2.43 and the significance value = 0.000 <0.05. These results indicate that the regression model 2 used in this study is appropriate and can be used

Results of Model Equations

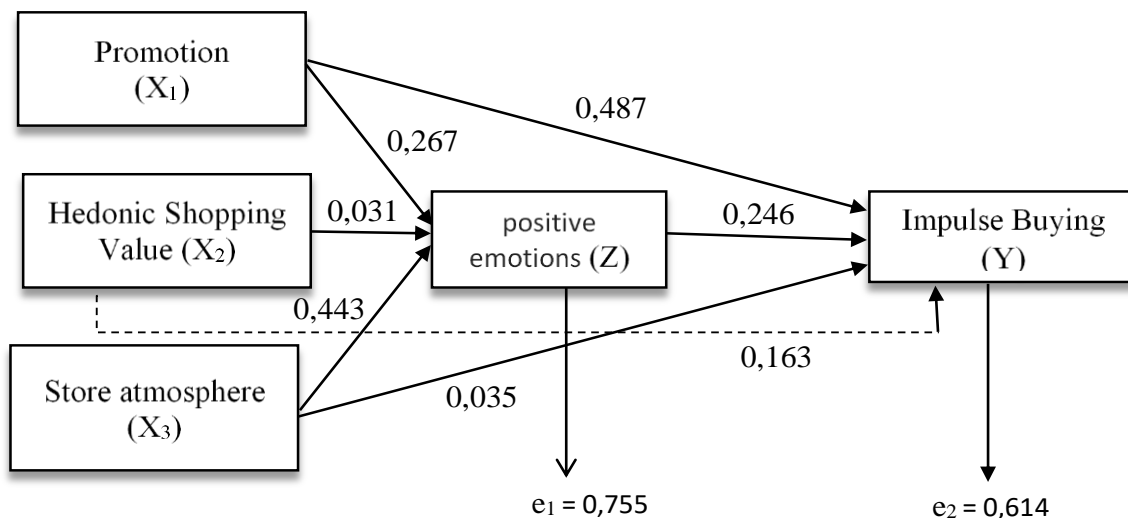
Table3.Summary of Results of Estimated Model Parameters and Empirical Path Diagrams.

Model	Path coefficient	t	Sig.	Adj. R²
Sub Structural (X₁ X₂ X₃ ke Z) – Model 1				
X ₁ (p zX ₁)	0,267	3,114	0,002	0,429
X ₂ (p zX ₂)	0,031	0,511	0,610	
X ₃ (p zX ₃)	0,443	5,164	0,000	
Sub Structural (X₁ X₂ X₃ Z key) – Model 2				
X ₁ (p yX ₁)	0,487	2,272	0,024	0,622
X ₂ (p yX ₂)	0,163	0,713	0,477	
X ₃ (p yX ₃)	0,035	3,263	0,001	
Z (p y Z)	0,246	7,495	0,000	

Based on Model 1 the values obtained: $e_1 = \sqrt{1 - 0,429} = \sqrt{0,571} = 0,755$

Based on Model 2 the values obtained: $e_2 = \sqrt{1 - 0,622} = \sqrt{0,378} = 0,614$

Can be made Empirical Path Chart (Standardized, n = 161).



Gambar2. Diagram Jalur

Sumber: Data Primer (diolah dengan SPSS 24, 2019)

The equation model 1 in this study is:

$$\text{Positive Emotion} = 0.267 \text{ Promotion} + 0.031 \text{ Hedonic Shopping Value} + 0.443 \text{ Store Atmosphere} + 0.755$$

The equation model 2 in this study is:

$$\text{Impulse Buying} = 0.487 \text{ Promotion} + 0.163 \text{ Hedonic Shopping Value} + 0.035 \text{ Store atmosphere} + 0.246 \text{ Positive Emotions} + 0.614$$

Analysis Test Results (t- Test)

Table4. Results of Multiple Linear Regression Analysis Test (Model 1)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0,772	0,307		2,519	0,013
Promotion	0,286	0,092	0,267	3,114	0,002
Hedonic Shopping Value	0,034	0,067	0,031	0,511	0,610
Store Atmosphere	0,500	0,097	0,443	5,164	0,000

Source: Primary data (Processed with SPSS 24 Program, 2019)

Hypothesis test results for promotional variables obtained t count value of 3.114 greater than table 1.975 ($3.114 > 1.975$), and significance of 0.002 smaller than 0.05 ($0.002 < 0.05$), which means that promotion has a significant effect on positive emotions. Hypothesis test results for the hedonic shopping value variable obtained t count value of 0.511 smaller than table 1.975 ($0.511 < 1.975$), and significance of 0.610 greater than 0.05 ($0.610 > 0.05$), which means that the hedonic shopping value is not significant the effect on positive emotions. Hypothesis test results for store atmosphere variables obtained t count value of 5.164 greater than table 1.975 ($5.164 > 1.975$), and significance of 0.000 smaller than 0.05 ($0.000 < 0.05$), which means that store atmosphere has a significant effect on emotions positive.

Table5. Results of Multiple Linear Regression Analysis Test (Model 2)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant)	,772	,215		3,596	,000
Positive_ Emotion	,411	,055	,487	7,495	,000
promotion	,148	,065	,163	2,272	,024
Hedonic_Shopping_Value	,033	,046	,035	,713	,477
Store_Atmosphere	,235	,072	,246	3,263	,001

Source: Primary data (Processed with SPSS 24 Program, 2019)

Hypothesis test results for positive emotion variables obtained t count value of 7.495 greater than t table 1.975 ($7.495 > 1.975$), and a significance of 0.000 smaller than 0.05 ($0.000 < 0.05$), which means positive emotions have a significant effect on impulse buying. Hypothesis test results for promotion variables obtained t count value of 2,272 greater than t table 1,975 ($2,272 > 1,975$), and significance of 0,024 smaller than 0,05 ($0,024 < 0,05$), which means that promotion has a significant effect on impulse buying . Hypothesis test results for the hedonic shopping value variable obtained t count value of 0.713 smaller than t table 1.975 ($0.713 < 1.975$), and significance of 0.477 greater than 0.05 ($0.477 > 0.05$), which means that the hedonic shopping value is not effect on impulse buying. Hypothesis test results for store atmosphere variables obtained t count value of 3.263 greater than t table 1.975 ($3.263 > 1.975$), and significance of 0.001 smaller than 0.05 ($0.001 < 0.05$), which means store atmosphere has a significant effect on impulse buying.

Discussion of Direct and Indirect Influence Test Results

1. Influence of Promotion on Impulse Buying

X_1 Direct Effect Y = 0.487

Indirect Effect of X_1ZY = 0.066

From these results it can be seen that insignificant promotion has an indirect influence on impulse buying through positive emotions as an intervening variable. This is evidenced by the value of direct influence greater than the indirect effect.

2. Effect of Hedonic Shopping Value on Impulse Buying

Direct Effect of $X_2 Y = 0.163$

Indirect Effect of $X_2ZY = 0.008$

From these results it can be seen that hedonic shopping value does not significantly influence indirectly on impulse buying through positive emotions as an intervening variable. This is evidenced by the value of direct influence greater than the indirect effect.

3. Effect of Store Atmosphere on Impulse Buying

Direct Effect of $X_1 Y = 0.035$ Indirect Effect of $X_1 Z Y = 0.109$

From these results it can be seen that store atmosphere has an indirect influence on impulse buying through positive emotions as an intervening variable. This is evidenced by the value of indirect influence greater than the direct effect.

DISCUSSION

1. Positive Emotional Effects on Impulse Buying

From the analysis, the results show that positive emotions have a significant positive effect on impulse buying, which means that if positive emotions are getting better it will increase consumers' online purchases in an unplanned manner (impulse buying). The result of this study are in line with the research conducted by Darma (2014), Rachmawati (2009) and Nyndyakirana, Maftukhah (2016), Kurniawan (2014), Dewi (2015), Septiatika (2018) and Augustin (2015), Anjarwati (2016) concluded that positive emotions have a significant positive effect on impulse buying

2. Effect of Promotion on Impulse Buying

From the analysis, the results show that promotion has a significant positive effect on impulse buying, which means that if the promotion is increased it will increase consumers' online purchases in an unplanned manner (impulse buying). The results of this study are in line with those conducted by Maymand and Ahmadinejad (2011), Lo, Weilin&YiHsu (2016) and Sanggalang, J Siochi, M Plaza (2017) and Maulana (2018) concluded that promotion has a positive effect on impulse buying.

3. Effect of Hedonic Shopping Value on Impulse Buying

From the analysis, the results show that hedonic shopping value does not significantly affect impulse buying. The results of Darma's (2014) research, Zayusman (2019), Augustin (2015) prove that there is no significant effect from Hedonic Shopping Value on Impulse Buying.

4. Effect of Store atmosphere on Impulse Buying

From the analysis, the results show that store atmosphere has a significant positive effect on impulse buying, which means that if the store atmosphere is interesting it will increase consumers' online purchases in an unplanned manner (impulse buying).

The results of this study are in line with research conducted by Lo, Weilin&YiHsu (2016), Sharma, Sivakumaran & Marshall (2010), Maulana (2018), Dewi (2015) and Ratnasari (2015),

Anjarwati (2016) concluded that store atmosphere has a significant positive effect on impulse buying

5. Promotion Effect on Positive Emotions

From the analysis, the results show that store atmosphere has a significant positive effect on impulse buying, which means that if the store atmosphere is interesting it will increase consumers' online purchases in an unplanned manner (impulse buying).

The results of this study are in line with the results of research conducted by I'sana, Nugraheni (2013) and Maftukhah (2016), Anjarwati (2016) concluded that promotion has a significant positive effect on positive emotions.

6. Effects of Hedonic Shopping Value on Positive Emotions

From the analysis, the results show that store atmosphere has a significant positive effect on impulse buying, which means that if the store atmosphere is interesting it will increase consumers' online purchases in an unplanned manner (impulse buying).

The respondent's answer for the hedonic shopping value variable has an average count of 2,349, which means that respondents generally answer disagree with the statement in the questionnaire for the hedonic shopping value variable. Respondents did not agree with the statement that time searching for online products such as adventure, also often comparing prices between stores, spending time on the internet looking for products, enjoying online shopping activities to get products that were liked, feeling shopping was a hobby, shopping for fun activities, shopping can forget problems or often talk about shopping.

7. Effect of Store atmosphere on Positive Emotions

From the analysis, the results show that store atmosphere has a significant positive effect on impulse buying, which means that if the store atmosphere is attractive it will increase consumers' online purchases in an unplanned manner (impulse buying).

The results of this study are in line with the results of research conducted by I'sana, Nugraheni (2013) and Nyndyakirana, Maftukhah (2016), Dewy (2015), Anjarwati (2016) concluded that store atmosphere has a significant positive effect on positive emotions

CONCLUSION

From the results of processing and analysis can be concluded (1) Positive emotions have a significant positive effect on impulse buying, which means that if positive emotions are getting better it will increase consumers' online purchases unplanned (impulse buying), (2) Promotion significant positive influence on impulse buying, but not significantly the effect of promotion on impulse buying tilapia through positive emotions as intervening, (3) Hedonic shopping value does not significantly influence impulse buying or through positive emotions as intervening, (4) Store atmosphere significant positive influence on impulse buying and also significant the effect on impulse buying through positive emotions is intervening.

SUGGESTION

(1) It is recommended that retailers give more discounts on their products so that they can attract consumers to shop more and more often, (2) It is recommended that retailers promote their goods more often, which is an attraction for consumers, pay attention to the store's atmosphere, such as coloring, clear product descriptions, reviews of consumers who have shopped, (3) For consumers it is advisable to make a note of the planning of products to be purchased so that the products purchased are only really needed, (4) It is recommended for future researchers to examine the influence of other variables on impulse buying or develop indicators.

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