



**THE IMPACT OF POSITIVE EMOTIONS ON IMPULSIVE BUYING:
THE MODERATING ROLE OF SALES PROMOTION AT
MATAHARI.COM**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

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CIKARANG
JANUARY 2024**

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ABSTRACT

This study investigated the impact of price consciousness, hedonism, and fashion interest on positive emotions and subsequent impulsive buying behavior among Matahari.com customers. Data from 215 participants were analyzed using Structural Equation Modeling with SPSS and Smart PLS 4. Results indicate positive relationships between hedonism, price consciousness, and fashion interest with positive emotions during online shopping. Notably, positive emotions serve as a catalyst for impulsive buying on Matahari.com. However, sales promotions were not found to be effective moderators in influencing the connection between impulsive purchasing and actual transactions on the platform. The study emphasizes the strategic significance of aligning promotions with consumer preferences, including hedonistic inclinations, price sensitivity, and fashion interests, to enhance impulsive buying behavior. These insights contribute to a deeper understanding of emotional dimensions in online consumer behavior and offer practical implications for E-Commerce platforms, particularly Matahari.com, to tailor marketing strategies for an improved online shopping experience. Overall, the research provides actionable insights that can guide efforts to drive impulsive buying behavior and enhance the effectiveness of promotions in the E-Commerce context.

Keywords: [Hedonism, Price Consciousness, Fashion Interest, Positive Emotion, and Impulsive Buying]

TABLE OF CONTENTS

TITLE PAGE.....	i
APPROVAL PAGE	ii
PANEL OF EXAMINER APPROVAL PAGE	iii
ACKNOWLEDGMENTS.....	iv
STATEMENT OF ORIGINALITY	vi
SIMILARITY INDEX REPORT	vii
GPT ZERO REPORT	viii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	ix
ADVISOR APPROVAL FOR PUBLICATION.....	x
ABSTRACT	xi
ABSTRAK	xii
TABLE OF CONTENTS	xiii
LIST OF FIGURES	xvi
LIST OF TABLE	xvii
LIST OF EQUATIONS.....	xix
LIST OF ABBREVIATIONS.....	xx
CHAPTER I.....	1
1.1 Background Research	1
1.2 Problem Statement	7
1.3 Research Questions	8
1.4 Research Objectives	8
1.5 Research Contributions	9
1.6 Research Method and Variable.....	9
1.6.1 Research Method.....	9
1.6.2 Research Variable	10
1.7 Master Project Outline	10
CHAPTER II	12
2.1 Hedonism.....	12
2.2 Price Consciousness	14

2.3	Fashion Interest.....	15
2.4	Positive Emotion.....	17
2.5	Sales Promotion.....	18
2.6	Impulsive Buyer	20
2.7	Hypothesis Formulation	22
2.8	Research Model.....	24
2.9	Previous Research Table.....	25
2.10	Research Gap	30
CHAPTER III		32
3.1	Research Design.....	33
3.1.1	The Scope of Research	33
3.2	Sample Collection Methods.....	33
3.2.1	Population.....	33
3.2.2	Sample	34
3.3	Data Collection	35
3.3.1	Primary Data	35
3.3.2	Secondary Data	36
3.4	Data Analysis Methods	36
3.4.1	Data Quality Test	37
3.4.2	Inner Model Analysis	43
3.4.3	Hypothesis Test	45
3.4.4	Research Operational Variables	48
CHAPTER IV		52
4.1	Overview of Matahari Department Store	52
4.2	Data Description	53
4.2.1	Description of Respondent Data	54
4.3	Data Quality Test	62
4.3.1	Validity Test by SPSS	62
4.3.2	Validity Test by Smart PLS	65
4.3.3	Reability Test.....	72
4.3.4	Inner Model Analysis	73

4.3.5	Hypothesis test	75
4.3.6	Evaluation Model Fit Goodness of Fit	77
4.4	Discussion	80
CHAPTER V		83
5.1	Conclusions.....	83
5.2	Implications.....	84
5.2.1	Sales Promotion Implication	84
5.2.2	Practical Implication	85
5.3	Recommendations.....	86
REFERENCES		88
APPENDIX		99

LIST OF FIGURES

Figure 1.1 Number of internet users worldwide at 2022	1
Figure 1.2 Number of internet users in Indonesia at 2023.....	2
Figure 1.3 Estimate of E-Commerce transaction in Indonesia from 2021-2023	2
Figure 1.4 The map of e-commerce in indonesia Q2 2022	3
Figure 2.1 Theoritical Framework	25
Figure 4.1 Model Structure for Validity Test by Smart PLS 4	65
Figure 4.2 Model Structure for Q Square Test by Smart PLS 4	74
Figure 4.3 Model Structure for Hypotesis Test by Smart PLS 4	75

LIST OF TABLES

Table 2.1 Previous Research Table	25
Table 3.1 Likert Scale	36
Table 3.2 Operational Research Variables.....	50
Table 4.1 Respondent Profile.....	54
Table 4.2 Distribution of Respondents' Answer Regarding Hedonism	56
Table 4.3 Distribution of Respondents' Answers Regarding Prices Conciousnes	57
Table 4.4 Distribution of Respondents' Answers Regarding Fashion Interest	58
Table 4.5 Distribution of Respondents' Answers Regarding Sales Promotion	59
Table 4.6 Distribution of Respondents' Answers Regarding Positive Emotion	60
Table 4.7 Distribution of Respondents' Answers Regarding Impulsive Buying.....	61
Table 4.8 Validity Test Result of Hedonism	62
Table 4.9 Validity Test Result of Price Consciousnes.....	63
Table 4.10 Validity Test Result of Fashion Interest	63
Table 4.11 Validity Test Result of Sales Promotion.....	64
Table 4.12 Validity Test Result of Positive Emotion	64
Table 4.13 Validity Test Result of Impulsive Buying	65
Table 4.14 Outer Loading Test Result	66
Table 4.15 Convergen Validity Test Result	68
Table 4.16 Cross Loading Test Result	68
Table 4.17 Fornell Lacker Test Result	70
Table 4.18 Heterotrait Monotrait (HTMT) Ratio	71
Table 4.19 Inner VIF Result	72
Table 4.20 Reliability Test Result	73

Table 4.21 R Square Test Result	73
Table 4.22 Q Square Test Result	74
Table 4.23 Hypothesis Test Result	75
Table 4.24 F Square Test Result	77
Table 4.25 SRMR Test Result	79

LIST OF EQUATIONS

Equation 1	Formula Size	35
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LIST OF ABBREVIATIONS

1. HS : Hedonism
2. PC : Price Consciousnes
3. FI : Fashion Interest
4. PE : Positive Emotion
5. SP : Sales Promotion
6. IB : Implusive Buying