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THE EFFECT OF SALES PROMOTION AND HEDONIC SHOPPING VALUE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATION VARIABLE ON VINCT STUFF PRODUCTS

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ABSTRACT

This study aims to determine: (1) the effect of sales promotion on impulsive purchases on Vinct Stuff products, (2) the effect of hedonic shopping value on impulsive purchases on Vinct Stuff products, (3) sales promotion on positive emotions on Vinct Stuff products, (4)) the effect of hedonic shopping on positive emotions on Vinct Stuff products, (5) the effect of positive emotions on impulsive purchases on Vinct Stuff products, (6) the effect of sales promotions on impulsive purchases with positive emotions as mediation on Vinct Stuff products, (7) the effect hedonic shopping value on impulse buying with positive emotion as mediation on Vinct Stuff products. The sampling technique in this study used is a non probability sampling with purposive sampling method. Data was obtained by distributing questionnaires online and filled in by 116 respondents. Data analysis used Partial Least Square (PLS) which was processed using SmartPLS 3.0. The results of this study indicates that: (1) Sales promotion has an effect on impulse buying on Vinct Stuff products, (2) Hedonic shopping value has no effect on impulse buying on Vinct Stuff products, (3) Sales promotion has an effect on positive emotion on Vinct Stuff products, (4) The value of hedonic shopping has an effect on positive emotions on Vinct Stuff products, (5) Positive emotions has an effect on impulsive purchases on Vinct Stuff products, (6) Sales promotions has an effect on impulsive purchases with positive emotions mediating some of the Vinct Stuff products, (7) Hedonic shopping value has an effect on impulsive buying with positive emotions fully mediating Vinct Stuff products.

Keywords: *Sales Promotion, Hedonic Shopping Value, Impulsive Buying, Positive Emotions.*

1. Introduction

In the rapidly evolving landscape of e-commerce, Vinct Stuff, a nascent online business established in August 2021, has swiftly garnered attention with an impressive average of 5,000 monthly product sales. This success is primarily attributed to consumers' inclination towards making purchases through promotional links on TikTok, a platform that has become a pivotal driver of Vinct Stuff's sales. However, intriguingly, significant disparities exist in the number of orders across various e-commerce platforms, notably TikTok Shop, Shopee, and Tokopedia.

As of October 2022, data reveals a substantial contrast in sales figures: 5,390 products on TikTok Shop, 750 on Shopee, and merely 50 on Tokopedia. This notable variance has ignited an investigative interest in understanding the underlying factors influencing consumer behavior, particularly with regard to sales promotion and hedonic shopping value on TikTok. The suspicion arises that these variables play a pivotal role in triggering impulse purchases of Vinct Stuff products, driven by positive emotions.

This research aims to delve into the nexus between sales promotion, hedonic shopping value, and consumer behavior on TikTok, unraveling the dynamics that contribute to the impressive sales figures of Vinct Stuff. If substantiated, the findings of this study hold the

potential to guide both researchers and Vinct Stuff owners in strategically enhancing these variables, fostering further business development in the competitive online marketplace.

2. Literature Review

2.1 Definition of Hedonic Shopping Value

Hedonic shopping value is the act of purchasing products or services driven by emotions, sensory perceptions, and fantasies to obtain material pleasure (Arnold and Reynolds, 2003). According to Utami (2017:59), hedonic motivation is a consumer motivation that seeks self-pleasure while shopping, disregarding the benefits of the purchased products. From the above definition, it can be concluded that hedonic shopping value is a consumer purchasing activity based on fulfilling momentary pleasures without considering the consequences. Consumers with hedonic behavior will assess a product by seeking reasons for purchase based on their heart's desires and imagination without thinking logically to gather information about the product (Dewi & Ang, 2020).

2.2 Definition of Impulse Buying

According to Utami (2006), impulse buying is a consumer behavior in purchasing at a store, where the purchase differs from what they initially planned when entering the store. Impulse buying can be defined as the act of buying a product that was consciously accepted, knowing that the action is the result of considerations or intentions formed before entering the store. From the above definition, it can be concluded that impulse buying is an internal urge to make unplanned, spontaneous purchases without organization and without careful consideration.

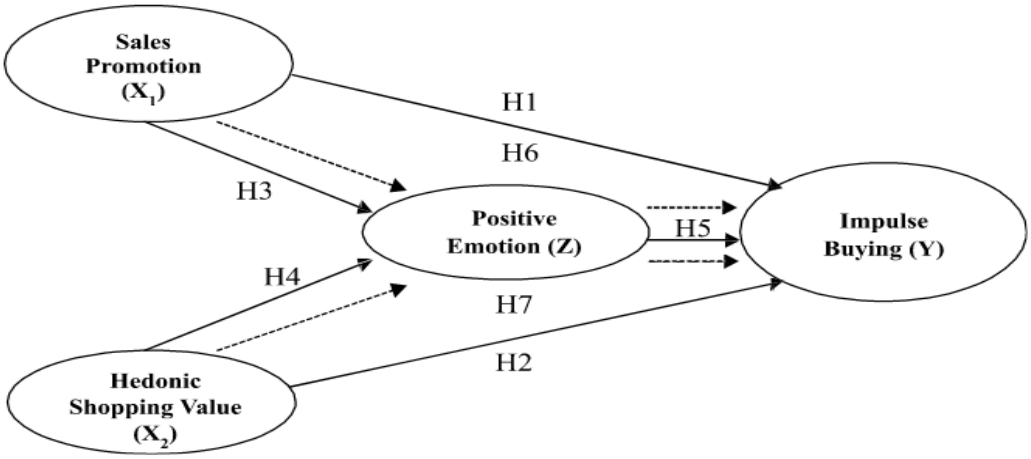
2.3 Definition of Positive Emotion

Emotion or the psychological state of an individual during a purchasing activity can have a significant impact on the products or services to be bought (Solomon, 2009). Emotion becomes a factor when consumers plan to make a purchase influenced by their mood (Park, Kim, and Forney, 2006). There is a possibility that positive emotions depend on stimuli created by the company, thus affecting the emotions and feelings of consumers (Soodan & Chandra, 2016). From the above definition, it can be concluded that a positive response in emotional aspects results in a sense of happiness and can evoke the desire to purchase a product, both from a psychological perspective and in terms of sudden or impulsive desires.

Researchers use similar previous research as reference and comparison material. Researchers compare several previous studies with research that will be conducted by the author regarding the Influence of Sales Promotion and Hedonic Shopping Value on Impulse Buying with Positive Emotion as a Mediating Variable in Vinct Stuff Products. The following are the results of previous research related to future research:

Devi & Jatra. 2020. "Positive Emotion Mediates Sales Promotion and Store Environment Against Impulse Buying". This research aims to determine the effect of sales promotion and store environment on impulse buying with positive emotion as a mediating variable. This type of research uses casual research with quantitative analysis techniques. The population of this research is Alfamart consumers in Denpasar City who have previously purchased products sold at Alfamart with 112 respondents. The sample selection method used in this research is non-probability sampling using purposive sampling technique. The data analysis techniques used are validity tests, reliability tests, normality tests, multicollinearity tests, and heteroscedasticity tests. The results of this research state that sales promotion has an effect on impulse buying. Store environment influences impulse buying. The sales promotion variable influences positive emotion. Store environment variables influence positive emotions. Positive emotion has an influence on impulse buying. Positive emotion succeeded in mediating the influence of sales

promotion on impulse buying. Positive emotion is able to mediate the influence of the store environment on impulse buying. Ulul Fauzi, Welsa, & Susanto. 2019. "The Influence of Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying with Positive Emotion as an Intervening Variable". This research aims to determine the influence of hedonic shopping value and shopping lifestyle on impulse buying with positive emotion as an intervening variable. The research method used is survey research with quantitative methods. The method for completing this research is a questionnaire. The sample selection method used in this research was accidental purposive sampling. The population used in this research were students at the Faculty of Economics, Bachelorwiyata Tamansiswa University, Yogyakarta, who made purchases in amounts unknown to others. The number of samples used was 115 customers who had made purchases at the Matahari Department Store. The data analysis techniques used are normality test, multicollinearity test, heteroscedasticity test, and sobel test. The results of this study state that hedonic shopping value influences positive emotions. Shopping Lifestyle influences positive emotions. Positive emotion has an influence on impulse buying. Hedonic shopping value influences impulse buying. Shopping lifestyle influences impulse buying. Hedonic shopping value influences impulse buying through positive emotion as an intervening variable. Shopping lifestyle influences impulse buying through positive emotion as an intervening variable.



Bagan II. 1
Kerangka Konseptual Penelitian

3. Research Methods

The type of research used in this research is quantitative research. According to Sugiyono (2017:23) quantitative research is a research method based on positive philosophy with the aim of researching populations or samples and using research instruments in data collection. The research method used in this research is the online survey/questionnaire method. According to Sugiyono (2017:47) survey research is research carried out on large or small populations, the data that can be studied is data from samples taken from that population, therefore relative events, distributions and relationships between variables whether sociological or psychological.

3.1 Area Study

This research was conducted in January 2023 until March 2023. The research location will involve the use of an online questionnaire distributed on the island of Java.

3.2 Research Approach

The research method employed in this study is quantitative research. According to Sugiyono (2017:23), quantitative research is a method grounded in positive philosophy with the aim of examining a population or sample and using research instruments in data collection. Quantitative research emphasizes testing theories through the measurement of variables using numerical values and conducting data analysis through statistics (Sugiyono, 2017:14). The research method used in this study is the online survey/questionnaire method. According to Sugiyono (2017:47), a survey is conducted on a large or small population, and the data studied are from samples taken from that population. Therefore, it can reveal relative occurrences, distributions, and relationships between variables, both sociological and psychological.

3.3 Population of the Study

3.3.1 Population

Population is a generalization area consisting of objects or subjects with their respective quantities and characteristics, applied by the researcher with the aim of study and subsequent conclusions (Sugiyono, 2017:136). The population in this study is all consumers of Vinct Stuff on the island of Java.

3.3.2 Sample

According to Sugiyono (2017:137), a sample is a part of the quantity and characteristics possessed by the population. In this study, the sample to be used consists of consumers of Vinct Stuff who have watched marketing videos, made at least one purchase of Vinct Stuff products, and used the ongoing promotions. In this research, the exact number of the Vinct Stuff consumer population is unknown to the researcher. Therefore, in determining the sample size, the researcher uses the Cochran formula (in Sugiyono, 2017:148).

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1{,}96)^2\ (0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$n = \frac{(3{,}8416)(0{,}05)}{(0{,}01)}$$

$$n = 96{,}04$$

Figure.1

n= sample size
z= price in the normal curve for a 5% deviation with a value of 1.96
p= probability of being correct 50% = 0.5
q= probability of being incorrect 50% = 0.5
e= margin of error 10%

Based on the formula above, the minimum sample size is determined to be 96 people. In this study, 116 samples are used, which exceeds the minimum sample size limit.

3.4 Type and sources of data

The research data used by the researcher is primary data. Primary data is information obtained directly from the original source, whether from individuals or entities. Examples include interview results or responses to questionnaires conducted by the researcher (Sugiarto, 2017:178). In this study, primary data consists of respondents' answers to the questionnaires distributed to them.

3.5 Data Collection

The data collection technique for this research involves using a questionnaire that was distributed online through social media. The questionnaire is in the form of a Google Form and was shared with respondents who have previously purchased Vinct Stuff products. According to Sugiyono (2017:142), a questionnaire is a data collection technique in which the researcher presents written questions to respondents for them to answer.

3.6 Variables

According to Sugiyono (2017:68), variables in research are values of objects in a scientific or activity field that have certain variations defined by the researcher for study, and conclusions are drawn to obtain research results. The variables related to this study are:

3.6.1 Independent Variables (Explanatory Variables)

Independent variables are variables that influence or cause changes in the dependent variables (Sugiyono, 2017:39). The independent variables in this study are sales promotion and hedonic shopping value.

3.6.2 Dependent Variables (Response Variables)

Dependent variables are variables that are influenced or result from the presence of independent variables (Sugiyono, 2017:68). The dependent variable in this study is impulse buying.

3.6.3 Mediating Variable

A mediating variable is a variable that influences the relationship between independent and dependent variables (Sugiyono, 2017:70). The mediating variable in this study is positive emotion.

4. Research Findings and Discussion

4.1 Validity Test

According to Hartono (2008, as cited in Abdillah & Hartono 2015:194-195), one example of internal validity is construct validity. Construct validity is divided into two types:

4.1.1 Convergent Validity Test

There is a rule of thumb for convergent validity, which states that the loading indicator should be > 0.70. High outer loadings indicate that the indicator can be explained by the measured construct (Solihin & Ratmono 2020:13).

Table 1. Loading Factor Values Before Deletion

No	Statement	Value of Loading Factor	Status
1.	X1.1	0.860	Valid
2.	X1.2	0.841	Valid
3.	X1.3	0.654	Invalid
4.	X1.4	0.831	Valid
5.	X1.5	0.828	Valid

No	Statement	Value of Loading Factor	Status
6.	X2.1	0.795	Valid
7.	X2.2	0.875	Valid
8.	X2.3	0.822	Valid
9.	X2.4	0.665	Invalid
10.	X2.5	0.759	Valid
11.	X2.6	0.744	Valid
12.	Y1	0.724	Valid
13.	Y2	0.823	Valid
14.	Y3	0.853	Valid
15.	Y4	0.618	Invalid
16.	Z1	0.829	Valid
17.	Z2	0.889	Valid
18.	Z3	0.845	Valid

Source: Data processed using SmartPLS 3.0

From Table 1, it can be observed that the loading factor values for X1.3, X2.4, and Y4 are 0.654, 0.645, and 0.618, respectively. These statements are deemed invalid as they have loading factors < 0.7. Therefore, deletion is necessary for the invalid statements. The following are the loading factor values after deletion:

Table 2. Loading Factor Values After Deletion

No	Statement	Value of Loading Factor	Status
1.	X1.1	0.864	Valid
2.	X1.2	0.864	Valid
3.	X1.4	0.837	Valid
4.	X1.5	0.849	Valid
5.	X2.1	0.821	Valid
6.	X2.2	0.884	Valid
7.	X2.3	0.818	Valid
8.	X2.5	0.778	Valid
9.	X2.6	0.743	Valid
10.	Y1	0.780	Valid
11.	Y2	0.835	Valid
12.	Y3	0.849	Valid
13.	Z1	0.827	Valid
14.	Z2	0.889	Valid
15.	Z3	0.848	Valid

Source: Data processed using SmartPLS 3.0

Based on Table V.2, after going through the deletion stage for items with invalid statements, it can be observed that the loading factor values for all statements are above 0.7, indicating that they can be considered valid. In addition to examining loading factor values, in the measurement of convergent validity, there is another parameter, namely the threshold for Average Variance Extracted (AVE) values. According to Sholihin & Ratmono (2020:86), the threshold for Average Variance Extracted (AVE) is 0.5. The following are the AVE values:

Table V.3 Average Variance Extracted (AVE)

No	Statement	Value of AVE	Status
1.	Sales Promotion	0.729	Valid
2.	Hedonic Shopping Value	0.656	Valid

3.	Impulse Buying	0.676	Valid
4.	Positive Emotion	0.731	Valid

Based on Table V.3, it can be seen that the Average Variance Extracted (AVE) values for all variables are greater than 0.5, indicating that all variables can be considered valid.

4.1.2 Discriminant Validity Test

According to Sohilin & Ratmono (2020:46), two approaches are used to assess discriminant validity: cross loadings and the Fornell-Larcker criterion, which compares Average Variance Extracted (AVE) to the correlations between constructs. Additionally, the loading of indicators on the measured construct should be greater than the loading on other constructs. The following are the results of the discriminant validity test in the table:

Table V. 4 Square Root of AVE Values and Latent Variable Correlations

	X1	X2	Y	Z
X1	(0,854)	0,672	0,693	0,620
X2	0,672	(0,810)	0,711	0,770
Y	0,693	0,711	(0,822)	0,735
Z	0,620	0,770	0,735	(0,855)

Based on Table V.4, it can be observed that the square root of AVE values is greater than the correlations between latent variables. Therefore, it can be concluded that all variables are considered valid, indicating that the discriminant validity test is valid.

4.2 Reliability Test

Reliability testing in PLS can use two methods: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures the lower limit of the reliability value of a construct, while Composite Reliability measures the actual value of the reliability of a construct. The rule of thumb for Cronbach's Alpha or Composite Reliability is that it should be greater than 0.7 (Hair et al., 2008, as cited in Abdillah and Hartono, 2015:196).

Table V. 5 Cronbach's Alpha and Composite Reliability

No	Variable	*Cronbach's Alpha*	*Composite Reliability*	Status
1	*Sales Promotion*	0,876	0,915	Reliable
2	*Hedonic Shopping Value*	0,868	0,905	Reliable
3	*Impulse Buying*	0,759	0,862	Reliable
4	*Positive Emotion*	0,817	0,891	Reliable

Based on Table V.5, it can be stated that the values of Cronbach's Alpha and Composite Reliability for all variables are reliable as they have values greater than 0.7. The highest Cronbach's Alpha value is 0.876 for the sales promotion variable, and the lowest Cronbach's Alpha value is 0.759 for the impulse buying variable. The highest Composite Reliability value is 0.915 for the sales promotion variable, and the lowest Composite Reliability value is 0.862 for the impulse buying variable.

4.3 Description of Respondents' Perception

The measurement scale used in this research is the Likert scale. The Likert scale employs a 5-point scale to gauge subjects' responses. The following is the Likert scale rating table:

Table V.6 Table PeValue of an Scale Likert

Kode	Note	Score
SS	Totally agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Totally disagree	1

Table V.7 Categories of research variables

Scale	**Score**	**Sales Promotion**	**Hedonic Shopping Value**	**Impulse Buying**	**Positive Emotion**
5	4,20-5,00	Very interesting	Very High	Very Sering	Very High
4	3,40-4,19	Interesting	High	Sering	High
3	2,60-3,39	Quite interesting	Quite High	Quite often	Quite High
2	1,80-2,59	less interesting	Low	infrequently	Low
1	1,00-1,79	Very Unattractive	Very Low	Very infrequently	Very Low

Source : Primary Data Processed (2023)

4.3.1 Sales Promotion

Table V. 8 Respondents' Perception Score on Sales Promotion Variables

No	**Item Statement**	**Average Score**	**Kategori**
1	I think Vinct Stuff often promotes on social media.	4,56	Very interesting
2	I think Vinct Stuff has an interesting way of promotion.	4,54	Very interesting
3	In my opinion, Vinct Stuff promotes according to the target market with the video content presented	4,52	Very interesting
4	I think Vinct Stuff does promotions on big days, for example twin date campaigns (1.1; 2.2; etc.) and pay day sales (25-27th)	4,53	Very interesting
	Average Score Total	**4,53**	**Very interesting**

Source: Primary Data Processed (2023)

Based on the data in Table V.8, it can be observed that the variable 'sales promotion' has an average score of 4.53, indicating that it falls into the category of 'very attractive' according to the predetermined variable scores. It can be concluded that sales promotion at Vinct Stuff is very appealing.

4.3.2 Hedonic Shopping Value

Table V. 9 Score Respondents' Perception of Hedonic Shopping Value Variables

No	Item Statement	Average Score	Category
1	I feel good while shopping.	4,20	Very high
2	When I shop for Vinct Stuff products I feel happier.	4,24	Very high
3	I bought Vinct Stuff products because I want to get the best product.	4,41	Very high
4	I bought Vinct Stuff products so I could interact with others.	4,19	High
5	I made a purchase of Vinct Stuff products because I wanted to follow the trend.	3,53	High
	Average Score Total	**4,11**	**High**

Source: Primary Data Processed (2023)

Based on the data in Table V.9, it can be observed that the variable 'hedonic shopping value' has an average score of 4.11, indicating that it falls into the 'high' category. It can be concluded that the hedonic shopping value among Vinct Stuff consumers is high.

4.3.3 Structural Model Testing (Inner Model)

According to Abdillah and Hartono (2015:197), the structural model in Partial Least Squares (PLS) is evaluated using R2 for dependent constructs, path coefficient values, or t-values for each path to test the significance between constructs in the structural model. The following are the R2 values processed using Smart PLS:

Table V. 10 Value R2

No	Variable	Value of R^2
1	*Impulse Buying*	0,646
2	*Positive Emotion*	0,612

Based on Table V.10, it can be observed that the R2 value for the impulse buying variable is 0.646. This indicates that 64.6% of the variance in impulse buying can be explained by the variables sales promotion and hedonic shopping value, while the remaining 35.4% is explained by other variables outside the research model. The R2 value for the positive emotion variable is 0.612, suggesting that 61.2% of the variance in positive emotion can be explained by the variables sales promotion and hedonic shopping value, with the remaining 38.8% explained by other variables outside the research model.

4.4 Mediation Effect Test

The mediation effect test examines the relationship between an exogenous variable and an endogenous variable through a mediating variable. The path coefficient scores or inner model, presented by the t-statistic, should be greater than 1.96 for two-tailed hypotheses or greater than 1.64 for one-tailed hypotheses for hypothesis testing at a 5% alpha level with 80% power (Abdillah and Hartono 2016:62). The bootstrapping procedure used involves a subsample of 500.

In summary, this test assesses the significance of the mediating effect, determining whether the mediating variable plays a significant role in the relationship between the exogenous and endogenous variables.

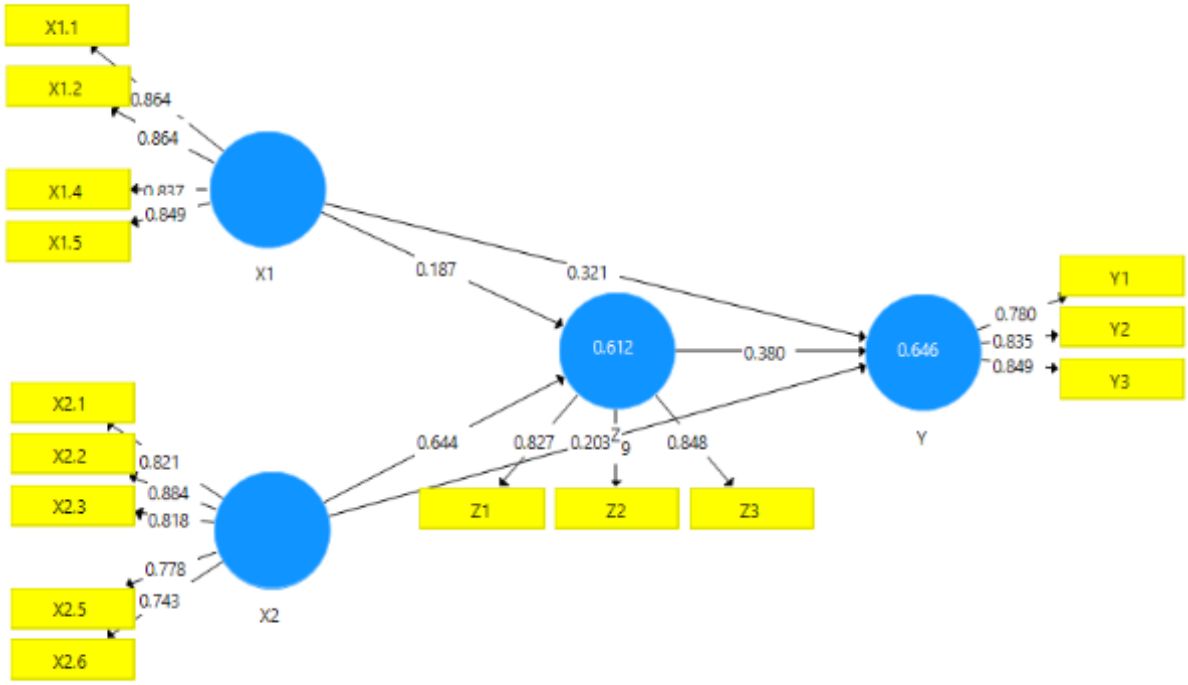


Figure. 2

4.5 Direct Effect Estimation

Direct effect estimation is conducted to determine the direct influence between the variables sales promotion and hedonic shopping value on impulse buying.

Table V. 11 Direct Effect Estimation Results

No	Hypothesis	Original Sample	T-Statistic	P-Values	Note
1	X1 - Y	0,321	3,428	0,001	Significant
2	X2 - Y	0,203	1,798	0,073	Insignificant
3	X1 - Z	0,187	2,227	0,026	Significant
4	X2 - Z	0,644	8,096	0,000	Significant
5	Z - Y	0,380	3,871	0,000	Significant

Source: Primary Data Processed by SmartPLS3.0

Note :
X1 = Sales Promotion
X2 = Hedonic Shopping Value
Y = Impulse Buying
Z = Positive Emotion

4.5 Estimasi Indirect Effect

Indirect Effect Estimation is conducted to understand how the variable positive emotion mediates the influence of the variables sales promotion and hedonic shopping value on impulse buying.

Table V. 12 Results of Indirect Effect Estimation

No	Hypothesis	Original Sample	T-Statistic	P-Values	Note
1	X1 - Z - Y	0,071	2,027	0,043	Significant
2	X2 - Z - Y	0,245	3,389	0,001	Significant

Source : Primary Data Processed by SmartPLS3.0

Note :
X1 = Sales Promotion
X2 = Hedonic Shopping Value
Y = Impulse Buying
Z = Positive Emotion

4.6 Hypothesis Testing

4.6.1 Hypothesis Testing of Sales Promotion on Impulse Buying for Vinct Stuff Products.

Hypotheses:
H01: Sales promotion has no effect on impulse buying for Vinct Stuff products.
Ha1: Sales promotion has an effect on impulse buying for Vinct Stuff products.

Decision Criteria:
If p-values ≤ 0.05 (α = 5%), then H0 is rejected, and Ha is accepted.
If p-values > 0.05 (α = 5%), then H0 is accepted, and Ha is rejected.

Decision:
Based on Table V.11, the t-statistic value for sales promotion on impulse buying is 3.428, indicating that the t-statistic is greater than 1.96, meaning the direction of the relationship between sales promotion and impulse buying is significant. The p-value for sales promotion to impulse buying is 0.001, which is less than 0.05. Therefore, H0 is rejected, and Ha is accepted, implying that sales promotion has a significant effect on impulse buying for Vinct Stuff products. This suggests that higher sales promotion efforts will increase impulse buying behavior for Vinct Stuff products. This finding aligns with Devi & Jatra (2020), indicating that sales promotion influences impulse buying.

4.6.2 Testing the Hypothesis of Hedonic Shopping Value on Impulse Buying for Vinct Stuff Products.

Hypotheses:
H02: Hedonic shopping value has no effect on impulse buying for Vinct Stuff products.
Ha2: Hedonic shopping value has an effect on impulse buying for Vinct Stuff products.

Decision Criteria:
If p-values ≤ 0.05 (α = 5%), then H0 is rejected, and Ha is accepted.
If p-values > 0.05 (α = 5%), then H0 is accepted, and Ha is rejected.

Decision:
Based on Table V.11, the t-statistic value for hedonic shopping value on impulse buying is 1.798, indicating that the t-statistic is less than 1.96, meaning the direction of the relationship between hedonic shopping value and impulse buying is not significant. The p-value for hedonic shopping value to impulse buying is 0.073, which is greater than 0.05. Therefore, H0 is accepted, and Ha is rejected, indicating that the level of hedonic shopping value among Vinct

Stuff consumers does not significantly influence impulse buying behavior for Vinct Stuff products. This result contradicts Ulul Fauzi, Welsa, & Susanto (2019) but aligns with Sari & Hermawati (2020), suggesting that hedonic shopping value does not affect impulse buying.

4.6.3 Testing the Hypothesis of Sales Promotion on Positive Emotion for Vinct Stuff Products.

Hypotheses:
H03: Sales promotion has no effect on positive emotion for Vinct Stuff products.
Ha3: Sales promotion has an effect on positive emotion for Vinct Stuff products.

Decision Criteria:
If p-values ≤ 0.05 (α = 5%), then H0 is rejected, and Ha is accepted.
If p-values > 0.05 (α = 5%), then H0 is accepted, and Ha is rejected.

Decision:
Based on Table V. 11, the t-statistic value for sales promotion on positive emotion is 2.227, indicating that the t-statistic is greater than 1.96, meaning the direction of the relationship between sales promotion and positive emotion is significant. The p-value for sales promotion to positive emotion is 0.026, which is less than 0.05. Therefore, H0 is rejected, and Ha is accepted, suggesting that sales promotion significantly influences positive emotion among Vinct Stuff consumers. This implies that higher sales promotion efforts by Vinct Stuff will increase positive emotion among consumers for their products. This finding is consistent with Devi & Jatra (2020), indicating that sales promotion affects positive emotion.

4.6.4 Testing the Hypothesis of Hedonic Shopping Value on Positive Emotion for Vinct Stuff Products.

Hypotheses:
H04: Hedonic shopping value has no effect on positive emotion for Vinct Stuff products.
Ha4: Hedonic shopping value has an effect on positive emotion for Vinct Stuff products.

Decision Criteria:
If p-values ≤ 0.05 (α = 5%), then H0 is rejected, and Ha is accepted.
If p-values > 0.05 (α = 5%), then H0 is accepted, and Ha is rejected.

Decision:
Based on Table V.11, the t-statistic value for hedonic shopping value on positive emotion is 8.096, indicating that the t-statistic is greater than 1.96, meaning the direction of the relationship between hedonic shopping value and positive emotion is significant. The p-value for hedonic shopping value to positive emotion is 0.000, which is less than 0.05. Therefore, H0 is rejected, and Ha is accepted, suggesting that the level of hedonic shopping value among Vinct Stuff consumers significantly influences positive emotion. This means that higher levels of hedonic shopping value among consumers will increase positive emotion for Vinct Stuff products. This result is consistent with Ulul Fauzi, Welsa, & Susanto (2019), stating that hedonic shopping value influences positive emotion.

4.6.5 Testing the Hypothesis of Positive Emotion on Impulse Buying for Vinct Stuff Products.

Hypotheses:
H05: Positive emotion has no effect on impulse buying for Vinct Stuff products.
Ha5: Positive emotion has an effect on impulse buying for Vinct Stuff products.

Decision Criteria:
If p-values ≤ 0.05 (α = 5%), then H0 is rejected, and Ha is accepted.
If p-values > 0.05 (α = 5%), then H0 is accepted, and Ha is rejected.

Decision:
Based on Table V. 11, the t-statistic value for positive emotion on impulse buying is 3.871, indicating that the t-statistic is greater than 1.96, meaning the direction of the relationship between positive emotion and impulse buying is significant. The p-value for positive emotion to impulse buying is 0.000, which is less than 0.05. Therefore, H0 is rejected, and Ha is accepted, suggesting that positive emotion significantly influences impulse buying among Vinct Stuff consumers. This implies that higher positive emotion levels among consumers will increase impulse buying for Vinct Stuff products. This finding aligns with Kwan (2016), stating that positive emotion affects impulse buying.

4.6.6 Testing the Hypothesis of Sales Promotion Affecting Impulse Buying with Positive Emotion as Mediation for Vinct Stuff Products.

Hypotheses:
H06: Sales promotion has no effect on impulse buying with positive emotion as mediation for Vinct Stuff products.
Ha6: Sales promotion has an effect on impulse buying with positive emotion as mediation for Vinct Stuff products.

Decision Criteria:
If p-values in the indirect effect show non-significance, and p-values in the direct effect show significance or non-significance, then H0 is accepted, and Ha is rejected (no mediation).
If p-values in the indirect effect show significance, and p-values in the direct effect show significance, then H0 is rejected, and Ha is accepted with partial mediation.
If p-values in the indirect effect show significance, and p-values in the direct effect show non-significance, then H0 is rejected, and Ha is accepted with full mediation.

5. Conclusion

The research conducted and outlined above aimed to investigate the influence of sales promotion and hedonic shopping value on impulse buying, with positive emotion as a mediating variable for Vinct Stuff products. The author obtained results from respondents through a Google Form, and the data were processed using SmartPLS 3.0 software. The conclusions drawn from this research are as follows:

a. Sales promotion has a significant influence on impulse buying for Vinct Stuff products.
b. Hedonic shopping value does not have a significant influence on impulse buying for Vinct Stuff products.
c. Sales promotion has a significant influence on positive emotion for Vinct Stuff products.
d. Hedonic shopping value has a significant influence on positive emotion for Vinct Stuff products.
e. Positive emotion has a significant influence on impulse buying for Vinct Stuff products.
f. Sales promotion has a partial mediating effect on impulse buying with positive emotion for Vinct Stuff products.
g. Hedonic shopping value has a full mediating effect on impulse buying with positive emotion for Vinct Stuff products.

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