



THE ROLE OF POSITIVE EMOTION IN MEDIATING THE EFFECT OF PRICE DISCOUNT ON IMPULSE BUYING INDOMARET CUSTOMERS IN DENPASAR CITY, INDONESIA

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Abstract:

The purpose of this study is to explain the role of positive emotion in mediating the effect of price discounts on impulse buying. This research was conducted in Denpasar City with 110 respondents as a sample through purposive sampling method with adjusted criteria. Price discount has a positive and significant effect on impulse buying. Price discount has a positive and significant effect on positive emotion. Positive emotion has a positive and significant effect on impulse buying. Positive emotion can act as a significant mediating variable between the effect of price discounts on impulse buying. The results of this study indicate that in increasing impulse buying. Indomaret minimarket management is expected to always provide promotional strategies in the form of discount prices to touch consumers' hearts and create positive emotions when shopping.

Keywords: price discount; positive emotion; impulse buying

1. Introduction

Various business entrepreneurs have begun to evolve in providing good products and services for consumers (Saputro, 2019). This is evidenced by the variety of types of businesses, from small to large ones, one of which is the retail business. At present, modern retailers dominate the market more, because modern retail types have their own charm through the conveniences offered to customers (Wiratama et al., 2017). One of the modern retailers that is experiencing rapid growth in Indonesia today is a mini-market with a franchise and franchise concept (Yudhi et al., 2017). Minimarket is an aggressive type of market (Arofah, 2017). In the modern retail industry in Indonesia, especially in

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the minimarket format, there are two big players who occupy the top positions, namely Indomaret and Alfamart, but Indomaret has the most aggressive market expansion.

Now people have more time, freedom of choice and peace of mind in making purchasing decisions (Haq, 2016). Planned purchases are based on consumer needs, whereas unplanned ones are buying things without delay, without additional evaluation and acting on the wishes of Moayery et al. (2014). Unplanned buying decisions can arise because consumers are interested in the promotions given that are deemed suitable, for example giving cash back, price discounts, bonus packs and giving gifts (Lestari, 2018). The factors that cause impulse buying include price discounts and positive emotion (Gumilang and Nurcahya, 2016). In connection with consumer shopping behavior, Indomaret creates promotional strategies to touch consumers' hearts to make an impulsive purchase. The strategy taken is to provide price discounts, giving this discount price which causes Indomaret customers to be very loyal. The price discount is the savings offered to consumers from the normal price for a product, which is listed on the product label or packaging (Kotler and Keller, 2016: 84). The price discount variable was chosen because it was considered capable of influencing impulse buying (Muruganatham and Ravi, 2013; Nabilah, 2017; Maharani, 2018). Price is the best cost for buyers who can determine and play an important role in their decision (Jaya and Suparna, 2018). So, this can prove that price is an important factor that can influence consumer purchase intentions. Consumers tend to look at the price offered first if there is a product that they want to buy. The best price tends to be chosen by consumers.

Another factor that causes consumers to shop impulsively is the emotions of consumers (Fahd, 2015). In-store stimulus in the form of discounted prices can lead to positive emotions of consumers in shopping, the more frequent discount prices make consumers feel happy in shopping (Kurniawati and Restuti, 2014). Previous studies have stated that price discounts affect positive emotion (Kurniawan and Kunto, 2013; Kurniawati and Restuti, 2014; Fahd, 2015; Akyuz, 2018; Idris, 2018).

A person's emotions play an important role in his purchase decision. Intensive sales promotion can build positive emotions from consumers so that it can increase unplanned buying behavior from consumers (Devi and Jatra, 2020). It is important for companies to make consumers who make purchases feel comfortable and happy with a product (Lantara and Pramudana, 2020). As most consumers experience, they often shop more than they originally planned. Some consumers even buy items that are not included in the shopping list that has been prepared. Positive emotion affects impulse buying (Putra and Sukawati, 2015; Kwan, 2016; Permatasari et al., 2017; Kinasih, 2018; Febrianty and Yasa, 2020). This research is in line with the results of research conducted by (Kurniawan and Kunto, 2013; Nindyakirana and Maftukhah, 2016; Maulana, 2018; Negara and Kusumadewi, 2018) which states that significantly positive emotions in shopping can be a significant mediator in encouraging impulse buying. The objectives of the research are: a) To explain the effect of price discount on impulse buying, b) to explain the effect of price discount on positive emotion, c) to explain the effect of positive emotion

on impulse buying, d) to explain the role of positive emotion in mediating the effect of price discount on impulse buying.

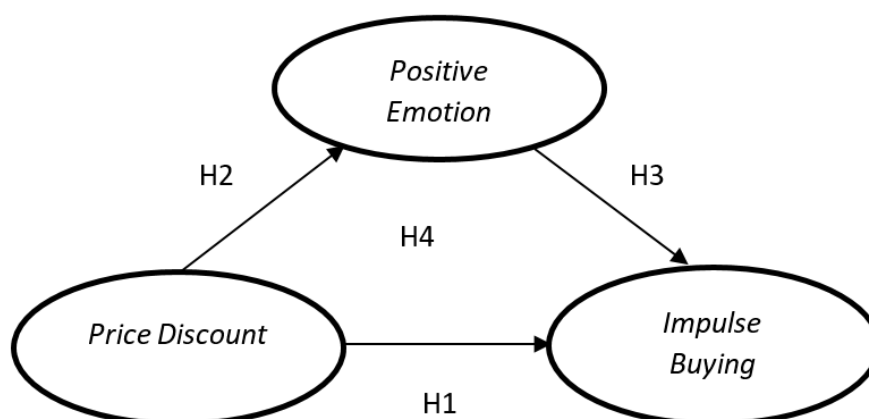


Figure 1: Conceptual Framework

Impulse buying is a condition when consumers experience a sudden desire because there is a specific stimulus while shopping (Wu et al., 2016). In-store stimulus that influences impulsive buying, namely discounting. Discounts are an extra incentive to foster consumer desire for impulse buying (Saputro, 2019). Research conducted by Muruganatham & Ravi (2013), Nabilah (2017), and Maharani (2018) states that the price discount variable has a positive and significant effect on impulsive buying decisions.

H₁: Price discount has a positive and significant effect on impulse buying.

Discount prices are a price-based sales promotion strategy where customers are offered the same product at a reduced price (Gumilang and Nurcahya, 2016). The existence of sales promotions can have an impact on emotions in the form of positive emotions on consumers (Kotler & Keller, 2016). Research conducted by Kurniawan and Kunto (2013), Kurniawati and Restuti (2014), Fhad (2015), Akyuz (2018), and Idris (2018) stated that promotion has a positive and significant effect on positive emotions which are elements of promotion that is the price discount.

H₂: Price discount has a positive and significant effect on positive emotion.

Baron et al. (2006) assume that positive emotion when shopping includes feelings of satisfaction, comfort, interest and enthusiasm. The positive emotions felt by consumers will encourage them to acquire a product immediately without any planning that knows it (Nindyakirana and Maftukhah, 2016). Research conducted by Putra and Sukawati (2015), Kwan (2016), Permatasari et al. (2017), Kinasih (2018), Febrianty and Yasa (2020) which state that positive emotion has a positive and significant effect on impulse buying.

H₃: Positive emotion has a positive and significant effect on impulse buying.

Positive emotion mediation variable is said to significantly mediate the relationship between the price discount variable and impulse buying. This research is in line with the results of research conducted by Beatty (in Park et al., 2006), Kurniawan and Kunto (2013), Nindyakirana and Maftukhah (2016), Maulana (2018), Negara and Kusumadewi (2018) which resulted in significant emotional positivity in shopping can

be a significant mediator in encouraging impulse buying. In-store sales promotions can raise a good mood when consumers make purchases (Chih Yi and Chien Ping, 2016).

H4: Positive emotion plays a significant role in mediating the effect of price discounts on impulse buying.

2. Research Methods

This research is associative in the form of a cause and effect relationship to determine the effect or relationship between the independent and dependent variables. The research location is in the city of Denpasar, especially Indomaret minimarket consumers.

Table 1: Measurement of Research Variables

No.	Variable	Indicator	Source
1.	Price Discount (X)	X1 Triggering consumers to buy in large quantities	Supma (2018)
		X2 Anticipating competitors' promotions	
		X3 Saving money	
2.	Positive Emotion (M)	M1 Happy feeling	Devi dan Jatra (2020)
		M2 Feeling satisfied	
		M3 Comfortable feeling	
		M4 Feelings of excitement	
3.	Impulse Buying (Y)	Y1 Spontaneity	Saputro (2019)
		Y2 Strength, compulsion and intensity	
		Y3 Excitement and Stimulation	
		Y4 Indifference to consequences	

Source: Previous research with some adjustments.

The population is all Indomaret consumers in Denpasar City which are unlimited. This study used a sample of 110 people with a non-probability sampling method with purposive sampling technique. The purposive sampling criteria specified in this study are: the respondents are residents of Denpasar City, has made purchases at least once a month in the last six months in Indomaret, and has taken high school education. The data collection technique uses a questionnaire, which is distributed online via Google Form. There are 11 indicators and each statement item is measured using a Likert scale. The data obtained in the field were analyzed using descriptive statistics in the form of frequency distribution to present the characteristics of respondents, path analysis techniques with the development of the application of mediating variables, classical assumption tests and single-test used to test the formulated hypothesis.

3. Result and Discussion

Profiles of 110 respondents are presented in general with several characteristics including gender, age, latest education, occupation and monthly income or allowance.

Table 2: Characteristics of Respondents

No	Variable	Classification	Number (Orang)	Percentage (%)
1	Gender	Male	51	46,4
		Female	59	53,6
		Total	110	100
2	Age	18-28 years old	87	79,1
		29-39 years old	20	18,2
		40-50 years old	3	2,7
		Total	110	100
3	Last education	High school/vocational high	82	74,5
		Associate's degree	3	2,7
		Bachelor's degree	25	22,7
		Graduate's degree	0	0
		Total	110	100
4	Occupation	Student	76	69,1
		Private employees	21	19,1
		Entrepreneur	2	1,8
		PNS/ABRI/POLRI (civil servants)	5	4,5
		Others (Housewife)	6	5,5
		Total	110	100
5	Income	< Rp 2.000.000	72	65,5
		Rp 2.000.000 – Rp 5.000.000	30	27,3
		>Rp 5.000.000	8	7,3
		Total	110	100

Source: Primary data processed, 2021.

Table 2 shows that there were 59 female respondents, and 51 male respondents. The age range 18-28 years dominated the filling of the questionnaire by 79.1%. 74.5% of respondents are people who have attended at least high school or equivalent. Respondents in this study work as students on average with a percentage of 69.1%. Grouping of respondents based on monthly income shows that 65.5% earn > Rp. 2,000,000. Validity testing is conducted to determine whether the questionnaire used is valid or not. Reliability testing means that the instrument has consistency in measuring the research variables.

Table 3: Results of the Research Instrument Validity Test

Variable	Indicator	Pearson Correlation	Information
Price Discount (X)	X.1	0,834	Valid
	X.2	0,805	Valid
	X.3	0,798	Valid
Positive emotion (M)	M.1	0,822	Valid
	M.2	0,828	Valid
	M.3	0,834	Valid
	M.4	0,742	Valid
Impulse buying (Y)	Y.1	0,783	Valid
	Y.2	0,875	Valid
	Y.3	0,861	Valid
	Y.4	0,849	Valid

Source: Primary data processed, 2021.

Table 3 shows that all instruments have a Pearson Correlation greater than 0.30, so all instruments used in this study are valid.

Table 4: Research Instrument Reliability Test Results

Variable	Indicator	Pearson Correlation	Information
Price Discount (X)	X.1	0,834	Valid
	X.2	0,805	Valid
	X.3	0,798	Valid
Positive emotion (M)	M.1	0,822	Valid
	M.2	0,828	Valid
	M.3	0,834	Valid
	M.4	0,742	Valid
Impulse buying (Y)	Y.1	0,783	Valid
	Y.2	0,875	Valid
	Y.3	0,861	Valid
	Y.4	0,849	Valid

Source: Primary data processed, 2021.

Table 4 shows that all instruments have a Cronbach's Alpha value greater than 0.6, so all instruments used in this study are reliable or have consistency in measuring the research variables.

Table 5: Description of Respondents' Answers to Price Discount Variables

No.	Statement	Respondents' Answers					Average	Criteria
		Frequency						
		1	2	3	4	5		
1.	Indomaret offers various discounts, which triggered me to buy products in large quantities	0	8	21	56	25	3,89	High
2.	Indomaret offers a discounted price so I am interested in making a purchase	0	2	20	52	36	4,11	High
3.	The more often the discount price given by Indomaret, the more it encourages me to make unplanned purchases because it can save expenses	0	7	19	53	31	3,98	High
The average price discount score							3,99	High

Source: Primary data processed, 2021.

Price discount is an independent variable, measured using three indicators that correspond to the 5-point Likert scale. Table 5 shows that the average price discount score is in the high category of 3.99, which means the respondent's assessment of the price discount at Indomaret is good.

Table 6: Description of Respondents' Answers to the Positive Emotion Variable

No.	Statement	Respondents' Answers					Average	Criteria
		Frequency						
		1	2	3	4	5		
1.	I feel happy with the discount price provided by Indomaret	0	3	13	50	44	4,23	Very High
2.	I am satisfied with the discount price provided by Indomaret	0	0	23	56	31	4,07	High
3.	I feel comfortable when shopping at Indomaret	0	2	21	51	36	4,10	High
4.	I was excited when I found products at discount prices at Indomaret	0	0	30	48	32	4,02	High
Average positive emotion score							4,10	High

Source: Primary data processed, 2021.

Positive emotion is the dependent variable, measured using four indicators that correspond to the 5-point Likert scale. Table 6 shows that the average positive emotion score is in the high category of 4.10, which means that positive emotion is created when consumers shop at Indomaret.

Table 7: Description of Respondents' Answers to the Impulse Buying Variable

No.	Statement	Respondents' Answers Frequency					Average	Criteria
		1	2	3	4	5		
1.	When I was at Indomaret, there was often a sudden urge to buy a product spontaneously, even though previously there were no plans to buy.	0	17	17	38	38	3,88	High
2.	I don't think twice before making a purchase on a product because of the discount price offered by Indomaret	1	22	27	41	19	3,50	High
3.	I could not hold back from making purchases at Indomaret because of the discount price	2	25	27	39	17	3,40	High
4.	I still buy products at the discounted prices offered by Indomaret, even though I might regret it because shopping doesn't suit my needs	0	26	36	23	25	3,43	High
The average score of impulse buying							3,55	High

Source: Primary data processed, 2021.

Impulse buying is the dependent variable, measured using four indicators that correspond to the 5-point Likert scale. Table 7 shows that the average impulse buying score is included in the high category of 3.55, which means that most respondents think that impulse buying occurs when shopping at Indomaret.

Table 8: Results of Path Analysis of Regression Equations 1

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	8.576	1.092		7.855	.000
	<i>Price Discount</i>	.655	.090	.574	7.291	.000

- a. Dependent Variable: *Positive Emotion*
- b. R square: 0,330
- c. Sig. F: 0,000

Reporting the results of path analysis of the regression equation 1:

$$M = \beta_1 X + e_1$$

$$M = 0,574 X + e_1$$

$$e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,330} = 0,818$$

The magnitude of the influence of the independent variables on the dependent variable as indicated by the total determination value (R square) of 0.330 means that 33 percent of the variation in positive emotion is influenced by variations in price discounts.

Table 9 : Results of Path Analysis of Regression Equations 2

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.815	1.971		-.414	.680
	Price Discount	.625	.158	.372	3.959	.000
	Positive Emotion	.459	.139	.311	3.309	.001

- a. Dependent Variable: *Impulse Buying*
- b. R square: 0,368
- c. Sig. F: 0,000

Reporting the results of path analysis of the regression equation 2:

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0,372 X + 0,311 M + 0,795$$

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,368} = 0,795$$

The magnitude of the influence of the independent variables on the dependent variable as indicated by the total determination value (R square) of 0.368 means that 36.8 percent

of the variation in impulse buying is influenced by variations in price discount and positive emotion.

Table 10: Direct Effect, Indirect Effect and Total Effect

Variable Influence	Direct Effect	Indirect Influence Through Mediation	Total effect
X → M	0,574	-	-
X → Y	0,372	0,178	0,550
M → Y	0,311	-	-

The amount of the indirect effect coefficient is calculated by multiplying the path coefficient from the variable X to M by the path coefficient from M to Y of $0.574 \times 0.311 = 0.178$.

Table 11: Normality Test Results of Regression Equations 1 and 2

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	Unstandardized Residual
N		110	110
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	1.95360462	2.80097480
Most Extreme Differences	Absolute	.069	.051
	Positive	.053	.051
	Negative	-.069	-.041
Test Statistic		.069	.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}

Source: Primary data processed, 2021.

Table 10 shows that the Asymp. Sig. (2-tailed) on model 1 is 0.200, as well as the Asymp value. Sig. (2-tailed) in model 2 which is equal to 0.200. ($0.200 > 0.05$). These results indicate that the regression equation model is normally distributed.

Table 12: Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Price Discount	0.670	1.492
Positive Emotion	0.670	1.492

Source: Primary data processed, 2021.

Price discount and positive emotion show a tolerance value for each variable greater than 10 percent and VIF value less than 10, which means that the regression equation model is free of multicollinearity.

Table 13: Heteroscedasticity Test Results of Regression Equations 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.675	.628		2.667	.009
Price Discount	-.007	.052	-.013	-.136	.892

a. Dependent Variable: Abs_RES1

Source: Data processed, 2021

The significance value of the price discount variable is 0.892 > 0.05, which means that there is no influence between the independent variables on the absolute residual. So that the model that is made does not contain symptoms of heteroscedasticity.

Table 14: Heteroscedasticity Test Results of Regression Equations 2

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.665	1.202		3.048	.003
Price Discount	.046	.096	.055	.473	.637
Positive Emotion	-.123	.085	-.170	-1.452	.149

a. Dependent Variable: Abs_RES2

Source: Data processed, 2021.

The significance value of the price discount variable is 0.637 and positive emotion 0.149. This value is greater than 0.05, which means that there is no influence between the independent variables on absolute residuals. So that the model made does not contain heteroscedasticity symptoms.

Sobel Test:

$$Z = \frac{ab}{\sqrt{a^2s_b^2 + b^2s_a^2 + s_a^2s_b^2}}$$

$$Z = \frac{0,574 \cdot 0,311}{\sqrt{(0,311^2 \cdot 0,090^2) + (0,574^2 \cdot 0,139^2) + (0,090^2 \cdot 0,139^2)}}$$

$$Z = \frac{0,178}{0,085}$$

$$Z = 2,089$$

Table 9 shows that testing the H1 hypothesis indicates a relationship between price discount and impulse buying which is shown in the path coefficient value of 0.372 with a significance level of 0.000 < 0.05, which means that the price discount has a positive and significant effect on impulse buying. This study supports the results of previous studies conducted by Muruganatham & Ravi (2013); Nabilah (2017); Maharani (2018) and Saputro (2019) which state that price discounts are able to positively and significantly influence impulsive buying decisions.

Table 8 shows that testing the H2 hypothesis indicates a relationship between price discount and positive emotion which is shown in the path coefficient value of 0.574 with a significance level of $0.000 < 0.05$, which means that the price discount has a positive and significant effect on positive emotion. This study supports the results of previous studies conducted by Kurniawan and Kunto (2013); Kurniawati and Restuti (2014); Fhad (2015), Akyuz (2018), and Idris (2018) which state that price discounts can affect positive emotion positively and significantly.

Table 9 shows that testing the hypothesis H3 indicates a relationship between positive emotion and impulse buying which is shown in the path coefficient value of 0.311 with a significance level of $0.001 < 0.05$, which means that positive emotion has a positive and significant effect on impulse buying. This study supports the results of previous studies conducted by Putra and Sukawati (2015); Kwan (2016); Permatasari et al. (2017); Kinasih (2018), Febrianty and Yasa (2020) state that positive emotion is able to influence impulsive purchasing decisions positively and significantly.

Based on the results of the sobel test on hypothesis testing H4 indicates a relationship between price discount and impulse buying through positive emotion as indicated by the Z test value of 2.089 (> 1.96), which means that positive emotion is able to mediate the effect of price discount on impulse buying. so that the hypothesis H4 can be accepted. This study supports the results of previous studies conducted by Kurniawan and Kunto, (2013); Nindyakirana and Maftukhah (2016); Maulana (2018); Negara and Kusumadewi (2018) which state that positive emotions in shopping in a positive and significant manner can be a significant mediator in encouraging impulse buying.

4. Conclusion

The conclusions of this study are: 1) Price Discount has a positive and significant effect on impulse buying. These results indicate that the more frequently discounted price promos are carried out, the higher the intensity of a person to make impulsive purchases, 2) Price Discount has a positive and significant effect on positive emotion. These results indicate that the more frequently discounted prices are offered, the more positive the emotions of consumers when shopping, 3) Positive emotion has a positive and significant effect on impulse buying. These results indicate that the more positive emotions that are felt when shopping, the higher the impulse buying from consumers, 4) Positive emotion is significantly able to mediate the effect of price discounts on impulse buying. These results indicate that the more frequently discounted prices are offered, the more positive one's emotions are in shopping and can increase impulse buying. The results of this study indicate that in increasing impulse buying, the Indomaret minimarket management is expected to always provide promotional strategies in the form of discount prices to touch consumers' hearts and create positive emotions when shopping. There are some limitations in this study, namely that it was only conducted in Denpasar City so that it cannot be generalized. An environment that always experiences dynamic changes may

also make some changes related to similar topics and relationships; so, this research needs to be done again in the future.

Conflicts of Interest

The Author(s) declare no conflict of interest.

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