

THE ROLE OF POSITIVE EMOTION AS A MEDIATOR OF SHOPPING LIFESTYLE AND HEDONIC SHOPPING MOTIVATION TOWARDS IMPULSE BUYING AT TIKTOK SHOP (Case on TikTok Shop Customers)

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Abstract

Consumer impulsivity is one of the reasons for impulse purchases. A purchase decision made on the spur of the moment without prior forethought is called an impulse buy, and it can happen to consumers who shop physically as well as those who shop online or through social media. In the TikTok Store, this study intends to explore the function of positive emotion as a mediator of shopping habits and hedonic shopping motivation for impulsive purchases. A total of 138 respondents were included in the quantitative research model employed for this study. SmartPLS 3.2.9 data processing software was used to process the research, and a Google Form was used to collect the data. Purposive sampling is used with non-probability sampling in the sampling procedure. This study discovered that there is a direct and significant positive effect of shopping lifestyle on positive emotion in TikTok Shop customers, that there is no significant effect of hedonic shopping motivation on impulse buying in TikTok Shop customers, and that the role of positive emotion as a mediator of shopping lifestyle for impulse buying in TikTok Shop customers has no significant.

INTRODUCTION

The fourth industrial revolution has accelerated technological developments that can cause a transformation in people's behavior in buying and selling activities. This development brings changes to people's behavior because previously when buying and selling activities were carried out directly coming to the store, now with the development in the era of revolution 4.0 people can carry out buying and selling

activities only through smartphones because in it there is a combination of digital-based technology (Rizkiyah et al., 2021). The development of technology and human insight, the birth of e-commerce which began to expand its business by innovating shopping features that are now widely used by sellers and buyers, this is called social commerce (Oktania and Indarwati, 2022). Social commerce is the use of social media that is used to promote goods or services, can transact directly when using social media, can show product categories, create online stores, and can provide product information (Pertiwi, 2020). Social media is now often used by Indonesians in online shopping activities (Bayu, 2022). This proves the development of social commerce in Indonesia. The rapid trend of social commerce can encourage marketers to create buying and selling platforms with social interaction based as an alternative to the latest shopping (KumparanTech, 2022).

However, the results of a report conducted by Yusra (2022) revealed that there is still a gap in the development of social commerce due to various factors, one of which is the lack of digital literacy of the community that has not been maximized. This can be a problem in the process of developing social commerce, people must have a high interest in literacy and curiosity because it can help the process of developing social commerce in all circles of society. People's online shopping behavior is increasing every year, according to the results of an annual survey published by We Are Social, showing that a proportion of 41% of Indonesians made online purchases in one month in 2017, up from 26% in 2016 and increase of 15% (Nextren, 2018). The social commerce trend in Indonesia makes it easier for small and medium-sized businesses to market their products or services. Using social commerce in product marketing is the right choice because there are relatively many active social media users in Indonesia.

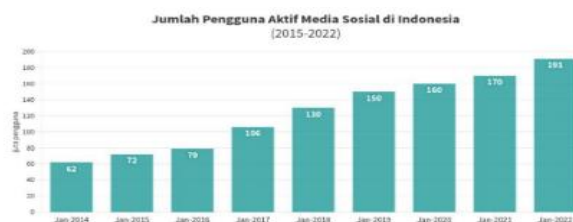


Figure 1. Number of Active Social Media Users in Indonesia

Source: DataIndonesia.id, 2022.

The results of the data show that the number of active social media users has grown significantly every year in Indonesia, and it was found that 191 million active social media users in January 2022, down from 170 million the previous year with a difference of 12.35%. Indonesia ranks fourth in terms of total active social media users (Bayu, 2022). From the results of this data, it can be concluded that the relationship between the internet and social media in people's daily lives is very attached because Indonesians are fairly active in using the internet in their daily lives.

There are various social commerce platforms in Indonesia that can be accessed easily using social media, namely Facebook Shop, Instagram Shop, TikTok Shop, and so on. According to the survey results (Bayu, 2022), TikTok Shop is the most widely used social commerce platform for online shopping. Consumers can use these social media applications for their own entertainment while enjoying online shopping services while using the application. TikTok is a social media that can express creativity through videos with interesting content and provide information about many things that can be accessed by everyone. The development of TikTok is very rapid because the TikTok application is able to attract the attention of viewers with interesting content from various age groups. Now, TikTok is innovating to invite more people to use TikTok by creating a social commerce service called TikTok Shop. Since September 2021, the TikTok app has included a new feature called TikTok Shop that allows users to buy and sell goods directly from the TikTok app. Based on the results of a research report (Annur, 2022), TikTok has increased every year, as evidenced by the second quarter of 2022, it has reached 1.46 billion TikTok users in all countries. The increase is very fairly increased because the percentage reached 62.52% compared to the second quarter of the previous year. The results of the data collected (Rizaty, 2022) show that in April 2022, Indonesia had the second most monthly active TikTok users in the world with 99.1 million people. An increase can make people's mindset and behavior in making purchases will increase (Telaumbanua & Puspitasari, 2022). The increase in the use of the TikTok application, which is supported by the

addition of a new feature, namely TikTok Shop, can support an increase in consumer shopping lifestyles and can influence consumer decisions to make impulse purchases.

The influence of the presence of the TikTok Shop feature in the TikTok application can trigger consumer purchasing decision behavior that was not originally planned. Consumer behavior in deciding purchases that are made unplanned is called Impulse Buying. According to Yahmini (2020) Impulse buying is a pattern of customer behavior when ordering a product without being accompanied by a previous plan. Impulse shopping decisions have become a unique phenomenon when making purchases in e-commerce, by using methods that can attract consumers' attention, sellers can stimulate consumers to make impulse purchases. There are four classifications associated with impulse buying, namely pure impulse buying, suggestion impulse buying, reminder impulse buying and planned impulse buying (Aragoncillo and Orús, 2018). Consumer convenience in using TikTok Shop in their shopping activities because TikTok Shop is packaged in the TikTok application which is widely used as entertainment for the public to watch interesting content, and makes it easier for consumers to use a payment system that can lead consumers to make impulse buying decisions. The results of observations made by researchers regarding the object of this research, TikTok users make impulsive purchasing decisions without a plan due to the appearance of interesting content in marketing products, and the ease of making payments. Consumer impulsive behavior can be caused by internal consumer factors. According to Ilmi (2020), there are internal factors such as shopping lifestyle and hedonic shopping motivation that cause impulse purchases and according to (Imbayani and Novariani 2018), there are internal factors resulting from consumer psychology in impulse purchases, namely positive emotion.

The first internal factor that can trigger impulse buying, namely shopping lifestyle. Shopping lifestyle is part of the trigger for consumers to make impulse buying decisions. Shopping lifestyle is a person's decision to devote time and money to a product (Ahmad et al., 2022). The presence of time and money owned by consumers creates a stronger purchase impulse (Zayusman and Septrizola,

2019). Shopping Lifestyle is a person's behavior in using or spending their funds which aims to buy a product (Sopiyan and Kusumadewi, 2020). Shopping lifestyle in TikTok Shop customers can arise due to changes in a person's behavior when they see someone promoting a product using interesting and short video content or by using Live TikTok provided by TikTok. From the results of research observations regarding the object of this research, promotions that are carried out transparently in interesting content can make TikTok users easily respond to the promotions displayed. The number of products in TikTok Shop makes consumers familiar with these products and improves lifestyles that can affect consumer wants and needs. An increase in consumer income can affect consumer needs regarding the shopping lifestyle will be higher and consumers will be willing to sacrifice everything in order to get something they want. If there is an increase in people's behavior in shopping online because it is influenced by the lifestyle of people who are increasingly following the latest trends (Telaumbanua and Puspitasari, 2022).

The existence of purchases made impulsively is motivated by itself which leads to satisfaction and pleasure (Nuryani et al., 2022). The basic reason for this behavior is the feeling of being able to make purchases. someone who has a mindset regarding hedonic motivation when shopping will lead to impulse buying. According to the results of research found by Anantatiar (2023), the presence of TikTok Shop tends to make a place for consumptive behavior for a student because this can be influenced by a sense of not wanting to miss the latest trends. According to research by Hursepuny and Oktafani (2018), it is proven that there is a significant positive impact of hedonic shopping motivation on impulse purchases at Shopee id. This finding is also corroborated by recent research by Nurtanio et al. (2022), which found that there is a positive impact of the Hedonic Shopping Motivation variable on the Impulse Buying variable. When consumers feel happy, comfortable, safe, and feel excited when shopping which is driven by hedonic motivation, the feelings that arise in consumers can be called positive emotion, and positive emotions can mediate between internal consumer factors to make impulse buying. The existence of positive and negative emotional dimensions can trigger emotionally driven impulse buying behavior (Ivo et al., 2022).

Someone who can create positive emotions when consumers are purchasing an item can trigger a person's motive to make impulse purchases (Imbayani and Novariani, 2018). When someone sees an attractive store display, they can be motivated to buy goods in that store. For example, they find a product that appeals to them and makes them want to buy it again. If the person is in a good mood, they can have the desire to buy something on the spot, this can lead to impulse buying decisions (Nuryani et al., 2022). From the results of research observations regarding the object of this research, interesting tiktok content can affect a person's feelings and thoughts, especially if the content contains a promotion that is carried out transparently, it will further encourage someone to make an unplanned purchase. Emotions that arise can be an important factor in making a decision made by a person. Positive emotion is a person's affective disposition that occurs before the creation of a mood, and positive emotion is also the result of responses to the environment that foster interest in a product, interest in the services offered or attractive promotions, and this may have an impact on how people decide what to buy (Pradiatiningtyas, 2019). According to research by Nurlinda and Christina, (2020) proves that there is a significant positive impact of positive emotion on impulse buying when making purchases at Lazada. The results of this study are the same as the results of research by Ivo et al. (2022), showing that positive emotion has a significant positive effect on impulse buying. Positive emotion can occur due to a stimulus created by a marketer and the phenomenon of impulse buying can occur due to positive emotions that arise from psychological factors that exist in consumers. The results of research that reveal the relationship between positive emotion and shopping lifestyle, namely when someone's lifestyle has become a necessity, it will create a positive emotion if these needs can be met and someone can feel happiness after fulfilling these needs.

RESEARCH METHOD

This study uses a type of quantitative research method. Quantitative research is a numerical measurement of research variables and statistical testing techniques to analyze data, quantitative research emphasizes testing theory (Mulyanto and Wulandari 2019). The data collection method utilizes questionnaires and literature

studies. These findings use the Interval Scale model. Interval Scale is a type of measurement scale that has the same category, rank and distance or range (fixed interval) from one starting point that is not fixed (Mulyanto and Wulandari, 2019). The interval data measurement technique uses a Bipolar adjective, which has a scale of 1-10. All consumers who shop online for a product through TikTok Shop are the population in this study. Purposive sampling is the type of sampling applied in this research non-probability sampling technique. The sample used ranged from 138. This research is assisted by data processing tools in the form of computer software, namely the SmartPLS 3.2.9 program in testing the hypothesis. SmartPLS analysis is carried out in three stages, namely Outer Model Analysis (Validity Test, Discriminant Validity, and Reliability Test), Inner Model Analysis (R-Square), and Hypothesis Testing.

RESULT AND DISCUSSION

Result

Validity test (*Outer Model*)

Tabel 1. Outer Loading

Variabel	Indikator	Outer Loading	Validitas
<i>Shopping Lifestyle</i>	SL.1.1	0,773	Valid
	SL.1.2	0,834	Valid
	SL.2.1	0,865	Valid
	SL.2.2	0,869	Valid
	SL.3.1	0,772	Valid
	SL.3.2	0,795	Valid
	SL.4.1	0,759	Valid
	SL.4.2	0,710	Valid
	SL.5.1	0,766	Valid
	SL.5.2	0,839	Valid
<i>Hedonic Shopping Motivation</i>	HSM.1.1	0,783	Valid
	HSM.1.2	0,805	Valid
	HSM.2.2	0,758	Valid
	HSM.3.1	0,823	Valid
	HSM.3.2	0,792	Valid
	HSM.5.1	0,773	Valid

	HSM.6.1	0,753	Valid
	HSM.6.2	0,837	Valid
Impulse Buying	HSM.1.1	0,758	Valid
	IB.1.2	0,851	Valid
	IB.2.1	0,776	Valid
	IB.2.2	0,823	Valid
	IB.3.1	0,859	Valid
	IB.3.2	0,822	Valid
	IB.4.1	0,788	Valid
	IB.4.2	0,833	Valid
Positive Emotion	PE.1.1	0,923	Valid
	PE.1.2	0,922	Valid
	PE.2.1	0,913	Valid
	PE.2.2	0,849	Valid
	PE.3.1	0,916	Valid
	PE.3.2	0,863	Valid
	PE.4.1	0,729	Valid
	PE.4.2	0,899	Valid

From table 4.1, it is found that all indicators already have a value of > 0.6 so that they can be considered valid and can be continued with further testing and analysis. The following is a picture of the research outer loading after elimination, namely:

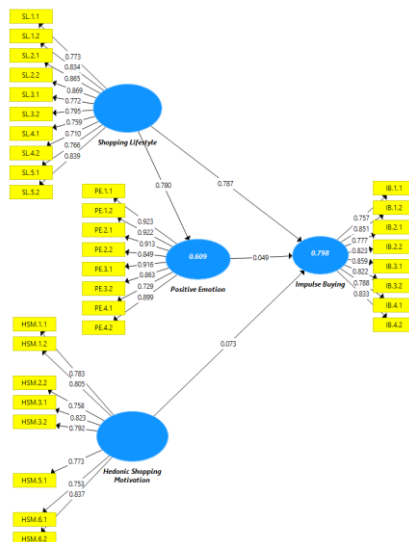


Figure 2. Grafik Outer Loading

Discriminant Validity and Reliability Test

Tabel 2. Discriminant Validity and Reliability Test

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Hedonic Shopping Motivation</i>	0,914	0,916	0,930	0,626
<i>Impulse Buying</i>	0,927	0,928	0,940	0,663
<i>Positive Emotion</i>	0,957	0,963	0,964	0,773
<i>Shopping Lifestyle</i>	0,937	0,939	0,946	0,639

From the table above, the results can be drawn, that the AVE value in the variables of this study is already above 0.5, meaning that the discriminant value that can be seen in the AVE value in this study is said to be valid.

The reliability test results from the table above show that all constructs have good reliability, as evidenced by the composite reliability value > 0.7 and Cronbach's alpha value > 0.7.

Inner Model analysis

Tabel 3. R-Square

Variabel	R-Square	R-Square Adjusted
<i>Impulse Buying</i>	0.798	0.793
<i>Positive Emotion</i>	0.609	0.606

The results of the R-Square impulse buying variable (Y) show a value of 0.798, meaning that the value is above > 0.67, so it can be considered feasible and meet the criteria with a strong category. The positive emotion variable (Z) shows a value of 0.609, meaning that the value is also above > 0.67, so it can be said to be feasible and meet the criteria by entering the strong category.

Hypothesis test

Tabel 4. Path Coefficient

Variabel	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
HSM -> IB	0,073	0,082	0,163	0,537	0,296
PE -> IB	0,049	0,048	0,084	0,581	0,281
SL -> IB	0,787	0,782	0,119	6,619	0,000
SL -> PE	0,780	0,783	0,041	19,230	0,000

Tabel 5. Specific Indirect Effects

Variabel	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
SL -> PE -> IB	0,038	0,037	0,065	0,587	0,279

Discussion

The Effect of Shopping Lifestyle on Impulse Buying

The findings of the first hypothesis of this study reveal that the Shopping Lifestyle variable (X1) has a significant positive impact on Impulse Buying (Y) of TikTok Shop users. So, based on the results of hypothesis 1 testing, Ho1 is rejected and Ha1 is accepted. This shows that consumers who use TikTok Shop to make online purchases are more likely to make impulse buying if their shopping lifestyle is high. The findings of this study are in line with the research of Zayusman & Septrizola (2019) who found that there is a significant positive effect of shopping lifestyle on impulse buying. If customers have a higher shopping lifestyle, this will have an impact on impulse buying.

The Effect of Hedonic Shopping Motivation on Impulse Buying

The findings of the second hypothesis of this study show that there is no significant effect of the Hedonic Shopping Motivation (X2) variable on Impulse Buying (Y) of TikTok Shop consumers. As a result, Ho2 is accepted and Ha2 is rejected in accordance with the results of testing hypothesis 2. This means that the lower the hedonic shopping motivation, the more it will affect the impulse buying

of a customer who uses TikTok Shop to shop for products online. The findings of this study contradict the research of Nurtanio et al., (2022), which found that hedonic shopping motivation has a significant impact on impulse buying, where in increasing impulse purchases to consumers by using hedonic shopping motivation.

The Effect of Shopping Lifestyle on Positive Emotion

The results in the third hypothesis of this study show that the Shopping Lifestyle variable (X1) has a direct and significant positive effect on Positive Emotion (Z) in TikTok Shop customers. Then the results of hypothesis 3 test stated Ho3 is rejected and Ha3 is accepted. This means that the more shopping lifestyle increases, it will affect a person's positive emotion when going shopping. The results of this study are in line with the results of research by Siahaan et al., (2021) which reveal that there is a significant positive impact of shopping lifestyle on positive emotion, the higher the application of shopping lifestyle, the higher the positive emotion of a consumer in making impulse purchases.

The Effect of Positive Emotion on Impulse Buying

The results in the fourth hypothesis of this finding show that there is no significant effect of the Positive Emotion (Z) variable on Impulse Buying (Y) on TikTok Shop customers. So the results of the hypothesis 4 test stated Ho4 is accepted and Ha4 is rejected. This means that the lower the positive emotion that consumers have, the more it will affect impulse buying when making purchases at TikTok Shop. The findings of this study contradict the results of research by Ivo et al., (2022) which reveal that there is a significant positive impact of positive emotion on impulse buying.

The Role of Positive Emotion as a Mediator of Shopping Lifestyle on Impulse Buying

The results in the fifth hypothesis of this finding show that the Shopping Lifestyle variable (X1) before using Positive Emotion (Z) as a mediator, the result is that it has no significant effect on Impulse Buying (Y) on TikTok Shop customers. then this sixth hypothesis test can be stated that Ho5 is accepted and Ha5 is rejected and this means that the direct effect value is 6.619 and the indirect

effect is 0.566, which means that the positive emotion variable (z) as a mediating variable weakens the shopping lifestyle variable on consumer impulse buying when shopping online using TikTok Shop. The results of these findings disagree with the findings by Widiyanti et al., (2022) which reveal that there is a positive impact of shopping lifestyle on impulse buying through the intermediary of positive emotion.

CONCLUSION

From the results of the description in the study regarding The Role Of Positive Emotion As A Mediator Of Shopping Lifestyle And Hedonic Shopping Motivation Towards Impulse Buying At Tiktok Shop, it can be concluded that there is a significant positive effect of Shopping Lifestyle on Impulse Buying, then there is no significant impact of Hedonic Shopping on Impulse Buying, there is a significant positive direct impact of Shopping Lifestyle on Positive Emotion, there is no significant impact of Positive Emotion on Impulse Buying, and directly there is no effect of Positive Emotion as a mediator of Shopping Lifestyle on Impulse Buying.

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