

**PENGARUH *HEDONIC SHOPPING VALUE*, *SHOPPING LIFESTYLE*,  
DAN DISKON TERHADAP *IMPULSE BUYING* DENGAN *POSITIVE  
EMOTION* SEBAGAI VARIABEL INTERVENING PADA  
*MARKETPLACE* DI INDONESIA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic shopping value*, *shopping lifestyle*, dan diskon terhadap perilaku *impulse buying* dengan *positive emotion* sebagai variabel intervening pada konsumen *marketplace* di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarakan secara daring kepada 155 responden menggunakan teknik *purposive sampling*. Teknik analisis yang digunakan adalah *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan *software SmartPLS 4.0*. Metode analisis data yang digunakan meliputi evaluasi *outer model* untuk menguji validitas konvergen dan reliabilitas indikator, serta evaluasi *inner model* untuk menguji kekuatan prediktif model (*R-Square*) dan signifikansi hubungan antar variabel melalui *path coefficients* dan *indirect effect*. Hasil penelitian menunjukkan bahwa *hedonic shopping value*, *shopping lifestyle*, dan diskon berpengaruh positif terhadap *positive emotion*. Selanjutnya, *positive emotion* terbukti memiliki pengaruh signifikan terhadap *impulse buying*. Selain itu, *positive emotion* juga memediasi secara signifikan hubungan antara ketiga variabel independen terhadap *impulse buying*.

**Kata Kunci:** *Hedonic Shopping Value, Shopping Lifestyle, Diskon, Positive Emotion, Impulse Buying.*



***THE EFFECT OF HEDONIC SHOPPING VALUE, SHOPPING LIFESTYLE, AND DISCOUNTS ON IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE ON MARKETPLACES IN INDONESIA***

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***Abstract***

*The purpose of this study was to investigate the impact of hedonic shopping value, shopping lifestyle, and discounts on impulse buying behavior, with positive emotion serving as an intervening variable among marketplace consumers in Indonesia. This research employed a quantitative approach using a survey method via online questionnaires distributed to 155 respondents via a purposive sampling technique. The analysis technique used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. This stage involved evaluating the outer model to test the convergent validity and reliability of indicators, and the inner model to assess the predictive power (R-Square) and the significance of relationships between variables through path coefficients and indirect effects. The results showed that hedonic shopping value, shopping lifestyle, and discounts positively influence positive emotion. Furthermore, positive emotion has a significant impact on impulse buying and also serves as a significant mediator in the relationship between the three independent variables and impulse buying.*

***Keywords:*** *Hedonic Shopping Value, Shopping Lifestyle, Discounts, Positive Emotion, Impulse Buying*