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The Influence Of Shopping Lifestyle On Impulse Buying Behavior With Positive Emotion As A Moderating Variable

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Abstrak

Peneliti meyakini Gaya Hidup Belanja akan meningkatkan Impulsive Buying karena ketergantungan, mengingat belanja sebagai kebutuhan primer, dan dapat mengganggu stabilitas keuangan terutama bagi wanita yang tidak mempunyai uang lebih. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori, yaitu penelitian yang menjadikan penelitian terdahulu sebagai inspirasi dalam menghasilkan pola-pola baru pada penelitian selanjutnya. Data dalam penelitian ini dikumpulkan dengan menggunakan metode kuesioner pada wanita berpenghasilan 1-3 juta yang terdiri dari 14 butir pertanyaan pilihan ganda 1-5 yang berisi kalimat setuju, sangat setuju, tidak setuju, sangat tidak setuju, dan tidak keduanya. Data yang digunakan dalam penelitian ini dianalisis dengan smart PLS 4.0.
Kata Kunci: *Gaya Hidup Belanja, Perilaku Pembelian Impulsif, Emosi Positif,*

Abstract
Researchers believe the Shopping Lifestyle will increase Impulsive Buying due to dependency, considering shopping as a primary need, and can disrupt financial stability, especially for women who don't have more money. This research is quantitative research with an explanatory approach, namely research that uses previous research as inspiration in producing new patterns in future research. The data in this research was collected using a questionnaire method for women with an income of 1-3 million consisting of 14 multiple choice question items 1-5 containing the sentences agree, strongly agree, disagree, strongly disagree, and neither. The data used in this research was analyzed with smart PLS 4.0.
Keyword: *Shopping Lifestyle, Impulse Buying Behavior, Positive Emotion,*

INTRODUCTION

The development of lifestyle aspects is increasingly touching everyone's daily lives (Karim, 2019) An increase in consumer income causes consumer needs to also increase. Shopping lifestyle also has a significant influence on impulse buying (Pipih Sopiyan, 2020). This is in line with research conducted by (Sucidha, 2019) which states that shopping lifestyle has a simultaneous effect on impulse buying. Impulse buying or unplanned purchasing is behavior where someone does not plan a purchase of a particular item when shopping. When making impulse purchases, consumers never think about buying a particular product or brand. They immediately make a purchase because they are interested in the brand or product at that moment.

According to (Darma, 2014a), defines that: "The pattern in which people live and use their money and time, lifestyle better describes a person's behavior, namely how he lives, uses his money and utilizes the time he has. Lifestyle is often described by a person's activities, interests and opinions (activities, interests and opinions). Shopping Lifestyle is a person's choice in spending their time and money. With the availability of time, they have a lot of time to carry out shopping activities and if they have enough money, they have increasing purchasing power. Involvement with a product is a factor in the situation. It could also be due to trends and advertising that influence consumers in purchasing goods. This method is usually the reason for someone to make excessive and unnecessary purchases as they had planned. If their shopping style is too excessive, where they are happy to spend their time and money, when they see an item that is attractive to their eyes, they make a spontaneous purchase decision or what is often called an impulse purchase (unplanned purchase).

Impulse buying is a planned purchase which refers to purchases that are not planned in advance (Darma, 2014). In impulse buying activities, the products purchased are mostly products that consumers want to buy (not needs), and are less needed by consumers. According to YingPing Liang in the journal "The Relationship between Consumer Product Involvement, Product Knowledge, and Impulsive Buying Behavior, 2012" states that impulsive buying consumers make purchases without awareness, and it is estimated that around two-thirds of purchasing decisions are developed while looking at goods. Engel and Blacwell (1982) in Semuel (2006), define unplanned buying as a purchasing action that is made without prior planning or the purchasing decision is made while in the shop.

Meanwhile, according to (N. Nuryani, 2020), "Impulse buying or unplanned purchasing is another consumer purchasing pattern. As the term implies, the purchases that consumers do not specifically plan". This means that impulse buying is a type of consumer behavior, where this can be seen from consumer purchases that are not planned in detail. This statement is supported by Iyer (S. Nuryani et al., 2022), impulse buying is a fact of life in consumer behavior which is proven as a purchasing activity that is related to the environment and limited time in shopping, where the purchasing route they take should be different. These routes can be differentiated through the impulse hierarchy which shows that behavior is based on affective responses which are influenced by strong feeling (Maydiana et al., 2020), so that impulse smelling according to Hoch et al., occurs when there are very strong positive feelings which are then followed by purchase attitude (Darma, 2014).

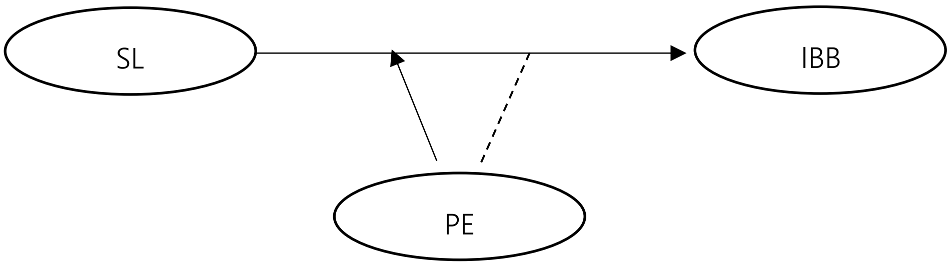
As the researcher explained above, if the Shopping Lifestyle will greatly influence Impulsive Buying as explained in the research (Cantikasari & Basiya, 2022); (Maydiana et al., 2020); (Aminudin, 2022); (Urmila, 2022) & (DEWANTORO, 2020). Different from previous studies, this research adds the Positive Emotion variable as a moderating variable.

RESEARCH METHOD

Basically, shopping lifestyle can significantly influence impulse buying. However, different from other research, this research adds the Positive Emotion variable as a moderating variable (Jonathan Sarwono, 2016). Therefore, this research uses 1 Independent variable, namely Shopping Lifestyle, 1 Dependent variable, namely Impulsive Buying Behavior, and 1 moderating variable, namely Positive Emotions (Sugiyono, 2019). This research is quantitative research with an explanatory approach, namely one that uses previous research like old water sources to produce novelty in new water sources (Manzilati, 2017). The data in this research was collected using an online questionnaire method from 300 women who had incomes above 3 million spread throughout Indonesia. These data were analyzed using the Samrt PLS 4.0 analysis tool with the following research model (Hair, 2010):

Figure 1

Model



Noted :

SL: Shopping Lifestyle

IBB: Impulse Buying Behavior

PE: Positive Emotion

Hypothesis:

H1: The Influence of Shopping Lifestyle on Impulse Buying Behavior

H2: Positive Emotion Can Moderates The Influence of Shopping Lifestyle on Impulse Buying Behavior

RESULTS AND DISCUSSION

Validity Test

The researcher's belief in the Shopping Lifestyle variable can have a positive relationship and a significant influence on Impulsive Buying and the Positive Emotion variable can moderate the influence of the Shopping Lifestyle variable on the Impulsive Buying variable. It must pass a validity test by testing the 14 question items in this research which consist of 6 Shopping Lifestyle variables. , 4 Impulse Buying variables, and 4 Positive Emotion variables with the following results: (Ghozali, 2016):

Table 1

Validity Test

Variable	Question Item	Loading Factor
	The shopping lifestyle makes women dependent on shopping	0.821
	The shopping lifestyle seems to make shopping a	0.819

Shopping Lifestyle (X1)	basic need	
	The shopping lifestyle makes consumption costs even greater	0.811
	The shopping lifestyle makes spending more and more	0.829
	The shopping lifestyle creates dependency	0.822
	The shopping lifestyle makes purchases increasingly impulsive	0.817
Impulse Buying Behavior (Y)	Impulse purchases can be influenced by shopping style	0.834
	Impulse buying can be influenced by positive emotions	0.822
	Impulse purchases can be influenced by an unfrugal style	0.831
	Impulse buying is a negative thing for certain people and a positive thing for certain people	0.835
Positive Emotion (Z)	Positive emotions can influence shopping lifestyle	0.789
	Positive emotions can increase impulse buying	0.777
	Positive emotions can provide comfort	0.841
	Positive emotions can provide satisfaction	0.812

Valid > 0.70

Realibility Test

After ensuring that all the question items consisting of 14 question items include the 6 Shopping Lifestyle variable question items, the 4 Impulse Buying Behavior question items, and the 4 Positive Emotion question items used in this research are all valid. The next stage is to ensure that all variables are reliable with the following reliability test results (Sarstedt et al., 2014):

Table 2

Realibility Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Shopping Lifestyle	0.809	0.849	Reliable
Impulse Buying Behavior	0.822	0.862	Reliable
Positive Emotion	0.801	0.841	Reliable

Reliable > 0.70

Path Coefisien

The researcher's belief that the Shopping Lifestyle variable can have a positive relationship direction and a significant influence on the Impulse Buying Behavior variable and the Positive Emotion variable can moderate the relationship between the two variables above is proven in the final stage by knowing the T-Statistics and P-Values values in this research with the results as follows (Supriyanto, 2019):

Table 3

Path Coefisien

	Variable	T-Statstict	P-Values
Direct Influence	SL->IBB	4.379	0.008
Indirect Influence	PS* SL->IBB	-1.287	0.089

Accepted & Significant Level < 0.05

The shopping lifestyle is something that is sometimes good but more often bad for women, especially those who do not have too much income. In the end, this shopping lifestyle will increase Impulsive Buying Behavior. This statement is in line with the results of the first hypothesis of path efficiency in this research which shows that the shopping lifestyle variable has a t-statistic value above 1.960, namely 4.379 and a P-Value of 0.008 below 0.05 as a significance level. These results are in line with research (Cantikasari & Basiya, 2022); (Maydiana et al., 2020); (Aminudin, 2022); (Urmila, 2022) & (DEWANTORO, 2020)

. This means that the researcher's first belief and also hypothesis 1 in this research can be proven and is consistent.

Unfortunately, the researcher's second belief which is also hypothesis 2 in this study was not successfully proven because the T-Statistics value was below the standard deviation of 1.960, namely -1.287 and the P-Values value was below the significance level of 0.05, namely 0.089. Researchers suspect there was an error in distributing the questionnaire to women who had an income of 3 million. Because someone who has a limited income/not much more than the basic necessities is dangerous for a shopping lifestyle and makes impulsive purchases. Researchers believe it would be different if the questionnaire was distributed to women who have 3 times more income.

R-Square

Based on the explanation above, it can be concluded that the researcher's first belief is correct regarding the influence of Shopping Lifestyle on Impulse Buying Behavior because it has a positive relationship and has a significant influence on Impulse Buying Behavior. However, the moderating variable shows the opposite direction of the relationship. To find out more detailed results, here are the R-Square results in this study (Sarstedt et al., 2014):

Table 4

R-Square

Variable	R-Square	Adjusted Square
IBB	0.810	0.803
SLF	0.885	0.876

The results from the presentation in table 4 above show that the Impulse Buying Behavior variable can be influenced by the dependent variable, in this case Shopping Lifestyle, as much as 81% and the remaining 19% is influenced by other variables that are not in this research. Apart from that, the Shopping Life Style variable can influence the Shopping Life Style and Impulse Buying Behavior variables by 88% but has a negative relationship direction (Gujarati, 2013).

CONCLUSION

The shopping lifestyle is something that is sometimes good but more often bad for women, especially those who do not have too much income. In the end, this shopping lifestyle will increase Impulsive Buying Behavior. This statement is in line with the results of the first hypothesis of path efficiency in this research which shows that the shopping lifestyle variable has a t-statistic value above 1.960, namely 4.379 and a P-Value of 0.008 below 0.05 as a significance level. These results are in line with research (Cantikasari & Basiya, 2022);

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