IMPULSE BUYING IN MINIMARKET RETAIL CONSUMERS: DOES PRICE DISCOUNT INFLUENCE HEDONIC SHOPPING VALUE MEDIATED BY POSITIVE EMOTIONS

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Abstract:
The phenomenon of impulse buying has become an essential subject in studying consumer behavior. With the increasing competition in the retail market, a better understanding of the factors that influence impulse buying is essential for retailers to design effective marketing strategies. This issue is crucial because it provides deeper insight into consumer behavior and guides retailers in developing more effective marketing approaches. This study aims to identify and analyze the effect of price discounts and hedonic shopping value on impulse buying and examine the role of positive emotions in mediating the effects of these variables on impulse buying. The population of this study consisted of retail consumers in minimarkets in Tangerang, Banten. The population has yet to be discovered. The sample size was 384 respondents. The sample was collected using non-probability sampling techniques, specifically purposive sampling. The data collected were analyzed using Microsoft Excel, Statistical Product and Service Solutions (SPSS), and Partial Least Square (PLS) with path analysis. The results of the study showed that price discounts had a significant impact on impulse buying. Hedonic shopping value also significantly influenced impulse buying. The indirect effect of price discounts on impulse buying through positive emotions was insignificant. Hedonic shopping value significantly indirectly affects impulse buying through positive emotions.
Keywords: Impulse Buying, Price Discount, Hedonic Shopping Value, Positive Emotion

INTRODUCTION

The development of the retail industry in Indonesia has experienced rapid growth in recent decades. Minimarkets, as one of the modern retail formats, such as Alfamart and Indomaret, have become the leading choice for consumers in meeting their daily needs. This growth is driven by changes in people's increasingly dynamic lifestyles and demands for practicality and convenience in shopping. In addition, minimarkets often offer various promotions and price discounts that attract consumers' attention. One phenomenon often appearing in this context is impulse buying behavior, namely, spontaneous purchases without prior planning. The development of the retail industry in Indonesia has experienced significant acceleration over the past few decades.

Along with increasing urbanization, changes in lifestyle, and economic development, modern retail has replaced most traditional retail roles. This industry continues to grow in the number of outlets, business formats, and innovations adopted. This phenomenon not only occurs in big cities but also penetrates rural areas, thus expanding people's access to quality products. This development cannot be separated from several main factors, such as the transformation of consumption patterns, the adoption of technology, and changes in marketing strategies that focus more on consumers.

Source: (BPS Tangerang City, 2023)
Figure 1. Growth of the retail industry in Tangerang City

The graph above illustrates the growth of the retail industry in Tangerang City from 2018 to 2022. This growth experienced a decline in 2020 due to the impact of the COVID-19 pandemic, with a decline in growth of -1.2%. However, starting in 2021, the Tangerang City economy has recovered, and the retail industry grew significantly in 2022, reaching 5.98%. This recovery reflects increased public consumption, driven by economic growth and improving purchasing power, making the retail sector an essential part of meeting the daily needs of the Tangerang City community. Overall, this trend illustrates that the retail industry in Tangerang has excellent potential to continue to grow, driven by economic stability and increasing purchasing power.

The increase in retail visitors in Tangerang City has shown a significant trend in recent years, especially after the COVID-19 pandemic. According to reports, the number of tourists visiting Tangerang City reached around 7.5 million at the end of July 2023, with an increase in the retail and entertainment sectors. Many factors contributed to this surge, including the presence of Soekarno-Hatta Airport, which increases the city's accessibility, and the diversity of tourist attractions and culinary delights that attract visitors. In particular, during the Eid holiday in 2022, malls in Tangerang experienced a surge in visitors of up to 163% compared to regular days. For example, at Summarecon Mall Serpong, on weekdays, the total number of visitors was recorded at 59,092; on weekends, it increased to 80,118 people. This visitor surge shows a robust economic recovery and public interest in shopping at retail centers.

Modern retail today offers consumers a variety of convenience, ease, speed, and services, so marketers can no longer maintain their competitive advantage by relying solely on conventional methods to carry out their marketing processes. Retail business competition in Department Stores, especially in Tangerang City, is increasing daily and competing fiercely. The development of these retailers will undoubtedly impact consumers, where consumers will be more consumptive because of the various promotions carried out by retailers. Therefore, shopping activities today are not only to fulfill daily desires and needs but have become a lifestyle. This is due to the increasingly rapid development of modern retail businesses. In addition, consumers need it to satisfy their emotions. This emotional satisfaction behavior shifts consumer behavior, namely planned shopping behavior, to unplanned (impulse buying). Wilujeng, (2017).

Impulse buying refers to consumer behavior that makes spontaneous and unplanned purchases. This decision is often triggered by emotional factors, external stimuli, or a sudden desire to own a product. This phenomenon has long been the subject of research in marketing and consumer behavior because impulse buying plays a significant role in increasing sales in the retail sector, especially in modern retail environments such as supermarkets, minimarkets, and e-commerce. According to Mowen and Minor (2002), the definition of impulse buying is the act of buying without having a previous problem or intention/intention to buy that is formed before entering the store. Some consumers even buy items that still need to be included in the shopping list that has been prepared. This is a positive indicator for retailers that Indonesian consumers like to buy unplanned products. Utami, (2013).

Price discounts can trigger the desire to make impulsive purchases; the size and length of the price discount period play a role in fostering the desire to make impulse purchases. A price discount is a price reduction given by a company in a certain period to increase product sales. Discount prices can be offered as a reduction in percentage from the original price. Price discounts are an extra incentive for consumers to take action, at least to pay attention to the products offered. Tolisindo, (2017). Nabilah's research (2017). the price discount variable has a positive and significant effect on Impulse Buying. Gumilang and Nurcahya's research (2016) shows that price discounts positively and significantly affect impulse buying. Tengku Syarifah Roviqoh and Supriati (2022) in Bengkalis found that price discounts contributed 22.1% to impulsive purchasing decisions among Shopee application users among students. The results of this study reveal that price discounts are one of the essential variables that can encourage impulsive buying behavior among consumers. Another study by Yin Xu and Jin-Song Huang (2014) showed that price discounts are more effective in encouraging online impulse purchases, especially when the offered product is hedonic (related to personal pleasure), compared to bonus packs. This finding highlights that the price discount strategy is a powerful marketing tool to trigger impulse purchases. Thus, price discounts play an essential role in stimulating impulse buying behavior, especially when consumers perceive the hedonic value of the offered product.

According to Prasetya & Rahardjo (in Japarianto & Monika, 2020), hedonic shopping value is an experience in shopping activities, such as pleasure and new things in the shopping process. Asaribu (2015) hedonic shopping value reflects the value found in shopping activities related to consumer shopping tasks and experiences. Furthermore, hedonic shopping value is an instrument that directly presents the benefits of an experience in shopping activities, such as pleasure and new things. Dey and Srivastava's (2017) study examined impulse buying among young consumers from the perspective of Hedonic Shopping Value. They found that various dimensions of hedonic shopping, such as pleasure and social interaction, significantly influenced impulsive buying behavior. Bintoro Purmono (2021) examined the effect of Hedonic Shopping Value on impulse buying, especially in the context of fashion products among Generation Z. This study revealed that hedonic shopping motivations, such as seeking pleasure and comfort while shopping, significantly drove impulsive buying behavior in this demographic. Amrullah (2021) explores the role of hedonic and utilitarian shopping values on impulse buying, with moderation by gender. The findings indicate that hedonic motivation positively influences impulse buying tendencies, especially in environments that support emotional and shopping experiences. These studies collectively emphasize the critical role of hedonic shopping values in driving impulse buying behavior among consumers.

With the different results, researchers added the variable Positive Emotion. This cognitive response describes a person's mood and behavior arising from certain stimuli that can influence a

person's purchasing decisions. Emotions can be classified into two orthogonal parts: positive and negative. Positive emotions are positive feelings experienced by a person, which can be brought before a person's mood occurs, and a tendency towards affective traits and reactions to a supportive environment, such as interest in items, services provided to consumers, or sales promotions. Seligman (2018) defines positive Emotion as a concept of high well-being; namely, positive Emotion is an essential part of well-being, including pleasure, joy, happiness, and others that are part of positive emotions. According to Tirmizi et al. (2019), "positive emotion is a state of mood that can influence and determine the intensity of a consumer's decision making." According to Park & Lennon (2016), "positive emotion is an effect of mood in the form of excitement to shopping; this is one of the important factors for consumers in purchasing decisions." Based on the theory presented above, researchers come to the discussion that positive emotions indicate that the higher the positive emotions, the more positive feelings will be presented to someone who experiences them, such as pleasant or joyful emotional experiences and can determine the intensity of consumer decision-making in purchasing a product. Larasati and Yasa's (2021) research found that positive emotions are essential in mediating the effect of price discounts on impulsive buying behavior. This study shows that price discounts attract consumers' attention and can trigger positive emotions that ultimately encourage the impulse to buy a product. Mentari and Pamikatsih (2022) emphasize that price discounts can increase impulsive buying by increasing positive emotions. This study highlights how hedonic shopping motivation, often associated with positive shopping experiences, interacts with discounts to produce impulsive buying behavior. Kwan (2016) stated that the effect of price discounts on impulsive buying is greatly influenced by positive emotions that arise during the shopping experience. The results show that when consumers feel positive emotions, they are more likely to make impulsive purchases when they see price discounts. These journals highlight the importance of positive emotions in the consumer decision-making process related to impulsive buying, especially in the context of price discounts. For more information, you can read the articles through the links provided.

Research on Hedonic Shopping Value on Impulse Buying, with Positive Emotion as a mediating variable, has been conducted by researchers, including Mardhiyah and Sulistyawati (2021). Their study found that hedonic shopping motivation and lifestyle significantly influence impulsive buying behavior, with positive emotions as an intervening variable. Yuhanda et al. (2021) investigated how hedonic shopping value and fashion involvement affect impulsive buying, with shopping lifestyle and positive emotions as intervening variables. The results of this study indicate that hedonic value significantly affects impulsive buying, and positive emotions strengthen this effect. Nurlinda and Christina (2020) also examined the role of positive emotions as a mediator between hedonic shopping motivation and shopping lifestyle on impulsive buying on the Lazada platform.

This study emphasizes the importance of positive emotions in increasing impulsive buying behavior among consumers. Based on the background and previous research above, it can be concluded that several research gaps are the basis for this study, namely the inconsistent results of the study; the findings of the research gaps indicate positive and negative relationships and the existence of indirect relationships that are mediated and moderated by other variables that provide opportunities for current research to re-examine the relationship between variables that are established in previous studies by adding variables and indicators in this study. Therefore, based on the background of the problem above, it is interesting to conduct research and take the theme "Impulse Buying in Minimarket Retail Consumers: Is it Influenced by Price Discount and Hedonic

Shopping Value Mediated by Positive Emotion." Research Objectives: The objectives to be achieved in this study are:

1. To test and analyze how price discounts affect impulse buying.
2. To test and analyze the hedonic shopping value that influences impulse buying
3. To test and analyze positive emotions, it is possible to mediate price discounts that influence impulse buying

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4. Testing and analyzing positive emotions can mediate hedonic shopping value and influence impulse buying.

METHODS
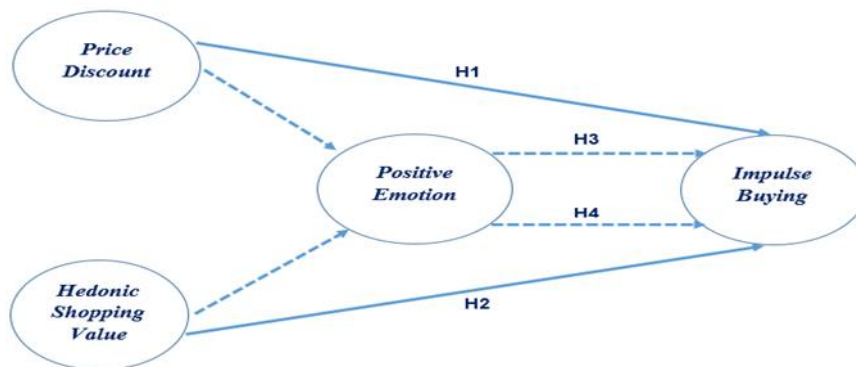
Source: Processed from various sources 2024
Figure 2. Theoretical Framework

Information:
⟶ : Direct influence
----⟶ : Indirect influence

Research Approach. This study uses a quantitative approach. The quantitative method is a research approach that aims to measure data, which is then analyzed statistically (Malhotra, 2004). This method assumes that reality is something concrete, can be observed through the five senses, grouped according to type, form, and behavior, and does not change, can be measured, and verified. Based on its purpose, this study is an explanatory study, which attempts to explain the relationship between two variables, where one variable affects the other (Cooper & Schindler, 2008). The results of this study will show the extent to which the independent variable contributes to the dependent variable. The main objective is to explain the cause-and-effect relationship based on existing facts.

Research Location and Time. A research location is a place or area where the researcher conducts research. This study's research location is in Tangerang, Banten, and the research was carried out in 2024.

Research Population and Sample; Population. This study's population consisted of retail minimarket consumers in the city of Tangerang, Banten. The number of population members has yet to be discovered.

Sample. Because the population is not known with certainty, the researcher determines the sample size using the Cochran formula according to the reference from Sekaran and Bougie (2016) as follows:

$$n_0 = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Description:

n0 = Initial sample size

Z = Z score at a certain confidence level (e.g., Z = 1.96 for a 95% confidence level)

p = Proportion of the population assumed to have the characteristic under study (often taken as 0.5 if unknown)

q = 1 - p (Proportion of the population that does not have the characteristic under study)

e = Desired margin of error (e.g., 0.05 for a 5% margin of error)

This is the sample size needed when the population is assumed to be large or unknown. Using a 95% confidence level, the population proportion p = 0.5 and a 5% margin of error (e = 0.05):

$$n_0 = \frac{(1,96)^2 \cdot (0,5) \cdot (0,5)}{(0,05)^2} = \frac{3,8416 \cdot 0,25}{0,0025} = \frac{0,9604}{0,0025} = 384,16$$

Thus, the minimum sample size required is 384 respondents.

Tangerang City consists of 13 sub-districts; researchers present data from respondents distributing questionnaires so that they are proportionally divided by the number of sub-districts presented as follows:

Partial Least Square (PLS) Analysis. Inferential Statistics is a statistical technique used to analyze sample data, and the results are applied to the population (Sugiyono, 2015). The inferential statistical analysis used in this study is Partial Least Square (PLS). The reason for using PLS in this study is that estimating latent variables considered linear combinations of indicators will avoid indeterminacy problems and provide a clear definition of the score components (Solimun, 2008). PLS is a Structural Equation Modeling (SEM) equation model where covariance-based SEM generally tests causality/theory, while PLS is more predictive. PLS is a powerful analysis method (it does not require many assumptions, does not use normality tests because it already uses bootstrap resampling, and the sample size does not have to be significant). In addition to being used to confirm theories, PLS can also be used to explain whether or not there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators.

According to Ghozali (2006), the purpose of PLS is to assist researchers in predictive purposes. The formal model defines latent variables as linear aggregates of their indicators. Weight estimates to create latent variable score components are obtained based on how the inner model (structural model connecting latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) are specified. The result is the residual variance of the dependent variable.

RESULT AND DISCUSSION

Smart PLS (Partial et al.) Analysis Results. The analysis results using partial least squares contain 2 models: the Measurement Model (Outer Model) and the Inner model. The test criteria are carried out on both models. The initial model is as follows:
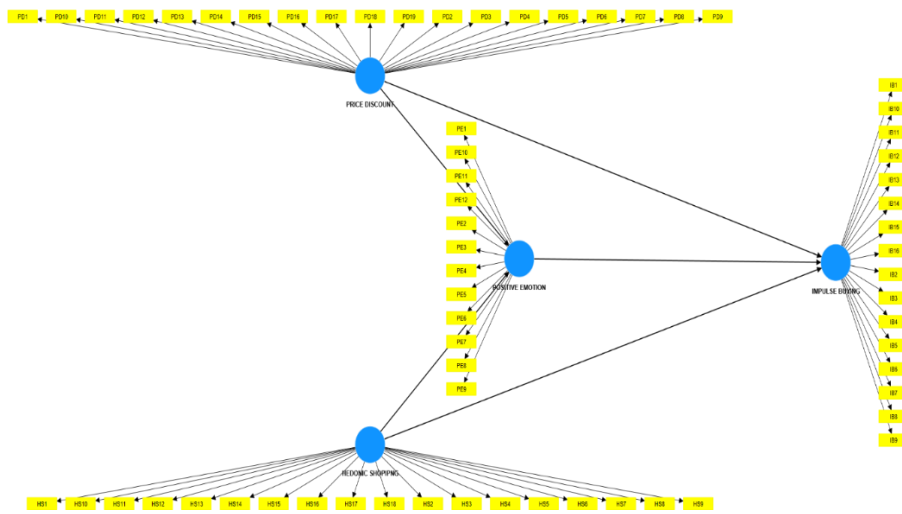
Source: Smart PLS.04 Output, (2024)
Figure 3. Research Model

Outer Model Test of Convergent Validity (Convergent Validity). Convergent validity aims to determine the validity of each relationship between indicators and their latent variables. It is measured through the loading factor value. Chin (1998) (in Ghozali, 2006) states that a loading value of 0.5 to 0.6 is considered sufficient for the initial stage of research on the development of a measurement scale.

Table 1. Convergent Validity Test Results Through Loading Factor

Variable	Item	Loading Factor	Cut Off	Keterangan
	PD1	-0.071	0,6	Invalid
	PD2	0.001	0,6	Invalid
	PD3	-0.227	0,6	Invalid
	PD4	-0.188	0,6	Invalid
	PD5	-0.071	0,6	Invalid
	PD6	-0.110	0,6	Invalid
	PD7	-0.041	0,6	Invalid
	PD8	0.821	0,6	Valid
	PD9	0.833	0,6	Valid
Price Discount	PD10	0.776	0,6	Valid
	PD11	0.772	0,6	Valid
	PD12	0.861	0,6	Valid
	PD13	0.852	0,6	Valid
	PD14	0.849	0,6	Valid
	PD15	0.839	0,6	Valid
	PD16	0.758	0,6	Valid
	PD17	0.755	0,6	Valid
	PD18	0.657	0,6	Valid
	PD19	0.656	0,6	Valid
	HSV1	0.470	0,6	Invalid
Hedonic Shopping Value	HSV2	0.587	0,6	Invalid
	HSV3	0.716	0,6	Valid
	HSV4	0.760	0,6	Valid

	HSV5	0.764	0,6	Valid
	HSV6	0.503	0,6	Valid
	HSV7	0.170	0,6	Invalid
	HSV8	0.610	0,6	Valid
	HSV9	0.535	0,6	Invalid
	HSV10	0.508	0,6	Invalid
	HSV11	0.553	0,6	Invalid
	HSV12	0.422	0,6	Invalid
	HSV13	0.316	0,6	Invalid
	HSV14	0.164	0,6	Invalid
	HSV15	0.578	0,6	Invalid
	HSV16	0.558	0,6	Invalid
	HSV17	0.609	0,6	Valid
	HSV18	0.668	0,6	Valid
Positive Emotion	PE1	0.792	0,6	Valid
	PE2	0.698	0,6	Valid
	PE3	0.728	0,6	Valid
	PE4	0.795	0,6	Valid
	PE5	0.671	0,6	Valid
	PE6	0.703	0,6	Valid
	PE7	0.643	0,6	Valid
	PE8	0.678	0,6	Valid
	PE9	0.650	0,6	Valid
	PE10	0.604	0,6	Valid
	PE11	0.524	0,6	Invalid
	PE12	0.707	0,6	Valid
Impulse Buying	IB1	0.796	0,6	Valid
	IB2	0.607	0,6	Valid
	IB3	0.861	0,6	Valid
	IB4	0.716	0,6	Valid
	IB5	0.870	0,6	Valid
	IB6	0.818	0,6	Valid
	IB7	0.798	0,6	Valid
	IB8	0.673	0,6	Valid
	IB9	0.479	0,6	Invalid
	IB10	0.454	0,6	Invalid
	IB11	0.427	0,6	Invalid
	IB12	0.506	0,6	Invalid
	IB13	0.499	0,6	Invalid
	IB14	0.448	0,6	Invalid
	IB15	0.427	0,6	Invalid
	IB16	0.691	0,6	Valid

Source: Primary data processed, 2024

From the results of the table, it can be seen that the items that measure the variables of impulse buying, price discount, hedonic shopping value, and positive Emotion have loading factor values above 0.5. Thus, all instrument items can be said to be valid when measuring their variables. However, the statement item has a loading factor value below 0.5; this indicates that the item is not valid for measuring its indicator, so the statement item is deleted or eliminated because it does not meet the requirements of convergent validity.

Consistency Reliability. The test tests the reliability of the construct using Cronbach Alpha and composite reliability. Composite reliability, the rule of thumb that is usually used to assess the reliability of the construct, must be greater than 0.7 for confirmatory research, and a value of 0.6 - 0.7 is still acceptable (Fomell & Larcker, 1981; Nunnally & Bernstein, 1994). The results of the reliability test are presented in the following table:

Table 2. Consistency Reliability Test Results

Variable	Cronbach Alpha	Composite Reliability	Cut Off	Information
Price Discount	0,862	0,948	0,6	Reliable
Hedonic Shopping Value	0,855	0,886	0,6	Reliable
Positive Emotion	0,897	0,902	0,6	Reliable
Impulse Buying	0,908	0,932	0,6	Reliable

Source: Primary data processed, 2024

Table 2 shows the Cronbach Alpha and composite reliability values, which are more significant than 0.6 (Fomell & Larcker, 1981; Nunnally & Bernstein, 1994). Thus, it can be concluded that all the instrument items are reliable in measuring the service quality variables, such as hedonic shopping value, positive Emotion, impulse buying, and customer orientation.

Convergent Validity. According to Chin (2010), the recommended AVE value must be greater than 0.5, meaning 50% or more. The indicator's variance can be explained. If all indicators are standardized, this measure is the same as the average commonalities.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Cut Off	Information
Price Discount	0,624	> 0,5	Reliable
Hedonic Shopping Value	0,604	> 0,5	Reliable
Positive Emotion	0,501	> 0,5	Reliable
Impulse Buying	0,605	> 0,5	Reliable

Source: Primary data processed, 2024

The AVE value table for each construct variable shows that Hedonic Shopping Value, Positive Emotion, Impulse Buying and Customer Orientation are outstanding, namely> 0.5, so they have met the criteria for convergent validity.

Discriminant Validity. Discriminant Validity Construct research with reflective indicators using AVE and composite reliability, then must compare the square root of AVE for each construct with the correlation value between constructs in the model. A good value is indicated by the square root of AVE for each construct being more significant than the correlation between constructs in the model (Barclay et al., 1995; Fornell & Larcker, 1981). The results of the analysis can be presented in Table 4 below:

Table 4. Discriminant Validity Test Results

	Hedonic Shopping	Impulse Buying	Positive Emotion	Price Discount
Hedonic Shopping	0,777			
Impulse Buying	0,604	0,778		

Positive Emotion	0,685	0,683	0,708	
Price Discount	0,802	0,540	0,552	0,790

Source: Primary data processed, 2024

The table shows that each construct's AVE square root value is greater than the correlation between other constructs in the model. The AVE square root value in the column above is also more significant than the value of other constructs in the model. Thus, the model has good discriminant validity.

Structural Model Test (Inner Model Evaluation). Before conducting a structural model hypothesis, it is necessary to see whether there is multicollinearity between variables by measuring the inner VIF statistic. The estimation results show an inner VIF value <5, so the level of multicollinearity between variables is low. These results strengthen the results of parameter estimation in SEM PLS, which is robust (cannot); the model in this study can be explained as follows:

Table 5. VIF Index Results

	Hedonic Shopping	Impulse Buying	Positive Emotion	Price Discount
Hedonic Shopping		3.676	2.809	
Impulse Buying				
Positive Emotion		1.883		
Price Discount		2.809	2.809	

Source: smartPLS output 04, 2024

In Table 5, the Average block VIF (AVIF) value of the estimated results shows an inner VIF value <5, so the level of multicollinearity between variables is low, thus meaning there is no causality problem in the model.

Hypothesis Test Results. The data from the test results of all hypotheses show that the research model developed can predict the influence of exogenous variables on endogenous variables and the impact of mediating variables on exogenous variables with endogenous variables.
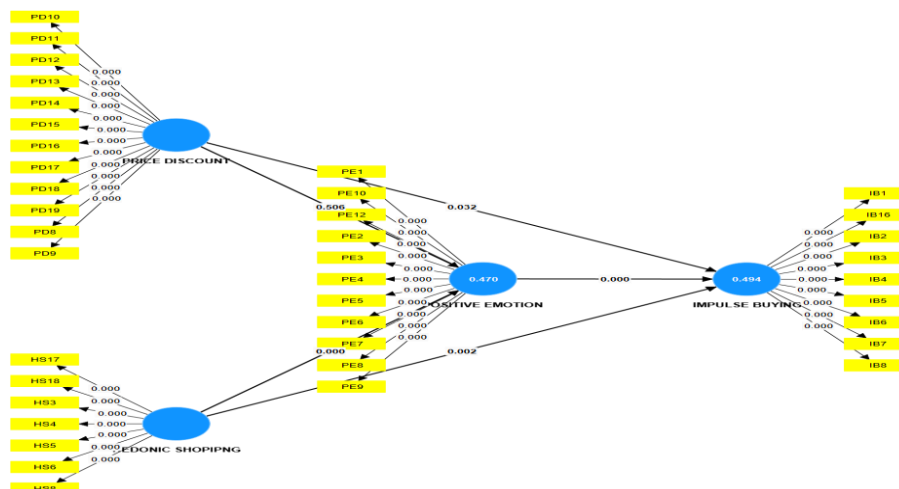
Source: Output Smart PLS.04, (2024)
Figure 4. Research Model Image

Table 6. Hypothesis Test Results

H	Connection	Path Coefficients	P Value Analysis	Sig	Information	Hypothesis
H1	Price Discount → Impulse Buying	0,141	0,032	0,05	Significant	Accepted
H2	Hedonic Shopping Value → Impulse Buying	0,164	0,002	0,05	Significant	Accepted
H3	Price Discount → Positive Emotion → Impulse Buying	0,021	0, 509	0,05	Not Significant	Rejected
H4	Hedonic Shopping Value → Positive Emotion → Impulse Buying	0,310	0,000	0,05	Significant	Accepted

Source: Processed primary data, 2024

H1: Price Discount Affects Impulse Buying. The test results show that the path coefficient value is positive, has a value of $\square$ = 0.141 and a significance value (p-value) = 0.032. If 0.032 <0.05, then the results of the H1 hypothesis are accepted, so Price Discount has a significant positive effect on Impulse Buying. Thus, the higher the Price Discount, the more significant the effect on Impulse Buying.

H2: Hedonic Shopping Value affects Impulse Buying. The test results show that the path coefficient value is positive, has a value of $\square$ = 0.164, and a significance value (p-value) = 0.002. If 0.002 <0.05, then the results of the H1 hypothesis are accepted, so Price Discount has a significant positive effect on Impulse Buying. Thus, the value of hedonic shopping can significantly increase impulse buying.

H3: Positive Emotion can Mediate Price Discount Affects Impulse Buying. The test results show that the path coefficient value is b = 0.021 and a significance value (p-value) = 0.509. Alternatively, if 0.509> 0.05, the results of the H3 hypothesis are rejected, so price discount does not significantly affect impulse buying through Positive Emotion moderation. Price discounts through Positive Emotion cannot significantly increase Impulse Buying. Thus, Positive Emotion has not been able to moderate the effect of Price Discounts on brand Impulse Buying.

H4: Positive Emotion Can Mediate Hedonic Shopping Value Affects Impulse Buying. The test results show that the path coefficient value is positive, has a value of $\square$ = 0.310, and a significance value (p-value) = 0.000. Alternatively, if 0.000 < 0.05, then the results of the H4 hypothesis are accepted, so Hedonic Shopping Value has a positive and significant effect on Impulse Buying through the mediation of Positive Emotion with a positive coefficient. It can be interpreted that Hedonic Shopping Value through Positive Emotion can significantly increase Impulse Buying. Thus, Positive Emotion can mediate the influence of Hedonic Shopping Value on Impulse Buying.

Discussion of Research Results. Based on the analysis results in the table, the following is an in-depth discussion of the influence of Price Discount, Hedonic Shopping Value, and Positive Emotion on Impulse Buying. Each hypothesis tested provides insight into how these factors influence consumer behavior.

Price Discounts affect Impulse Buying. The study's results indicate that price discounts significantly directly affect impulse buying. Consumers tend to be encouraged to buy impulsively when they feel that the price of a product is lower than usual. This can be explained by the psychological effect of discounts, where consumers see discount offers as opportunities that should be noticed. The feeling that they are getting financial benefits (value for money) can trigger quick purchasing decisions without prior planning.

The results of this study are based on statements put forward by several previous studies by Nabilah Nabilah & Nasir (2017) that state that the price discount variable has a positive and significant effect on impulse buying. Research by Nurcahya Gumilang, Wayan Aris and Ketut Nurcaha (2016) shows that price discounts positively and significantly influence impulse buying. Research by Aprilliani. (2017) states that price discounts, positive Emotions and in-store stimuli positively and significantly influence impulse buying. Several studies have shown that the price discount variable positively and significantly influences impulse buying.

However, this differs from the research conducted by Wilujeng (2017), which states that price discounts are not significant in impulse buying.

Hedonic Shopping Value affects Impulse Buying. Hedonic shopping value has a significant influence on impulsive buying. Consumers who feel pleasure and satisfaction during shopping are more prone to making purchases without planning. This shows that a pleasant shopping experience can increase impulsive behavior. Consumers do not only focus on the products purchased but also on the positive feelings they get while shopping. Thus, emotional factors are a strong driver in impulsive buying decisions.

The results of this study are based on the statements put forward by several previous studies. Dey and Srivastava's (2017) study examined impulse buying among young consumers from the perspective of Hedonic Shopping Value. They found that various dimensions of hedonic shopping, such as pleasure and social interaction, significantly influence impulsive buying behavior. Bintoro Purmono (2021) examined the influence of Hedonic Shopping Value on impulse buying, especially in the context of fashion products among Generation Z. This study revealed that hedonic shopping motivations, such as seeking pleasure and comfort while shopping, significantly drives impulsive buying behavior in this demographic. Mai, Jung, Lantz, and Loeb (2003) studied several consumer groups with specific economic or cultural pressures, showing a lower tendency to impulse buy than other groups more susceptible to hedonic consumption.

Indirect Effect of Price Discount through Positive Emotion on Impulse Buying. The study's results indicate that the indirect effect of price discounts through positive emotions on impulsive buying is insignificant. Although price discounts can create satisfaction or joy, these emotions are not strong enough to drive impulsive buying significantly. In other words, discounts influence consumers more rationally (based on financial gain) than emotionally. This indicates that consumers affected by discounts tend to focus more on the economic aspect than the positive emotions consumers feel. The results of this study are inconsistent with the statements put forward by several previous studies, such as Mardhiyah and Sulistyawati (2021). Their study found that hedonic shopping motivation and lifestyle significantly influence impulsive buying behavior, with positive emotions acting as intervening variables.

Indirect Effect of Hedonic Shopping Value through Positive Emotion on Impulse Buying. The study's results indicate that the indirect effect of hedonic shopping value through positive emotions on impulsive buying is significant. Consumers who enjoy the shopping experience tend to feel positive emotions, such as pleasure and happiness, strengthening the urge to buy impulsively. A pleasant shopping experience triggers positive emotions that act as essential mediators in influencing consumer behavior. This confirms that positive emotions play a crucial role in increasing the tendency of impulsive buying, especially in a satisfying shopping experience.

This study's results are based on the statements put forward by several previous studies. Yuhanda et al.'s (2021) research investigated how hedonic shopping value and fashion involvement affect impulsive buying, with shopping lifestyle and positive emotions as intervening variables. The results of this study indicate that hedonic value significantly affects impulsive buying, and positive

emotions strengthen this effect. Nurlinda and Christina (2020) also examined the role of positive emotions as a mediator between hedonic shopping motivation and shopping lifestyle on impulsive buying on the Lazada platform.

CONCLUSION

Based on the results of research and discussion on impulse buying in minimarket retail consumers, whether it is influenced by price discounts and hedonic shopping value mediated by positive emotions, the following author will conclude the results of the observations that have been presented in the previous chapter, as follows:

1. Price discounts significantly influence impulsive purchases. Consumers are motivated to buy impulsively because they feel they are getting financial benefits.
2. Hedonic shopping value significantly influences impulsive purchases. The pleasure of shopping increases the urge to make purchases without planning.
3. The indirect effect of price discounts through positive emotions on impulsive purchases is insignificant. Discounts are more effective in influencing impulsive purchases directly than through emotions.
4. Hedonic shopping value significantly indirectly affects impulsive purchases through positive emotions. A pleasant shopping experience triggers positive emotions, strengthening the tendency to buy impulsively.

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