



The Role of Positive Emotion in Mediating the Effect of Promotional Attractiveness toward Impulse Buying (A Study of GoFood Online Food Delivery Brand Customers in Denpasar City)

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Abstract. *Gojek, as a leading on-demand service company in Indonesia, continues to leverage technological advancements and shifts in consumer behavior from offline to online shopping. One of its flagship services, GoFood, faces challenges in maintaining its market position and increasing the number of transactions due to increasing competition in the food delivery industry. This study aims to explain the role of positive emotions in mediating the influence of promotional appeals on impulse purchases among GoFood customers. This study uses consumer behavior theory and the Stimulus-Organism-Response (S-O-R) model as a theoretical basis. The study was conducted in Denpasar City, involving 180 respondents through a survey method using questionnaires distributed offline and online. The sampling technique used was non-probability sampling with a purposive sampling approach. Data analysis was carried out using path analysis, classical assumption tests, Sobel tests, and Variance Accounted For (VAF) tests with the help of SPSS 25 software. The results showed that all proposed hypotheses were accepted. Promotional appeals had a positive and significant effect on impulse purchases. Promotional appeals also had a positive and significant effect on positive emotions. Furthermore, positive emotions also significantly influence impulse buying. Positive emotions have been shown to partially mediate the effect of promotional appeal on impulse buying. Practical implications of this research suggest that GoFood optimize attractive discount promotions by providing users with greater flexibility and control to evoke positive emotions that encourage impulse buying behavior. Discount promotions should be designed creatively and personally, using engaging visuals, persuasive language, and offers tailored to customer preferences.*

Keywords: *Consumer Behavior, Impulse Buying, Mediating Effect, Positive Emotion, Promotional Attractiveness,*

1. INTRODUCTION

The advancement of information technology, marked by the increasingly massive use of the internet, has significantly transformed human shopping behavior from offline to online. This shift has accelerated with the emergence of on-demand services. The widespread use of online buying and selling platforms reflects a growing tendency among modern consumers to engage in digital transactions (Laksana & Suparna, 2015). One Indonesian on-demand service company that has capitalized on this trend is *Gojek*. Among its services, *GoFood*, the online food delivery feature, is the most popular and widely used by *Gojek*'s customers (Gojek, 2024). According to research conducted by LD FEB UI, *GoFood* is the most frequently used *Gojek* service in Bali, with a usage rate of 91 percent (LDFEBUI, 2021).

Since its launch, *GoFood* has grown rapidly and secured its position as the leading online food delivery service in Indonesia (Gojek, 2019). This success has attracted competitors such as *GrabFood* and *ShopeeFood* to enter and operate in the Indonesian market. However, *GoFood* currently experiences the lowest growth in transaction value, at only 4.4 percent,

falling behind *ShopeeFood* at 134.8 percent and *GrabFood* at 12.6 percent. This indicates that *GoFood* faces significant challenges in maintaining its market position and increasing transaction volume amid intense competition. One consumer behavior that presents a strategic opportunity to boost market competitiveness and transaction value is impulse buying (Widiyanto & Rachmawati, 2024).

Impulse buying refers to a spontaneous decision made by consumers to purchase a product or service right before completing a transaction (Dananjaya & Suparna, 2016). It reflects an individual's tendency to make sudden purchases as a spontaneous reaction to external stimuli (Darmaningrum & Sukaatmadja, 2019). According to a survey by Populix (2023), 80 percent of Indonesians admitted to engaging in impulse buying. However, while *GoFood* is used five times per month, the average spending per transaction is 12 percent lower than that of *GrabFood*, which is used six times per month. This suggests that *GoFood* users display relatively low levels of impulse buying (Snapcart, 2021). Preliminary interviews with *GoFood* representatives in Denpasar also revealed that consumers tend to make planned and recurring purchases based on daily needs, indicating a low level of impulsiveness.

Some consumers go through complex decision-making processes, while others engage in unplanned impulse buying (Handayani & Suparna, 2021). Impulse buying is influenced by both internal factors (from within the consumer) and external factors (such as marketing strategies, including promotional offers) (Putri & Andani, 2023). This study focuses specifically on promotions. Promotion is a marketing strategy designed to encourage consumer purchases (Sastrawan & Suparna, 2021). The Populix (2023) survey revealed that 75.5 percent of impulse buying decisions are triggered by attractive promotional offers, particularly price discounts. Snapcart (2021) also confirmed that the main reason Indonesian consumers choose an online food delivery service is the availability of price-based promotions.

GoFood offers various promotional schemes such as “Mak-si-mal” (makan siang malam) discounts of up to 50 percent, “Festival Kuliner” discounts of up to 30 percent, merchant-specific discounts with varying rates, and other promotional campaigns. Although promotions can stimulate impulse buying, the relatively low impulse buying rate among *GoFood* users suggests that its promotional strategies may not yet be attractive or optimal. This is further supported by user feedback on online forums such as Quora (2021), where many customers claimed that *GoFood*'s promotions were less appealing compared to those offered by *GrabFood*.

Studies conducted by Putra & Santika (2018), Saputro (2019), Larasati & Yasa (2021), Mutanafisa & Retnaningsih (2021), Setiawan & Ardani (2022), Detanatasya & Maridjo (2022),

and Anggarwati et al. (2023) show that promotional attractiveness has a positive and significant effect on impulse buying. However, contrasting findings have been reported by Ittaqullah et al. (2020), Jokhu & Charisma (2022), Fitriani & Muhajirin (2022), and Awaliyah et al. (2023), who found that price discounts did not have a significant or positive effect on impulse buying. These inconsistencies highlight the need for a mediating variable to better explain the relationship.

In this study, positive emotion is used as a mediating variable because, psychologically, emotions are the initial and immediate affective responses triggered by external stimuli such as attractive promotions (Kotler et al., 2022:89). Positive emotions have the ability to enhance impulse buying, thereby potentially increasing a company's revenue (Darmayasa & Sukaatmadja, 2017). Previous research by Larasati & Yasa (2021), Kumala & Wardana (2021), Ariyanti & Purba (2023), and Gamaya & Suardana (2024) also utilized positive emotions as a mediating variable in their studies.

Based on the theoretical framework and prior research, investigating the role of positive emotion in mediating the effect of promotional attractiveness on impulse buying, with a focus on *GoFood* customers in Denpasar City, is considered both relevant and important.

2. LITERATURE REVIEW

The consumer behavior model explains how environmental stimuli are processed by consumers, ultimately resulting in purchasing responses (Kotler et al., 2024:162-163). In this model, promotional attractiveness such as price discounts serves as an external stimulus at the input stage that generates interest. The emergence of positive emotions enters the process stage as an internal psychological response that influences decision-making. The final outcome is impulse buying, which appears at the output stage as a spontaneous reaction to promotional stimuli and the consumer's psychological state.

The S-O-R model (stimulus, organism, and response), proposed by Woodworth (1929), is a development of the classical stimulus-response theory in psychology, incorporating the element of the "organism" to emphasize that an individual's response to a stimulus is not always automatic. The model was further refined by Mehrabian & Russell (1974), particularly within the field of consumer behavior, and has become a foundational framework in marketing research. The S-O-R model helps explain how promotional attractiveness in the form of price discounts (stimulus) can trigger internal emotional responses such as positive emotions (organism), which in turn influence the consumer's behavior in the form of impulse buying (response).

Impulse buying is defined as spontaneous purchasing behavior without prior planning or deep evaluation, in which consumers rely more on intuition or momentary urges rather than rational consideration (Kotler et al., 2024:179). The indicators of impulse buying in this study are based on previous research by Kacen & Lee (2002), Putra & Santika (2018), and Devi & Jatra (2020), which include: making decisions without lengthy consideration, purchases triggered by product-related stimuli, buying without thinking of the consequences, purchases influenced by emotional states, unplanned purchases, and the inability to resist the urge to shop.

Promotion is a key component of marketing, comprising a variety of incentive tools typically short-term in nature designed to encourage consumers to purchase specific products or services more quickly or in larger quantities (Kotler et al., 2022:280). Price discount strategy is a form of promotion that offers a reduction from the original price to drive increased sales of products or services (Pangestuti & Trifiyanto, 2021). Price is often a primary consideration for consumers in evaluating a product, as it is perceived as a benchmark for value, which can significantly influence their purchasing decisions (Widiartha & Suparna, 2021). The indicators of promotional attractiveness in this study refer to those used in previous research by Wahyudi (2017), Ittaqullah et al. (2020), and Detanatasya & Maridjo (2022), namely: frequency of price discount promotions, timing of price discount promotions, size of the discount, type of products receiving the discount, promotions encouraging bulk purchases, response to competitor promotions, and perceived cost savings.

Emotion refers to spontaneous emotional responses to internal or external stimuli, which are often difficult to control and can influence how individuals evaluate and make decisions including those that are not always rational or cognitive in nature (Kotler et al., 2022:89). Positive emotion is a state of feeling such as happiness, satisfaction, enthusiasm, and other similar emotions that can significantly influence consumers' purchasing decisions (Setiawan & Ardani, 2022). The indicators of positive emotion in this study are based on prior research by Keiningham et al. (2018), Setiawan & Ardani (2022), and Putri & Andani (2023), which include: feelings of fulfillment, calmness, being cared for, pride, happiness, satisfaction, comfort, enthusiasm, motivation, and a sense of dominance.

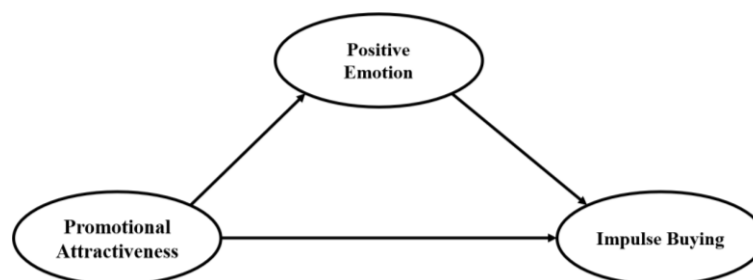


Figure 1. Conceptual Framework

Hypothesis

Sales promotion offers short-term incentives designed to stimulate immediate purchases, including attracting impulsive buyers through appealing offers such as price discounts (Kotler et al., 2024:502). Studies conducted by Putra & Santika (2018), Saputro (2019), Artana et al. (2019), Wijaya & Setyawan (2020), Larasati & Yasa (2021), Detanatasya & Maridjo (2022), Setiawan & Ardani (2022), Ariyani et al. (2023), and Anggarwati et al. (2023) have shown that promotional attractiveness has a positive and significant effect on impulse buying.

H₁: Promotional attractiveness has a positive and significant effect on impulse buying

Price discount promotions provide consumers with justification that helps reduce feelings of guilt, thereby generating positive emotions such as comfort, relief, and satisfaction during the shopping experience (Solomon, 2019:280). Research conducted by Saputro (2019), Larasati & Yasa (2021), Setiawan & Ardani (2022), Jokhu & Charisma (2022), and Gamaya & Suardana (2024) confirms that promotional attractiveness has a positive and significant influence on positive emotion.

H₂: Promotional attractiveness has a positive and significant effect on positive emotion

Positive emotions, such as excitement, can attract consumer attention and encourage them to make purchases. This is because consumers often experience happiness before engaging in rational thinking. As a result, leveraging positive emotions becomes an effective strategy to influence shopping decisions (Kotler et al., 2024:270). Research by Devi & Jatra (2020), Isnaini & Rahmidani (2021), Sumampow et al. (2022), Jokhu & Charisma (2022), Rismawati & Pertiwi (2022), and Wijana & Panasea (2023) provides evidence that positive emotion significantly influences impulse buying.

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

A promotional strategy that emphasizes price discounts not only attracts consumers on a functional level but also evokes positive emotions, which can further encourage impulse buying by making consumers feel smart about their purchasing decisions (Kotler et al., 2022:126). Previous studies by Larasati & Yasa (2021), Isnaini & Rahmidani (2021), Setiawan & Ardani (2022), Jamjuri. et al. (2022), Wijana & Panasea (2023), and Ariyanti & Purba (2023) confirm that positive emotion serves as a mediating variable that links promotional attractiveness to impulse buying.

H₄: Positive emotion mediates the effect of promotional attractiveness on impulse buying

3. METHODS

Research design determines the success in achieving good and useful research results. This research uses quantitative and associative research design. The research location was conducted in Denpasar City. The population of this study is *GoFood* service customers in Denpasar City. This study uses non-probability sampling and purposive sampling methods due to the uncertain or infinite population size. Not all populations have the same opportunity as respondents and must meet the criteria needed in this study. Some of the sample criteria needed are they reside in Denpasar City, are at least currently enrolled in senior high school or an equivalent educational level, and have previously made spontaneous, unplanned purchases using the *GoFood* service. The total sample amounted to 180 respondents spread across each sub-district in Denpasar City. This research was conducted using a survey method with questionnaires distributed both online (via Google Forms) and offline (in person), and measured using a likert scale. This research uses path analysis, sobel test, and VAF test techniques.

4. RESULTS

The questionnaire results are clearly described using average values. The assessment is presented in Table 1 with an interval range of 0.80.

Table 1. Respondent assessment categories

No.	Average Score Interval	Criteria	
		Promotional Attractiveness & Positive Emotion	Impulse Buying
1	1,00 – 1,79	Very Poor	Very Low
2	1,80 – 2,59	Poor	Low
3	2,60 – 3,39	Fairly Good	Fairly High
4	3,40 – 4,19	Good	High
5	4,20 – 5,00	Very Good	Very High

There are three variables analyzed in this study, namely the promotional attractiveness variable (X_1), the positive emotion variable (X_2), and the impulse buying variable (Y). Furthermore, the description of each variable can be described as follows.

Description of promotional attractiveness variable (X_1)

The following are the results of the description of promotional attractiveness variable, presented in the form of percentages and average values (mean) in Table 2.

Table 2. Description of Respondents' Perceptions of promotional attractiveness variable (X_1)

No.	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	$X_{1.1}$	13	23	52	52	40	3,46	Good
2	$X_{1.2}$	13	26	49	57	35	3,42	Good
3	$X_{1.3}$	10	20	41	60	49	3,66	Good
4	$X_{1.4}$	16	25	42	51	46	3,48	Good
5	$X_{1.5}$	12	19	58	57	34	3,46	Good
6	$X_{1.6}$	12	24	74	34	36	3,32	Fairly Good
7	$X_{1.7}$	11	25	41	61	42	3,54	Good
Average							3,47	Good

Table 2 shows that the promotional appeal variable has a mean score of 3.47, which falls into the good category. This indicates that the promotions offered by *GoFood* are considered quite attractive by the respondents. Thus, it can be said that the respondents responded positively to *GoFood*'s promotional strategy in the form of price discounts. The promotional appeal item with the lowest average score is $X_{1.6}$, which scored 3.32, falling into the fairly good category. This suggests that, in general, respondents feel that *GoFood*'s price discount promotions are not as appealing as those offered by its competitors. Conversely, the highest mean score is found in item $X_{1.3}$, at 3.66, which falls into the good category. This implies that respondents generally view the value or amount of the discount offered by *GoFood* as attractive and compelling enough to be utilized.

Description of positive emotion variable (X_2)

The following are the results of the description of positive emotion variable, presented in the form of percentages and average values (mean) in Table 3.

Table 3. Description of Respondents' Perceptions of positive emotion variable (X_2)

No.	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	$X_{2.1}$	13	20	73	55	19	3,26	Fairly Good
2	$X_{2.2}$	6	35	75	48	16	3,18	Fairly Good
3	$X_{2.3}$	9	38	72	43	18	3,13	Fairly Good
4	$X_{2.4}$	10	26	80	46	18	3,20	Fairly Good
5	$X_{2.5}$	8	34	71	51	16	3,18	Fairly Good
6	$X_{2.6}$	9	31	70	50	20	3,23	Fairly Good
7	$X_{2.7}$	5	33	72	51	19	3,26	Fairly Good
8	$X_{2.8}$	4	33	73	55	15	3,24	Fairly Good
9	$X_{2.9}$	7	30	66	57	20	3,29	Fairly Good
10	$X_{2.10}$	9	21	75	52	23	3,33	Fairly Good
Average							3,23	Fairly Good

Table 3 shows that the positive emotion variable has an average score of 3.23, which falls into the fairly good category. This indicates that the positive emotions experienced by respondents while using the *GoFood* service have not yet reached an optimal level. Although there are signs that positive emotions are beginning to form, further improvement is needed to enhance their influence on consumer behavior. The lowest average score among the positive emotion indicators is observed in X_{2.3}, with a score of 3.13, which is also categorized as fairly good. This suggests that, in general, respondents feel that *GoFood* has not fully acknowledged or responded to their needs and desires as users. In contrast, the highest average score is found in X_{2.10}, which has a value of 3.33, also falling into the fairly good category. This implies that most respondents feel they have a sense of control over their decisions when conducting transactions through *GoFood*. This perceived sense of control contributes positively to their overall experience while using the service.

Description of impulse buying variable (Y)

The following are the results of the description of impulse buying variable, presented in the form of percentages and average values (mean) in Table 4.

Table 4. Description of Respondents' Perceptions of impulse buying variable (Y)

No.	Indicators	Response Frequency (People)					Mean	Category
		1	2	3	4	5		
1	Y1	0	30	73	59	18	3,36	Fairly High
2	Y2	7	21	64	72	16	3,38	Fairly High
3	Y3	5	16	73	61	25	3,47	High
4	Y4	3	32	67	58	20	3,33	Fairly High
5	Y5	5	27	79	42	27	3,33	Fairly High
6	Y6	5	28	66	54	27	3,39	Fairly High
Average							3,37	Fairly High

Table 4 shows that the impulse buying variable has an average score of 3.37, which falls into the fairly high category. This indicates that impulse buying behavior among *GoFood* users has begun to emerge, although it is not yet dominant. This finding is consistent with the condition described in the background section, where impulse buying on *GoFood* remains relatively low and has not become a common behavior among customers. Therefore, this behavior still holds potential and can be further stimulated through strategies such as enhancing promotional attractiveness and strengthening positive emotions. The lowest average score among the impulse buying indicators is found in Y4, with a score of 3.33, which is categorized as fairly high. This suggests that, in general, respondents are somewhat influenced to make impulse purchases due to being in a good mood while transacting or accessing the *GoFood*

service. On the other hand, the highest average score is seen in Y3, with a value of 3.47, which falls into the high category. This indicates that many respondents admit to having made impulse purchases without considering the consequences or impacts of their decisions after completing a transaction through the *GoFood* platform.

Hypothesis Testing

H₁: Promotional attractiveness has a positive and significant effect on impulse buying

The analysis results show that promotional attractiveness yields a positive beta value of 0.294 with a significance value of 0.000, thus hypothesis H₁ is accepted. This indicates that promotional attractiveness has a positive and significant effect on impulse buying. The more attractive the promotions offered by *GoFood*, the higher the likelihood of impulse buying among *GoFood* customers in Denpasar.

H₂: Promotional attractiveness has a positive and significant effect on positive emotion

The analysis results reveal that promotional attractiveness produces a positive beta value of 0.604 with a significance value of 0.000, which confirms that hypothesis H₂ is accepted. This finding shows that promotional attractiveness positively and significantly influences positive emotion. In other words, the more attractive the promotions offered by *GoFood*, the stronger the positive emotions felt by its customers in Denpasar.

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

The analysis results indicate that positive emotion yields a positive beta value of 0.658 and a significance value of 0.000, leading to the acceptance of hypothesis H₃. This implies that positive emotion has a positive and significant effect on impulse buying. The higher the level of positive emotion experienced by *GoFood* customers in Denpasar, the greater their tendency to engage in impulse buying.

H₄: Positive emotion mediates the effect of promotional attractiveness on impulse buying

The analysis results show that the calculated Z value (Z count) of 4.46 is greater than the Z table value of 1.96, and the VAF is 0.574 or 57.4 percent, indicating a partial mediation, thus hypothesis H₄ is accepted. Based on these results, it can be concluded that positive emotion mediates the effect of promotional attractiveness on impulse buying among *GoFood* customers in Denpasar in a positive and significant manner, with a partial mediation effect. This means that the higher the level of positive emotion felt by consumers in response to promotional attractiveness, the higher their tendency to make impulse purchases. The presence of partial mediation shows that in addition to the direct influence of promotional attractiveness on

impulse buying, there is also an indirect influence through positive emotion as a mediating variable in the relationship between the two.

DISCUSSION

The Effect of Promotional Attractiveness on Impulse Buying

The analysis results indicate that promotional attractiveness has a positive and significant effect on impulse buying. The more attractive the promotions offered by *GoFood*, the greater the impulse buying behavior among *GoFood* customers in Denpasar. Based on respondents' answers, the discount amount indicator obtained the highest average score among all indicators of the promotional attractiveness variable. This suggests that impulse purchases made by *GoFood* customers in Denpasar are more strongly influenced by the magnitude of the price discount offered. This finding illustrates that large promotional discounts provided by *GoFood* encourage customers to make quick and unplanned purchasing decisions, thereby increasing the potential for impulse buying.

This finding aligns with consumer behavior theory, which states that marketing stimuli such as promotions can directly influence purchasing behavior, especially in the context of spontaneous decisions like impulse buying. Simultaneously, from the perspective of the S-O-R model, promotional attractiveness serves as a strong stimulus capable of triggering rapid responses such as purchases without lengthy consideration, particularly when the promotions are perceived as appealing. This result is also in line with previous empirical studies conducted by Putra & Santika (2018), Saputro (2019), Artana et al. (2019), Wijaya & Setyawan (2020), Larasati & Yasa (2021), Detanatasya & Maridjo (2022), Setiawan & Ardani (2022), Ariyani et al. (2023), and Anggarwati et al. (2023), which state that promotional attractiveness has a positive and significant effect on impulse buying.

The Effect of Promotional Attractiveness on Positive Emotion

The analysis shows that promotional attractiveness has a positive and significant effect on positive emotion. The more attractive the promotions offered by *GoFood*, the stronger the positive emotions felt by *GoFood* customers in Denpasar. According to the respondents' answers, the discount amount indicator obtained the highest average score among all indicators of promotional attractiveness. This implies that positive emotions felt by customers in Denpasar tend to be more influenced by the extent of the discount promotions offered by *GoFood*. This finding illustrates that larger discount promotions contribute to the emergence of positive emotional responses among *GoFood* customers.

This result supports consumer behavior theory, which explains that attractive promotions are capable of creating positive perceptions in the minds of consumers, which in turn trigger pleasant emotional states. Simultaneously, from the S-O-R model perspective, promotional attractiveness acts as a stimulus that influences the organism, in this case, the emotional condition of the consumer, thereby producing positive emotions when exposed to such promotions. This result is also consistent with empirical studies conducted by Saputro (2019), Larasati & Yasa (2021), Setiawan & Ardani (2022), Jokhu & Charisma (2022), and Gamaya & Suardana (2024), which found that promotional attractiveness positively and significantly affects positive emotion.

The Effect of Positive Emotion on Impulse Buying

The analysis shows that positive emotion has a positive and significant effect on impulse buying. The higher the level of positive emotion experienced by *GoFood* customers in Denpasar, the more likely they are to engage in impulse buying. Based on the respondents' answers, the dominance feeling indicator obtained the highest average score among all indicators of positive emotion. This indicates that impulse purchases made by *GoFood* customers in Denpasar are more influenced by the sense of dominance that arises when they encounter attractive promotions. When this dominant feeling is triggered, consumers are more likely to make quick and less deliberate purchases, which increases the possibility of impulse buying.

This finding supports consumer behavior theory, which highlights the critical role of emotion in the decision-making process, where positive emotions felt by consumers can trigger unplanned purchases. From the S-O-R model perspective, positive emotion serves as the organism that bridges the stimulus and the response, encouraging consumers to make impulse purchases when they are in a positive emotional state. These results are also consistent with prior empirical studies by Devi & Jatra (2020), Isnaini & Rahmidani (2021), Sumampow et al. (2022), Jokhu & Charisma (2022), Rismawati & Pertiwi (2022), and Wijana & Panasea (2023), which support the significant effect of positive emotion on impulse buying.

The Mediating Role of Positive Emotion in the Effect of Promotional Attractiveness on Impulse Buying

The analysis reveals that positive emotion can mediate the effect of promotional attractiveness on impulse buying among *GoFood* customers in Denpasar in a positive and significant manner with a partial mediation effect. Positive emotion contributes to creating a

pleasant shopping experience and strengthens consumers' tendency to make unplanned purchases. This finding supports consumer behavior theory, which suggests that purchase responses are not solely influenced by external stimuli but also by internal processes such as emotions formed within the consumer. According to the S-O-R model, promotional attractiveness (stimulus) affects positive emotion (organism), which in turn mediates the emergence of impulse buying (response), thereby providing a comprehensive explanation of consumer psychological processes.

This result is also in line with previous empirical studies by Larasati & Yasa (2021), Isnaini & Rahmidani (2021), Setiawan & Ardani (2022), Jamjuri. et al. (2022), Wijana & Panasea (2023), and Ariyanti & Purba (2023), which confirm that promotional attractiveness has a positive and significant effect on positive emotion.

5. CONCLUSION

Based on the results of the study, several conclusions can be drawn. Promotional attractiveness has a positive and significant effect on impulse buying, meaning that the more attractive the promotions offered, the higher the level of impulse buying among customers. Promotional attractiveness also has a positive and significant effect on positive emotion, indicating that the more attractive the promotions, the stronger the positive emotions experienced by customers. Furthermore, positive emotion has a positive and significant effect on impulse buying, meaning that the higher the level of positive emotion felt by customers, the more likely they are to engage in impulse buying behavior. Finally, positive emotion is able to partially mediate the effect of promotional attractiveness on impulse buying, which means that the more attractive the promotions, the stronger the positive emotions experienced by customers, thereby increasing the likelihood of impulse buying behavior among customers.

LIMITATION

For future researchers, it is expected that the quality of research can be improved by expanding the scope of the study and incorporating additional variables such as price, hedonic motivation, shopping lifestyle, brand image, and others. Furthermore, researchers are encouraged to apply the same model to different companies or industries to explore its relevance and applicability across various contexts.

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