

The Effect of Price Discount and Website's Quality on Impulse Buying Mediated by Positive Emotion and Moderated by Money Availability on Online Marketplaces in Indonesia

by Agung Utama, S.E., M.Si, Arif Wibowo, S.E., M.E.I, Hafizh Fitrianna, S.T., M.M, Ariya Tetuka Puspayuda, S.E., M.B.A

ABSTRACT

This study aims to analyze the effect of price discount variables and website quality on impulse buying mediated positive consumer emotions and moderated by budget availability (money availability) on marketplace platforms during the Covid-19 pandemic. The subjects studied in this study were consumers/users of the Shopee, Tokopedia, and Lazada marketplace platforms during the Covid 19 pandemic who received cash assistance from the government.

Data collection was carried out using a closed-ended questionnaire by distributing online questionnaires through a Google Form containing a list of questions according to the specified instrument. The research data were analyzed using factor analysis techniques to test the validity and reliability, then hypothesis testing using Partial Least Square–Structural Equation Modeling (PLS-SEM) analysis.

The results showed that price discount had a positive and significant effect on the construct of positive emotion (positive emotion), website quality had a positive and significant effect on positive emotion (positive emotion); discount (price discount) has no significant effect on spontaneous purchases (impulse buying); website quality has no positive effect on impulse buying; positive emotion (positive emotion) has a positive and significant effect on spontaneous purchases (impulse buying); the availability of money (money availability) has a positive and significant effect on spontaneous purchases (impulse buying); the availability of money (money availability) does not moderate the positive emotion effect on spontaneous purchases (impulse buying). Recommendations for future researchers to be more selective in determining moderator variables with the support of empirical evidence from previous studies.

Kata Kunci: impulse buying; price discount; money availability, positive emotion; web quality