



The Influence of Promotion, Web Quality, and Electronic Payment (E-Wallet) Convenience Moderated by Positive Emotions on Impulsive Skincare Purchases

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ABSTRACT

This research aims to examine the effect of promotion, web quality, and ease of electronic payments (E-Wallets) moderated by positive emotions on impulse skincare purchases. Impulse buying is often associated with making relatively faster and instant decisions without requiring a long time to think. Differences of Individual personality can give rise to a wide variety of experiences when making purchases, Lack of control from consumers signifies their inability to delay gratification thus leading to impulse purchases. This study is quantitative research focusing on survey through distributing questionnaires. This study employs the PLS 4.0 program to examine the data. The population of this study are People at the productive age of work, the age of 17-50 years. This research shows that Promotions and E-Wallets have a positive and significant effect on Impulsive Buying and Web Quality does not have a positive and significant effect on Impulsive Buying. Positive Emotions have a positive and significant effect in mediating Promotions and E-Wallets with Impulsive Buying, and Positive Emotions do not have a positive and significant effect in moderating Web Quality with Impulsive Buying.

INTRODUCTION

Jakarta Inventure and Alvara Research Center conducted a survey on people's beauty product purchasing habits during the Covid-19 pandemic. The results showed that consumers preferred using skincare products over decorative makeup products because, during the Covid-19 pandemic, people were required to wear masks in their daily activities. A total of 78.2% of respondents reported buying skincare products more frequently than decorative makeup products during the Covid-19 pandemic (Inventure and Alvara RC, 2022). Additionally, 54.9% of

respondents chose to regularly use skincare products for the health of their facial and body skin to maintain their appearance, even though outdoor mobility decreased.

Market Research.Com (October 2022) indicates that the Indonesian skincare market is expected to register a Compound Annual Growth Rate (CAGR) of 6.20% during the forecast period.

From the eCommerce 2022 survey, it was noted that the food, beverage, and food ingredient group; fashion group; and household necessities group were the most sold categories of goods/services during 2021. Among all the businesses sampled, these groups sold 41.50%, 16.25%, and 9.67%, respectively, while skincare and cosmetics ranked fourth at 6.85%.

According to data from APJII (Indonesian Internet Service Providers Association), the number of internet users in 2022 reached 210.02 million people, equivalent to 77.02% of the total population of Indonesia. This data suggests that more than half of Indonesia's population is familiar with and uses the internet (APJII, 2022), which has led to changes in the shopping behavior of Indonesian society in the rapidly evolving digital era. The widespread use of the internet in Indonesia has been utilized by various parties as an opportunity to conduct online businesses. With online media, anyone can carry out sales and purchases at any time and from anywhere. The emergence of online media as a marketing platform has created a new trend for consumers as a means of meeting their needs. Additionally, consumers can easily interact with seller websites to find information, products, and services they desire. Unknowingly, the development of online media has changed human lifestyles and behaviors (Indarsih et al., 2019). The convenience of online transactions in various applications has led to some negative effects, including an increased desire for consumers to make impulsive purchases online. Sometimes, online transactions occur without prior planning, which is commonly referred to as Impulsive Buying (Indarsih et al., 2019).

Reza (R. A. Putri & Artanti, 2021) defines impulsive buying as an unplanned act of spontaneous purchase without considering the consequences. Impulsive buying is often associated with relatively quicker and more instant decision-making without requiring much time for thought. Impulsive Personality Trait is a personality aspect that allows individuals to make quick decisions without thinking or considering alternative choices when making a purchase. Personality consists of several physical and psychological characteristics of individuals that affect actions or attitudes. Impulsive Personality Trait is the tendency of an individual to make purchases based on temptations and positive, rapid impulses. The impulsive nature of each individual varies from person to person. Differences in individual personalities can lead to various experiences during the purchasing process, and the lack of consumer control indicates their inability to delay gratification, leading to impulsive buying.

According to APJII, 2022, based on internet usage behavior highlights, online shopping ranks third. Media social ranks first, followed by online chatting, and then online shopping.

(Keller & Kotler, 2016) in (Fernanda, 2019) state that "Sales Promotion Consists of short-term incentives to encourage purchase or sales of product or service." This can be interpreted as sales promotion relating to short-term incentives to encourage the purchase or sale of a product or service. These incentives may include rewards, such as discounts, guarantees, product samples, and so on.

Marketing strategies that can make a product continuously purchased by consumers will strengthen the competitiveness of the business itself (Jayadi & Wardana, 2021). Proper promotion activities are essential when facing similar businesses that have entered the market earlier or competing with new competitors in the market. Proper promotion helps introduce the product to consumers efficiently, with the hope that consumers are aware of the new product and it influences their purchasing decisions.

Quality is defined as "a subjective customer's judgment (different from objective quality) regarding overall product superiority" (Stylidis et al., 2020). Quality, according to (Marakanon & Panjakajornsak, 2017), is defined as "consumer assessment about entity services that contain

overall advantage or excellence." This means that quality is the customer's subjective evaluation of the entity's services or overall advantages and disadvantages offered by the product or service. Quality is an interrelated element of quality that can affect performance in meeting customer expectations, leading to a positive overall evaluation of the product or service offered.

A quality website encourages long-term site usage (Rismayanti & Sarah, 2021). The ease of presenting web content provides comfort to consumers in choosing the website platform for their shopping activities. Convenience can make consumers loyal to continue shopping on such an easy website.

BPS (2022) defines E-Wallet as an application or feature developed to facilitate users in making payments and conducting money transactions within the telecommunications operator's system. It functions as both a mobile phone credit and a savings balance. Mobile phone owners can perform transactions, including cashing out credit or balances sent by other mobile phone owners. Examples of E-Wallets include OVO, DANA, GoPay, LinkAja, Kredivo, AkuLaku, PayLater, and others. Essentially, eCommerce businesses aim to simplify transactions for producers or consumers. Therefore, the payment methods used should also streamline the transaction process. The majority of eCommerce businesses (83.11%) in almost all fields of business use Cash on Delivery (COD), which involves paying for orders in cash at the purchase location or upon the order's arrival at the destination. Other commonly used payment methods include bank transfers through ATM (Automated Teller Machine), internet banking, or mobile banking at 12.57%. Credit card payments account for 2.08%, and E-Wallets make up 2.24% of the payment methods.

(Fauziyah & Julaeha, 2022) define emotions as special orders that lead to something or avoid something, and these behaviors are marked by expressions that show someone is experiencing emotions. Emotions involve the reactions people display and feel, which can be directed toward people, objects, or situations. Emotions can be categorized into two types: positive emotions and negative emotions. Positive emotions are expressed as joy, love, affection, serenity, and satisfaction. Therefore, positive emotions encompass feelings of happiness, joy, love, affection, and serenity (Fauziyah & Julaeha, 2022). From this explanation, it can be concluded that emotions are reactions to what people perceive and feel.

This research is conducted because it is known from data that the demand for skincare products has not decreased even during the pandemic situation, where many people have experienced layoffs. This research aims to determine whether the influence of promotion, web quality, and electronic payment (E-Wallet) supported by positive emotions further affects impulsive purchases of skincare products by the public.

Research (Amelia & Huda, 2021) proves that sales promotion has a positive influence on impulsive purchases and shows a significant and positive influence between in-store promotion and impulse buying. Research by Andi (2020) also concludes that promotion has a positive influence on impulsive buying, while a study by (Cynthia et al., 2021) shows that promotion does not affect impulsive purchases.

Research (Cynthia et al., 2021) proves that web quality does not have a significant influence on impulsive purchases. Research by (Andriani & Harti, 2021) shows that web quality does not have a significant influence on impulsive purchases, whereas research by (Panasea et al., 2022) proves that there is a positive and significant influence of web quality on impulsive purchases and also demonstrates that E-Wallets have a positive and significant influence on impulsive purchases.

Research by (Atika Andriani & Harti, 2021) proves that positive emotions do not have a significant influence on impulsive purchases. Furthermore, research by (Salma Mardhiyah, 2021) yields results indicating that positive emotions do not have a significant influence on impulsive purchases. This is because consumers may have positive thoughts but are not accompanied by high levels of spontaneous or impulsive buying and still engage in more deliberate thinking about whether the purchased items can be beneficial.

Based on the definitions provided above, skincare products have not experienced a decrease in sales during the COVID-19 pandemic, despite the economic downturn and instability. Skincare products rank as the fourth-largest product category in Indonesia, according to an E-Commerce survey. Looking at internet usage, it is known that internet users in Indonesia have reached 77.02%, with almost the entire population having internet access. According to information from the Indonesian Internet Service Providers Association (APJII), online shopping ranks third in terms of internet usage, following social media and online chatting. In terms of E-Wallets, the majority of the Indonesian population still uses COD payments, and E-Wallets (Ovo, Gopay, Dana, Shopeepay) account for only 2.24%. Therefore, this research aims to examine the development of E-Wallets in the current year, whether they are still less popular or widely adopted by the public.

The purpose of this research is to analyze the positive and significant influence of promotion on impulsive skincare purchases and to analyze the positive and significant influence of web quality on impulsive skincare purchases. It also aims to analyze the positive and significant influence of electronic payment (E-Wallet) on impulsive skincare purchases.

In the academic field, this research is expected to contribute to the scope of research related to Promotion, Web Quality, and Electronic Payment (E-Wallet) moderated by positive emotions influencing impulsive skincare purchases. In the practitioner field, this research is expected to provide information about the dominant factors influencing an individual's intention to make impulsive skincare purchases so that organizations can gain deeper insights and focus on addressing the growth of their business activities.

LITERATURE REVIEW

Consumer Behavior Theory

According to Kotler and Keller (2016:179), consumer behavior is a study that examines individuals, groups, and organizations in their choices, purchases, use, and evaluation of products to satisfy their needs and desires. Consumer behavior is a dynamic interplay of affect and cognition, behavior, and the environment in which individuals engage in exchange activities in life (Wayan, 2022). Consumer behavior encompasses the underlying factors that lead a consumer to make purchasing decisions regarding products and services. For example, if a product is priced affordably, consumers will quickly make the purchase without much thought, but if a product is expensive, consumers will consider various factors before making the purchase. Therefore, consumer behavior is the process and activities when an individual engages in searching, selecting, purchasing, using, and evaluating products and services to meet their needs and desires in their life (Wayan, 2022). Although consumer behavior varies, it can be fundamentally categorized into two types: rational and irrational behavior. Rational behavior focuses on general consumer aspects, such as urgent needs, primary needs, and the utility of the product for the consumer. On the other hand, irrational behavior is easily influenced by discounts and marketing without considering needs or interests. It often involves being attracted by advertisements and various promotions, leading consumers to buy products based on their emotional impulses and the desire for prestige and status.

Impulse Buying

Impulse buying can occur when consumers visit a physical store or shop online. Impulse buying is defined as an unplanned action, making spontaneous purchases without considering the consequences. It often involves making relatively quick and instant decisions without much thought. Impulse buying may occur when a strong desire suddenly emerges due to factors created by marketers (Putri & Artanti, 2021). Unplanned buying occurs when consumers are influenced by their surroundings (cognition) and mood (affect), leading them to make purchases

without prior planning. Emotional aspects play a significant role in impulsive buying (Aditya et al., 2020).

1. Promotion

Promotion is an activity that involves communicating or delivering information between sellers and buyers to spread information, persuade, influence, and stimulate the target market to create demand for the products or services offered by a company. Promotion can capture the attention of both existing and new customers, leading to increased impulse buying. Therefore, more frequent promotions can lead to higher levels of impulse buying (Cynthia et al., 2021).

2. Website Quality

Website quality is the level of excellence and user-friendliness of a website. It involves dimensions such as usability, information quality, and service interaction quality. Website quality is crucial for attracting and retaining online customers. The quality of a website has evolved over time and has been categorized into three main dimensions: site quality, information quality, and interaction quality (suryani, 2019).

3. Electronic Payment Convenience (E-Wallet)

E-Wallet, a form of electronic money based on server, is becoming increasingly popular, especially among young people. E-Wallet transactions are usually quick and convenient, making them a preferred payment method for both consumers and businesses. They offer efficient cash management and lower labor costs, benefiting both buyers and sellers. E-Wallets are particularly favored by younger generations, such as millennials and Gen Z, due to the ease of use and various promotions and discounts offered by companies (Nadhilah et al., 2021).

4. Positive Emotions

Positive emotions, such as peace, love, happiness, and joy, play a significant role in consumer behavior. They involve feelings of enthusiasm, satisfaction, comfort, and excitement, and they are linked to consumer motivation and satisfaction (Atika Andriani & Harti, 2021). Positive emotions can enhance shopping experiences and drive consumer satisfaction. However, negative emotions, such as dissatisfaction, can have the opposite effect, potentially leading to reduced purchasing intentions (Barida, 2022).

Empirical Studies

In the New Normal era, many businesses are working to recover from the impact of COVID-19. However, skincare products have remained in demand throughout the COVID-19 period and into the New Normal, making them the fourth most consumed product according to BPS 2022. This study aims to test whether promotions, website quality, and electronic payment convenience (E-Wallet), supported by positive emotions, contribute to the increase in impulse buying of skincare products by consumers.

Research conducted by Cynthia et al. (2021) found that website quality does not have a significant influence on impulse buying. Similarly, Atika Andriani & Harti (2021) and marlina et al. (2022) concluded that website quality does not significantly impact impulse buying. On the other hand, Oktora Panasea et al. (2022) demonstrated that website quality has a positive and significant impact on impulse buying.

METHODS

Research Design

This research is conducted using a quantitative method with a survey approach. The quantitative method is chosen because this research aims to develop and use systematic models, theories, and hypotheses related to the phenomenon under study. Additionally, this research is also conducted to examine the relationships between the variables. Data collection is

done using a research instrument in the form of distributing questionnaires. The survey method is chosen because the variables to be studied are known, and it is believed that respondents will understand and be familiar with each questionnaire item or statement (Solimun, 2019).

Population and Sample

Population and sample are crucial parts of research because they help the researcher focus on determining the scope of the data to be used for the study. In this research, the population selected consists of individuals within the productive working age range, which is 15-50 years old. The sample is selected using the formula from Roscoe. Roscoe, as cited in Sugiyono (2021:143), provides suggestions about sample size for research:

1. A suitable sample size for research is between 30 and 500.
2. If the sample is divided into categories, then the number of sample members in each category should be a minimum of 30.
3. If the research will involve multivariate analysis, such as correlation or multiple regression, then the number of sample members should be at least 10 times the number of variables studied.
4. For simple experimental research that uses experimental and control groups, the number of sample members for each group should be between 10 and 20.

Population

Population refers to all elements, subjects, or sample units that can be measured and generalized (Solimun, 2019). As research elements or subjects, the population to be studied is not limited to humans but can also include other natural objects or entities. Therefore, the population here depends not only on the number of subjects studied but also on all the characteristics possessed by those subjects (Sugiyono, 2021). In this research, the population used is the entire working-age population, aged 17-50.

Sample

A sample is a portion of the quantity and characteristics of a population (Sugiyono, 2021). If a research has a large population and it is not feasible to study the entire population, then a sample is used to address this issue. This is due to reasons such as limited funds and time, which require the research to be conducted using a sample. The selection of the sample cannot be arbitrary because the sample chosen should be able to represent the actual condition of the population (Solimun, 2019). The sample taken for this research includes all individuals within the productive working age of 17-50, both males and females.

To determine the sample size for this research, the Roscoe formula (Ferdinand, 2019) is used, where the sample size can be calculated by multiplying the number of parameter variables to be analyzed by 5.

RESULTS

Convergent Validity Test

The convergent validity test is conducted to examine the outer loading values of each indicator. For the pressure variable with five indicators, consisting of P1, P2, P3, P4, P5. In Table 1, it was found that all five indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the Average Variance Extracted (AVE) values. In this study, the promotion variable has an AVE value of 0.811, indicating its validity.

For the web quality variable, there are five indicators consisting of KW1, KW2, KW3, KW4, KW5. In Table 1, it was found that all five indicators have values greater than 0.7, thus considered

valid based on the convergent validity test, as indicated by the AVE values. In this study, the web quality variable has an AVE value of 0.775, indicating its validity.

For the E-Wallet variable, there are four indicators consisting of E1, E2, E3, E4. In Table 1, it was found that all four indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the AVE values. In this study, the E-Wallet variable has an AVE value of 0.782, indicating its validity.

For the positive emotion variable, there are four indicators consisting of EP1, EP2, EP3, EP4. In Table 1, it was found that all four indicators have values greater than 0.7, thus considered valid based on the convergent validity test, as indicated by the AVE values. In this study, the positive emotion variable has an AVE value of 0.823, indicating its validity.

For the impulsive purchase variable, there are four indicators, namely PI1, PI2, PI3, and PI4. The convergent validity test in Table 1 shows that PI4 has a value less than 0.7, indicating that the PI4 indicator is not valid. However, the other three indicators, PI1, PI2, and PI3, are considered valid based on the convergent validity test by considering the AVE values. In this impulsive purchase variable, the AVE value is 0.786, indicating its validity.

Table 1 Convergent Validity Test Values and AVE (Cont.)

Indicator	Code	Loading factor	AVE
Skincare products often have discounts		0,909	0,811
The variety of vouchers often attracts your attention		0,877	
Completeness of promotional information is very important to me		0,923	
Skincare products often hold events for Introducing the product		0,875	
The Buy 1 Get 1 promotion attracts your attention		0,919	
An E-Commerce website that is easy to understand will make me loyal to shop		0,869	0,775
I will make purchases on E-Commerce sites if the information provided is reliable		0,850	
The completeness of the information provided by E-Commerce sites is very important to me		0,876	
I like E-Commerce sites that provide the latest information up to date		0,887	
Good web service quality influences my purchases		0,919	
I use certain E-Wallets for transactions		0,903	0,782
I often use E-Wallet		0,860	
I use E-Wallet for personal needs, not for work needs		0,886	
I often use E-Wallet to pay for skincare purchases		0,888	
I am happy after buying skincare products		0,920	0,823
I feel comfortable after buying skincare products		0,886	
I am very enthusiastic about buying skincare products		0,929	
I feel satisfied after buying skincare products		0,894	

If there is a special offer I tend to shop a lot			0,868	0,786
I tend to shop without thinking beforehand			0,893	
I tend to buy skincare products even though I don't need them			0,899	
I tend to shop for products with the latest innovations			-	

Source: PLS 4.0

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Reliability Testing

1. Composite Reliability Test

The composite reliability test is conducted to assess the reliability of the instruments used in the research, whether they are free from material errors and have consistent measurements. A construct can be considered reliable if it has a threshold value ≥ 0.7 . Based on the results of the composite reliability test, the findings are as presented in Table 2. Promotion, web quality, electronic payment convenience (E-Wallet), positive emotion, and impulsive purchase all have values greater than 0.7. Therefore, it can be concluded that all the indicators used by each dependent and independent variable meet the composite reliability criteria.

2. Cronbach's Alpha Test

Furthermore, reliability testing is conducted by performing Cronbach's alpha test.

Table 2 Results of Composite Reliability and Cronbach's Alpha Test

Variable	Composite Reliability	Cronbach's Alpha	Information
Promotion	0,942	0,943	<i>Reliable</i>
Web Quality	0,927	0,930	<i>Reliable</i>
E-Wallet	0,907	0,908	<i>Reliable</i>
Positive emotions	0,928	0,932	<i>Reliable</i>
Impulse buying	0,864	0,866	<i>Reliable</i>

Source: PLS 3.0

Cronbach's alpha test also has the same criteria as the composite reliability test, which has a threshold value of ≥ 0.7 . Based on Table 2, it can be seen that the variables promotion, web quality, electronic payment convenience (E-Wallet), positive emotion, and impulsive purchase have values greater than 0.7 and meet the Cronbach's alpha criteria. Therefore, for the variables promotion, web quality, E-Wallet, positive emotion, and impulsive purchase, the indicators are consistent in measuring their constructs.

Results of Hypothesis Testing

To conduct hypothesis testing for a research model, the inner model is usually used. In this inner model research, evaluation is performed by examining the percentage of variance, which can be seen through the R-squared results for dependent latent constructs. Hypothesis testing and F2 can also be performed by examining the magnitude of the structural path coefficients as listed in Table 3.

1. Coefficient of Determination Test (R^2)

The second inner model test is the coefficient of determination test or R^2 . This test will determine the significance level of the relationship between independent and dependent variables in linear regression. It is also used to assess how much influence independent

variables have on dependent variables. The R-squared results are divided into three categories of relationships: strong (0.67), moderate (0.33), and weak (0.19). In this study, the R² coefficient of determination test results can be seen in Table 4. In Table 4, the impulsive purchase variable has an R-squared value of 0.905, indicating that 90% of impulsive purchases can be influenced by the promotion, web quality, E-Wallet, and positive emotion variables, while the remaining 10% is influenced by other variables outside the scope of this study. The relationship between impulsive purchase and the variables promotion, web quality, E-Wallet, and positive emotion can be considered a strong relationship because the R-squared value is 0.905, which is above 0.67.

2. Effect Size Measurement (F²)

The next test conducted in the inner model is the measurement of effect size (F²). This test determines the magnitude of the combined influence of independent variables on the dependent variable. The assessment in this effect size measurement is divided into three results: weak (0.02), moderate (0.15), and strong (0.35). In this study, the Effect Size measurement (f²) results can be seen in Table 4.6. The relationship between the promotion variable has an f² value of 0.417, indicating that the promotion variable has a strong influence on impulsive purchases. The relationship between the web quality variable has an f² value of 0.006, indicating that the web quality variable has a weak influence on impulsive purchases. The E-Wallet variable has an f² value of 0.214, indicating that the E-Wallet variable has a moderate influence on impulsive purchases. As for the positive emotion variable, f² is 0.046, indicating that the positive emotion variable has a weak influence on impulsive purchases. The promotion variable moderated by positive emotion has an f² value of 0.132, indicating that the promotion variable moderated by positive emotion has a weak influence on impulsive purchases. The web quality variable moderated by positive emotion has an f² value of 0.008, indicating that the web quality variable moderated by positive emotion has a weak influence on impulsive purchases. The E-Wallet variable moderated by positive emotion has an f² value of 0.099, indicating that the E-Wallet variable moderated by positive emotion has a weak influence on impulsive purchases.

Table 3 Structural Model Assessment

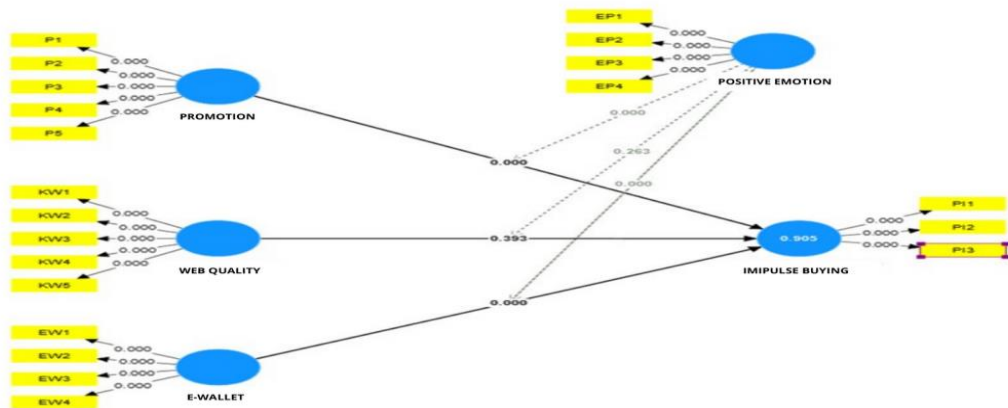
	R ²	F ²
Promotion	-	0,417
Web quality	-	0,006
E-Wallet	-	0,214
Positive emotions	-	0,046
Positive emotions x Promotion	-	0,132
Positive Emotions x Web Quality	-	0,008
Positive Emotions x E-Wallet	-	0,099
Impulse buying	0,905	

Source: PLS 3.0

3. Hypothesis Testing

Hypothesis testing is conducted using the bootstrapping menu. The bootstrapping process yields the original sample values (O), T Statistics, and P-Values. Hypotheses are accepted if the P-value > 0.05 and the t-value < the critical t-value. Conversely, hypotheses are rejected if the P-value < 0.05 and the t-value > the critical t-value.

Image 1 Research Model



Source: PLS 3.0

Table 4 Path Coefficient Values

	Original Sample	T Statistik	P Value	Conclusion
P → PI	0.757	6.950	0.000	H _{1,b} accepted
KW → PI	-0.210	0.855	0.393	H _{2,b} not accepted
EW → PI	0.390	4.834	0.000	H _{3,b} accepted
P → EP → PI	0.363	4.075	0.000	H _{4,b} accepted
KW → EP → PI	-0.073	1.120	0.263	H _{5,b} not accepted
EW → EP → PI	-0.279	3.909	0.000	H _{6,b} accepted

Source: PLS 4.0

a. Hypothesis 1

The Promotion variable has an original sample value of 0.757, p-value 0.0000 < 0.05, therefore the first hypothesis is accepted. This means that the Promotion variable has a positive and significant effect on the Impulse Purchase variable.

b. Hypothesis 2

The Web Quality variable has an original sample value of -0.210, p-value 0.393 > 0.05, hence the second hypothesis is not accepted. This indicates that the Web Quality variable does not affect the Impulse Purchase variable.

c. Hypothesis 3

The E-Wallet variable has an original sample value of 0.390, p-value 0.0000 < 0.05, therefore the third hypothesis is accepted. This implies that the E-Wallet variable has a positive and significant effect on the Impulse Purchase variable.

d. Hypothesis 4

The Promotion variable on Positive Emotion has an original sample value of 0.363, p-value 0.0000 < 0.05, so the fourth hypothesis is accepted. This means that Positive Emotion positively and significantly moderates or strengthens the influence of Promotion on Impulse Purchase in skincare.

e. Hypothesis 5

The Web Quality variable on Positive Emotion has an original sample value of -0.073, p-value 0.263 > 0.05, thus the fifth hypothesis is not accepted. This suggests that Positive Emotion cannot moderate or strengthen the influence of Web Quality on Impulse Purchase in skincare.

f. Hypothesis 6

The E-Wallet variable on Positive Emotion has an original sample value of -0.279, p-value $0.000 > 0.05$, so the sixth hypothesis is accepted. Positive Emotion negatively and significantly influences Impulse Purchase in skincare.

DISCUSSION

1. Promotion has a positive and significant effect on Impulse Purchase

The Promotion variable's t-statistic value is 6.950, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, meaning that the Promotion variable has a positive and significant effect on the Impulse Purchase variable. This result is in line with the research conducted by Ariska Wulandari (2021), who examined the impact of price discount promotions on impulse purchases. Triana's research suggests that price discounts are the strongest dimension among other types of promotions. This study emphasizes that there is an influence of price discounts on the image and process of impulsive purchasing of a product. Companies must be careful in setting prices for a product to be effective. The amount of discounts on a specific product that attracts consumer interest (Ariska Wulandari, 2021). This study is also in line with the results of research by Devi & Jatra (2020), which investigated the effect of Sales Promotion on Positive Emotion. In this study, Sales Promotion had a positive and significant effect on Positive Emotion. In other words, the better the Sales Promotion conducted, the better the Positive Emotion felt by consumers. Increasing sales promotion will increase positive emotions in consumers, which will lead to impulsive or unplanned purchases. Research by Dian Rahmawati (2022) also found that promotion has an effect on impulsive buying. Dian states that Promotion is also one of the factors that affect marketing because by promoting, prospective buyers will know the type and product and the advantages of the product that the seller wants to market, which will then encourage consumers to make impulsive purchases.

2. Web Quality does not have a positive and significant effect on Impulse Purchase

The Web Quality variable's t-statistic value is 0.855, which is > 1.96 , with a p-value of $0.393 > 0.05$. Therefore, H1 is rejected, indicating that the Web Quality variable does not have a positive and significant effect on the Impulse Purchase variable. This result is in line with the research conducted by (Saputra & Radnan, 2022), which investigated the influence of web quality on the increase in impulsive purchases. The study states that website quality does not have a positive and significant effect on impulsive buying behavior. According to (Utari & Wijayanti, 2021), web quality dimensions, such as ease of use, usefulness, and entertainment value, are considered hygiene factors, which are one of the two types of factors according to the two-factor theory. According to this theory, factors can be categorized into two types: motivational factors, which have a positive effect, and hygiene factors, which can have a negative effect. Therefore, high-quality websites themselves may not directly have a positive effect on consumer impulsive buying behavior. This study is also in line with the Influence of Website Quality on Purchase Decisions on the Shopee Website Using the Webqual4.0 Method, which shows that information quality on the web does not have a significant effect on purchase decisions on the Shopee website.

3. E-Wallet has a positive and significant impact on Impulse Purchase

The E-Wallet variable's t-statistic value is 4.834, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, indicating that the E-Wallet variable has a positive and significant

effect on the Impulse Purchase variable. Research by Aulia et al. (2023) on the influence of E-Wallet usage and financial literacy on Impulse Buying Behavior states that E-Wallet has a positive and significant impact on Impulse Buying. The greater the use of E-Wallets, the greater the impact on Impulse Purchases in society. This research finding is consistent with the technology acceptance model, which describes how people adopt and use technology. The presence of e-wallets makes it easier for people to spend money because they do not physically see the money being used, which can lead to impulsive spending. Research by (Marlina et al., 2020) revealed that using cashless methods makes people spend more because of the convenience and the feeling that they have not spent money. This study is also in line with the research of (N. M. E. Putri & Sudaryanto, 2022) and (Panasea et al., 2022), which found a positive and significant influence of E-Wallets on impulsive buying.

4. Promotion has a positive and significant impact on Positive Emotion

The Promotion variable's t-statistic value is 4.075, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, indicating that the Promotion variable has a positive and significant effect on the Positive Emotion variable. This also means that Positive Emotion strengthens the effect of Promotion on Impulse Purchase. This study is in line with the research by (Saputro, 2019) regarding the Influence of Promotion and Store Atmosphere on Impulse Buying with Positive Emotion as a mediating variable. The presence of sales promotions that offer attractive deals and benefits can trigger a positive response from consumers. This phenomenon makes consumers happy and can lead to impulsive purchases. Sales promotions also aim to encourage more frequent purchases and attract the attention of consumers from competing marketplace applications. The purpose of these sales promotions refers to offering price discounts and coupons (Raji et al., 2019). Price discounts, as a form of promotion, serve as an extra incentive to encourage consumers to take action, at the very least to pay attention to the products being offered. One of the factors in impulsive shopping is the emotions of consumers while shopping (Saputro, 2019). Emotional factors are temporary constructs that are related to specific situations or objects. Positive emotions can be considered an affective response to stimuli from influencing factors. When the intensity of price discounts increases, it will create a positive response or positive emotion in consumers.

5. Web Quality does not have a significant positive impact on Positive Emotion

The Web Quality variable's t-statistic value is 1.120, which is > 1.96 , with a p-value of $0.263 > 0.05$. Therefore, H1 is rejected, indicating that the Web Quality variable does not have a significant positive effect on Positive Emotion. This also means that Positive Emotion cannot strengthen Web Quality's effect on Impulse Purchase. This study is in line with the research by (Rezita Suryani, 2019) which examined the Analysis of Web Quality and facilities on consumer satisfaction emotions. This study found that consumer satisfaction emotions when shopping on the Shopee application were not significantly influenced by the quality of the website provided by Shopee. There are several factors outside the variables that may significantly influence satisfaction besides website quality, such as product prices. For sensitive consumers, product prices are an important source of satisfaction because consumers will get a high value for money. In running an online business, business owners are very dependent on the quality of the website they display. This is because in online businesses, consumers not only look at the attractive packaging but also how they make consumers believe that what they need can be found on the website, making consumers feel satisfied

with what they will get on the website. Website quality is a very important factor in online sales and has its own value for consumers. A good website has operational quality that allows buyers to easily and efficiently perform their e-shopping activities. Several dimensions of website quality have been identified and mentioned in various studies, including information, friendliness, responsiveness, and reliability. However, in general, what is highlighted in website quality is the quality of service.

6. E-Wallet has a positive and significant impact on Positive Emotion

The E-Wallet variable has a t-statistic value of 3.909, which is > 1.96 , with a p-value of $0.000 < 0.05$. Therefore, H1 is accepted, meaning that the E-Wallet variable has a positive and significant effect on the Positive Emotion variable. This also implies that Positive Emotion strengthens the effect of E-Wallet on Impulse Purchases. This study aligns with research conducted by (Lestari et al., 2023) on the influence of E-Wallets and E-Money on the consumptive behavior of Bengkulu city residents. The research states that E-Wallets provide convenience and ease to consumers, ultimately influencing consumer consumptive behavior. In (Lestari et al., 2023), it is stated that the use of electronic wallets or E-Wallets influences impulsive buying, where individuals make purchases solely based on sudden desires, resulting in excessive spending without clear needs, and seeking pleasure for the sake of enjoyment. Non-cash payment systems are widely popular among the general public, primarily due to the benefits they offer, such as faster and more efficient payment processes, as well as discounts received when used. However, psychologically, shopping with digital wallets or E-Wallets can lead to addiction and dependence (Lestari et al., 2023). Pratama and Dewa (2019:931) in Lestari et al.'s research defined interest as the level of a person's strong desire or urge to perform a specific action to use an application. After consumers have a positive experience with an application, there is an interest in using it again. The Technology Acceptance Model (TAM) is often used to assess the level of technology acceptance. Technological advancements require consumers to abandon old habits (cash), and with the existence of non-cash applications along with promotions provided by specific applications, consumer buying interest increases.

CONCLUSION

Based on the analysis of the questionnaire distributed via Google Forms and the data analysis in Chapter 4, the conclusions drawn are as follows:

1. Hypothesis H1 testing indicates that the promotion variable has a positive influence on impulsive skincare purchases. Thus, H1 is accepted, signifying that in this research, respondents representing consumers demonstrate that an increase in promotion will lead to an increase in impulsive purchases.
2. Hypothesis H2 testing indicates that the Web Quality variable does not have a positive influence on impulsive skincare purchases. Therefore, H2 is not accepted, meaning that in this research, respondents representing consumers indicate that an increase in Web Quality will not lead to an increase in impulsive purchases.
3. Hypothesis H3 testing indicates that the E-Wallet variable has a positive and significant influence on impulsive skincare purchases. Thus, H3 is accepted, signifying that in this research, an increase in E-Wallet usage will lead to an increase in impulsive purchases.

4. Hypothesis H4 testing indicates that the promotion variable moderated by positive emotion has a positive and significant influence on impulsive skincare purchases. Positive emotion can moderate or strengthen the relationship between promotion and impulsive skincare purchases. This means that in this research, respondents representing consumers demonstrate that an increase in promotion will enhance the positive emotion experienced by consumers, thereby influencing impulsive purchases.
5. Hypothesis H5 testing indicates that the Web Quality variable moderated by positive emotion does not influence impulsive skincare purchases. Positive emotion cannot moderate or support the relationship between Web Quality and impulsive skincare purchases. This means that in this research, respondents representing consumers indicate that good Web Quality does not affect the positive emotion experienced by consumers, thus not affecting impulsive purchases.
6. Hypothesis H6 testing indicates that the E-Wallet variable moderated by positive emotion has an influence on impulsive skincare purchases. Positive emotion can moderate or support the relationship between E-Wallet and impulsive skincare purchases. This means that in this research, E-Wallet usage affects the positive emotion experienced by consumers, thereby influencing impulsive purchases.

Limitations of the Study

Based on the results of the research conducted, there are still shortcomings and limitations in this study, as follows:

1. This research is limited to examining variables related to Promotion, Website Quality, E-Wallet, Positive Emotions, and Impulse Buying.
2. The sample used in this study is limited to the Jabodetabek region, with a sample size of 168. Therefore, the results obtained may differ if the sample size is increased.

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