

# The Role of Hedonic Shopping Motivation and Promotion in Shaping Online Impulsive Buying: The Mediating Effect of Shopping Enjoyment in Generation Z

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## ABSTRACT

**Objective:** The development of e-commerce has encouraged changes in consumer shopping behavior that was previously offline and is now done online, especially in Generation Z who tend to do Impulsive Buying. This study aims to analyze the influence of Hedonic Shopping Motivation and Promotion on Online Impulsive Buying with Shopping Enjoyment as a mediating variable. **Method:** The study used a quantitative approach with a survey method of 150 Generation Z respondents who actively shop through e-commerce platforms. The data was analyzed using the Partial Least Square Structural Equation Modeling (PLS SEM) method. **Results:** The results of the study show that Hedonic Shopping Motivation and Promotion have a positive and significant effect on Online Impulsive Buying. In addition, Shopping Enjoyment has been shown to have a significant effect on Online Impulsive Buying and is able to mediate the influence of Hedonic Shopping Motivation and Promotion on this behavior. **Novelty:** These findings confirm that emotional aspects, engaging promotions and shopping experiences have an important role in shaping Generation Z's impulsive buying behavior.

## INTRODUCTION

The development of internet technology affects the effectiveness and efficiency of buying and selling activities, especially through *e-commerce platform*. *E-commerce* has become a new phenomenon and a trend in society in the Indonesian economy [1]. With the presence of *E-commerce* has provided convenience for the community for business transactions and shopping activities. This has resulted in changes in consumer behavior when shopping which was previously done in a *Offline* now done in a *online*. This shows that there is a drastic shift in spending patterns among the younger generation [2].

Growth *E-commerce* inseparable from the existence of *Platform* that are able to dominate the market and now there are various kinds of *Platform* online buying and selling pioneered by foreign companies but managed to dominate the Indonesian market such as Shopee, Lazada, Tokopedia, Blibli, and others. *Platform* has managed to attract the attention of Indonesian consumers with a large discount strategy and very aggressive promotions. Competition between various *Platform* This has spurred innovation and service improvement in the sector *E-commerce* in Indonesia [3].



**Figure 1.** *e-commerce platforms* in Indonesia

Data source: [www.topbrand-award.com](http://www.topbrand-award.com)

From the data, it can be seen that *E-commerce* Shopee soared to beat Lazada, Tokopedia, Blibli, and Zalora. This shows that Shopee is the first choice in consumers' minds when it comes to shopping *online*. Of course this can be interpreted as a *shoppe Market Leader* for sales *online*. This shows that Generation Z has a high interest in shopping through *E-commerce platform*. Generation Z is a group of young generations born in 1997-2009, they are considered the first digital generation, which naturally has a high level of connectivity and a lifestyle that is heavily influenced by technology. This generation has characteristics that are quick to accept and try new technology products, are trendsetters and are able to encourage social change through the use of digital technology. They are always connected to their digital devices to study, get the latest news, shop, and social network. They consume content constantly even while socializing [4]. In addition, this generation also spends more money on shopping *online* compared to the Millennial generation [5]. The majority of Gen Z uses the most *E-commerce* Shopee to make a purchase. With the ease of buying *online* this tends to encourage Gen Z to do *Impulsive Buying*. *Impulsive Buying* is the decision to buy suddenly and briefly before making a purchase [6]. The development of digital technology has revolutionized the way consumers interact with products and services, especially through *E-commerce platform* and social media. One of the phenomena that is getting stronger is *Online Impulsive Buying*, which is a spontaneous purchase decision made without rational planning, often triggered by emotional factors and digital external stimuli. The Invesp report shows that around 40% of total online shopping comes from impulsive behavior, and 52% of millennials are more likely to make spontaneous purchases than other generations [7].

Growing up *E-commerce* in Indonesia has an impact on consumer behavior in terms of shopping. One of the shopping channel models that is currently a world trend is the replacement of the shopping system *Offline* which requires buyers to come to the shopping place with a shopping system *online*. Despite shopping *online* offers many

advantages, such as convenience, accessibility, and lower price offers than physical stores, shopping *online* can become a bad habit if done excessively. One of the bad habits that occurs is that it can cause an impulsive attitude, consumers often buy without careful consideration because of the ease of access and continuous promotion [8]. Purchasing behavior has also undergone a shift from planned to unplanned spending behavior. People who act unplanned means they are short-thinking and want instant results. They are looking for products that can provide quick solutions to solve the problems they are facing. It encourages customers to act out of a particular interest or desire, or in other words occurs or *Impulsive Buying* [9]. *Impulsive Buying*, is the behavior of a person to buy goods or services spontaneously and unplanned. These behaviors can encourage customers to gain immediate satisfaction, or a stronger emotional attachment to the desired product, and they produce a strong, sudden, persistent, and hard-to-resist urge to buy something right away [10]. One of the factors that trigger this behavior is *Hedonic Shopping Motivation*, i.e., the urge to shop for pleasure, positive emotions, or stress diversion, not out of utilitarian needs. Obiso's research shows that online sales promotions, such as free shipping and discount promotions, have a strong influence on Gen Z's impulsive buying behavior [11]. These marketing tactics not only speed up decision-making, but also activate a sense of urgency and the fear of missing out on opportunities (*Fear of Missing Out/FOMO*). However, not all individuals react equally to such stimuli. *Self-control* or the individual's ability to resist emotional urges plays a role as an internal factor that can inhibit the occurrence of *Impulsive Buying*. Individuals with *Self-control* low ones tend to be more easily driven by *Promotion* and *Hedonic Shopping Motivation*. Thus, this research is important to be carried out in order to understand how *Hedonic Shopping Motivation*, *Promotion* influence behavior *Online Impulsive Buying* among Indonesian generation z consumers [11].

By shopping, a person can give a positive and useful feeling, so emotionally shopping is considered useful. This level of perception is a reference in *Hedonic Shopping Motivation*. *Hedonic Shopping Motivation* is a shopping motivation driven by the need for pleasure, entertainment, or emotional satisfaction. *Hedonic Shopping Motivation* not just to meet basic needs, but rather to seek a pleasant and satisfying experience [12]. *Hedonic Shopping Motivation* It can also lead to impulse buying. *Impulsive Buying* refers to the action of consumers buying products without considering the potential risks, often considered irrational by others, Several factors that can trigger implied purchases [13]. When they find a product or brand that is able to provide a positive emotional experience, such as a product with an attractive appearance, unique design and lucrative promotions, they will be more motivated to do so *Impulsive Buying Without Careful Consideration* [12].

With effective promotions not only attract the attention of consumers, but also guide them through the evaluation process, thus increasing their likelihood of making a purchase. The process of consumer purchase decisions is greatly influenced by the promotional strategies implemented by marketers. In the stage of searching for and

evaluating product alternatives, consumers are often exposed to various forms of promotion, such as advertisements, discounts, or special offers [14]. Sales promotions can be short-term incentives, such as discounts, *cashback*, *flash sale*, and a discount on shipping costs. These incentives can provide incentives for consumers to make unplanned purchases or to increase the number of purchases [15]. *Promotion* is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately or increase the number of goods that customers buy. Through *Promotion* The company's sales can attract new customers, influence its customers to buy more, attack competitors' promotional activities, remind *Impulsive Buying* [16]. Reasons consumers use shopping apps *online* very diverse. Some of them feel the benefits or value of the facilities provided by the parties *E-commerce* as a form of sales promotion. Some of them are because they are easier to use, the price of the product is cheap and affordable and the application is reliable. In addition, *Promotion* others such as *cashback*, Free Shipping, *flashsale*, Discounts, COD systems and a wide selection of payment methods also play an important role. In other words, consumers' desire to do online *Impulsive Buying* arises from within the consumer itself as well as from the promotions carried out by the *E-commerce* [17].

*Shopping Enjoyment*, or the enjoyment of shopping, is also a factor that affects *Impulsive Buying*, where they enjoy spending time looking at products in *E-commerce* desired. *E-commerce platform* that offer attractive visual content as well as easy navigation will be able to improve *Shopping Enjoyment* [18]. *Shopping Enjoyment* can encourage users to continue shopping sustainably on *E-commerce platform* because they have a pleasant experience. Users who enjoy the shopping experience tend to spend more time shopping. This causes their spending to be higher and more active in looking for information on the products to be purchased [19].

Previous research has shown that *Hedonic Shopping Motivation* have a positive and significant effect on *Impulsive Buying* proven that the stronger the *Hedonic Shopping Motivation* that consumers have, will increase the tendency of consumers to do *Impulsive Buying* [20], However, other studies prove that *Hedonic Shopping Motivation* does not affect *Impulsive Buying* It can be concluded that *Hedonic Shopping Motivation* unable to support consumers in doing *Impulsive Buying*. This is a natural thing, because sometimes someone who has hedonistic values is also considered when making a purchase [9], Then *Promotion* has a significant and positive influence on *Online Impulsive Buying* because it can communicate the benefits of a product sold and influence consumers to buy products from *online Shop* [21], but that is different from other studies that state that *Promotion* does not have a positive and significant effect on *Online Impulsive Buying* Because consumers tend to be indifferent and do not feel the benefits of the incentives provided [17], Then *Shopping Enjoyment* have a positive and significant effect on *impulsive buying*. This shows that the better the level *Shopping Enjoyment* that consumers feel is increasing *impulsive buying* [22], However, this is different from other studies that state that *Shopping Enjoyment* has no significant effect on *Online Impulsive Buying* [23], Then *Shopping*

*Enjoyment* able to mediate influence *Hedonic Shopping Motivation* against *Impulsive Buying*, which indicates that improving a pleasant shopping experience can drive unplanned purchasing decisions[18], Then there is a positive and significant relationship between *Promotion* against *Impulsive Buying* through lifestyle. In this case, it shows that effective promotion can increase the attractiveness of the product and encourage consumers to do *Impulsive Buying* [24].

Many previous studies have discussed the variables that affect *Impulsive Buying*, but the results obtained are varied and inconsistent[25]. Based on this, there is a gap in this study called *Evidence gap*, which arises due to inconsistencies in the results of previous research, this shows a gap (*Research Gap*) Related variables *Hedonic Shopping Motivation, Promotion, Shopping Enjoyment* Against *Online Impulsive Buying*. With the gap above related to the problem of *Online Impulsive Buying* in generation Z, the researcher is interested in taking a research entitled "The role of *Hedonic Shopping Motivation* and *Promotion* in Shaping *Online Impulsive Buying*: Effects *Shopping Enjoyment* Mediation in Generation Z". The findings of this study are expected to make a theoretical contribution to the development of digital consumer behavioral science, as well as provide strategic recommendations for industry players *E-commerce* in order to implement a more responsible marketing approach.

#### **Problem Formulation :**

1. Does *Hedonic Shopping Motivation* affect *Online Impulsive Buying*?
2. Does *Promotion* affect *Online Impulsive Buying*?
3. Does *Shopping Enjoyment* affect *Online Impulsive Buying*?
4. Does *Hedonic Shopping Motivation* affect *Shopping Enjoyment*?
5. Does *Promotion* affect *Shopping Enjoyment*?
6. Does *Shopping Enjoyment* mediate the relationship between *hedonic shopping motivation* and *Online Impulsive Buying*?
7. Does *Shopping Enjoyment* mediate the relationship between *Promotion* and *Online Impulsive Buying*?

**Research Questions :** What is the influence *Hedonic Shopping Motivation, Promotion* against *Online Impulsive Buying* with *Shopping Enjoyment* As a mediating variable in Generation Z?

**Research Objectives :** To find out the influence *Hedonic Shopping Motivation, Promotion* against *Online Impulsive Buying* Mediated *Shopping Enjoyment* in Generation Z.

**Categories SDGs :** This research is in accordance with indicator 12 *Sustainable Development Goals (SDGs)* i.e. Responsible Consumption and Production (*responsible consumption and production*). <https://sdgs.un.org/goals/goal12>

#### **Literature Review**

##### ***Online Impulsive Buying***

According to Bong *Impulsive Buying* or impulse buying is the behavior of consumers buying goods or services spontaneously without prior planning. These

decisions are often influenced by emotions, sudden impulses, or external stimuli, such as attractive promotions, store atmosphere, or product displays [26]. *Online Impulsive Buying* reflects the hedonistic aspect of consumer behavior where they purchase goods or services in a *online* Without careful planning or consideration, it indicates a specific action in response to stimuli that arise during the buying process[27].

Indicator *Online Impulsive Buying* used in this study[26], namely:

1. Spontaneity in Purchase Decisions, is a decision that occurs suddenly, without a thorough evaluation of the needs, budget, or benefits of the goods purchased.
2. The role of Emotions, is an individual's feelings that influence a purchase decision, where emotions such as pleasure, satisfaction, or wanting to acquire something that catches their attention.
3. The development of the Digital Era is the influence of advances in information technology and digital media that facilitate access to promotions, information, and transactions, thereby increasing the tendency of consumptive behavior in daily activities.

### ***Hedonic Shopping Motivation***

According to Gultekin and Ozer, consumers do shopping activities not only to get products but also to fulfill *Hedonic Shopping Motivation*. *Hedonic Shopping Motivation*, such as shopping to spend time with friends, shopping to follow trends, shopping to hunt for discounts, or shopping to arouse arousal [28]. Arnold & Reynolds argue that *Hedonic Shopping Motivation* can be defined as a consumer's shopping desire to seek the fulfillment of pleasures rather than needs and to escape from problems [29]. Indicator *Hedonic Shopping Motivation* used in this study [30], namely:

1. *Adventure shopping*, is a shopping motivation that arises from consumers' desire to have a fun and exploratory experience during the shopping process.
2. *Social shopping* is a shopping motivation that is driven by social interaction, either directly or indirectly, with others.
3. *Gratification shopping* is a shopping motivation that functions as a means of fulfilling emotional needs, such as reducing stress, improving mood, or providing psychological satisfaction.
4. *Idea shopping*, is a shopping motivation that aims to find inspiration, information, and the latest trends.
5. *Value shopping* is a shopping motivation that is driven by pleasure in obtaining economic value, such as discounts, promotions, or the best prices.

### ***Promotion***

According to Kotler and Keller, *Promotion* is a key component of a marketing campaign consisting of a series of short-term incentives. These incentives are typically designed to encourage consumers to buy certain products or services faster or in larger quantities [31]. *Promotion* involves using short-term incentives to increase demand and sales of products [32]. Indicator *Promotion* used in this study [32], namely:

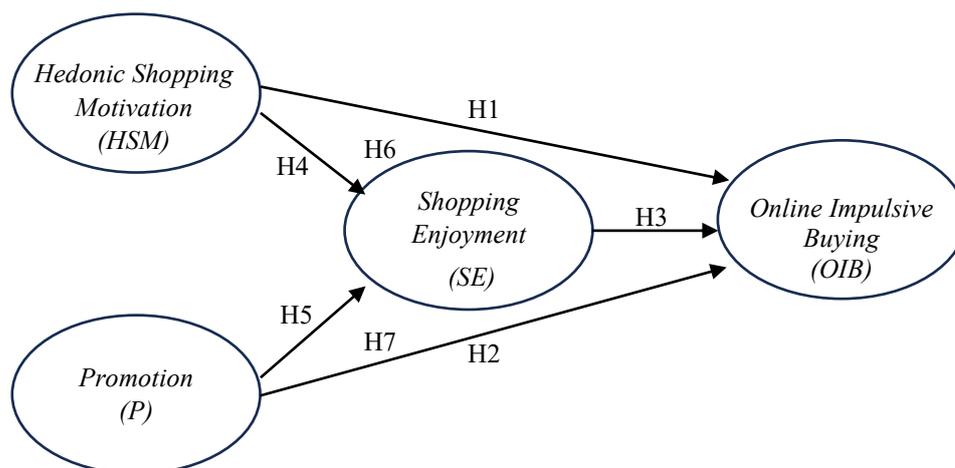
1. *Introduce New Product*, is introducing new products to the target market by conveying information related to the existence of the product, benefits and advantages.
2. *Competitive Advantage*, is a company's effort to highlight competitive advantages and product benefits compared to competitors' products.
3. *Create Brand Loyalty*, is a promotion that has a long-term relationship with consumers, which is shown through interest in promotions and the desire to repurchase the same product.

### **Shopping Enjoyment**

*Shopping Enjoyment* defined by Beatty and Ferrell as the pleasure that a person gets in the process of shopping that directly affects mood. *Shopping Enjoyment* as a hedonistic attitude that focuses on experimentation and the level of pleasure that consumers get from the purchase. *Shopping Enjoyment* refers to the level of satisfaction obtained from shopping [33]. Indicator *Shopping Enjoyment* used in this study [31], namely:

1. Relaxation, relaxation refers to the feeling of relaxation and comfort that consumers feel when shopping, so that shopping activities are perceived as a means to unwind, improve mood, and reduce boredom.
2. Profitably, referring to consumers tend to be interested in media or offerings that are perceived to provide quality, economical, convenient, and efficient value.
3. Entertaining, refers to the ability of a marketing medium or website to provide pleasure and positive experiences to consumers.
4. Continuity to Visit Websites, the tendency of consumers to revisit and use them repeatedly.

### **Conceptual Framework**



**Figure 2.** Conceptual Framework

## **Relationships Between Variables**

### **The Effect of Hedonic Shopping Motivation on Online Impulsive Buying**

*Hedonic Shopping Motivation* plays an important role in influencing *Online Impulsive Buying*, because consumers shop to feel the fun and find attraction in the activity. Shopping often reflects emotional values, such as satisfaction and pleasure. *Hedonic Shopping Motivation* It also arises when a person has a shopping desire that is easily influenced by the latest trends and the existence of promotions or discounts in a limited time. Therefore, often one gets caught up in impulse buying because it is triggered by satisfaction or pleasure while shopping. They feel motivated by the opportunity to get a profit or special offer on the item that can enhance their shopping experience [34]. The results of previous research stated that *Hedonic Shopping Motivation* has a significant positive effect on *Online Impulsive Buying* [35], [36].

**H1: Hedonic Shopping Motivation has a positive and significant effect on Online Impulsive Buying**

### **The Effect of Promotion on Online Impulsive Buying**

*Promotion Sales* are used as a motivational tool to encourage customers to buy products from a brand at a certain time. *Promotion* It serves as a momentary boost aimed at increasing the volume of transactions and device administration. By using effective promotional strategies, companies can capture the attention of consumers and encourage them to do *Impulsive Buying*, thus increasing sales in the short term [37]. The results of previous research stated that *Promotion* has a significant positive effect on *Online Impulsive Buying* [38], [39].

**H2: Promotion has a positive and significant effect on Online Impulsive Buying**

### **The Effect of Shopping Enjoyment on Online Impulsive Buying**

*Shopping Enjoyment* has an important role in encouraging behavior *Impulsive Buying*. *Shopping Enjoyment*, which includes pleasure and perception, significantly influences behavior *Impulsive Buying* consumers. This provides evidence that the increase in *Shopping Enjoyment* by *Online* may lead to a higher tendency to perform *Online Impulsive Buying*. Therefore, the greater the enjoyment of a person in online purchases, the higher the likelihood of increasing *Online Impulsive Buying* [40]. The results of previous research stated that *Shopping Enjoyment* has a significant positive effect on *Online Impulsive Buying* [41], [42].

**H3: Shopping Enjoyment has a positive and significant effect on Online Impulsive Buying**

### **The Effect of Hedonic Shopping Motivation on Shopping Enjoyment**

Motivation is a condition that encourages a person to act to fulfill a need or desire. *Hedonic Shopping Motivation* focuses on the effort to achieve pleasure, which can change over time and trends. pleasure in the shopping process or the so-called *Shopping Enjoyment* It is divided into three types: escape, pleasure, and desire. Pleasure occurs when a person feels happy or relaxed while shopping *online*. Consumers who enjoy shopping enjoy spending time looking at the desired products, and a good feeling is one

of the measures of *Shopping Enjoyment* [43]. The results of previous research stated that *Hedonic Shopping Motivation* has a positive and significant influence on *Shopping Enjoyment* [44], [45].

**H4: Hedonic Shopping Motivation has a positive and significant effect on Shopping Enjoyment**

**The Effect of Promotion on Shopping Enjoyment**

*Promotion* is a marketing strategy that is temporary and designed to encourage consumers to buy a particular product or service faster and in larger quantities, while shopping alone has been described as a fun and exhilarating activity, giving rise to a sensation of "excitement" known as the enjoyment of shopping, where consumers feel emotional and social satisfaction during the process [46]. *Promotion* in particular *Flash Sale* and *cashback discounts* play a crucial role in increasing consumers' positive emotions (*positive emotion*), which is a direct indicator *Shopping Enjoyment*, and encourage *Impulsive Buying* [47]. The results of previous research stated that *Promotion* has a positive and significant influence on *Shopping Enjoyment* [46].

**H5: Promotion has a positive and significant influence on Shopping Enjoyment**

**The Effect of Shopping Enjoyment Mediates Hedonic Shopping Motivation on Online Impulsive Buying**

*Hedonic Shopping Motivation* can improve *Shopping Enjoyment*, which in turn drives behavior *Online Impulsive Buying*. Consumers who are motivated to seek pleasure while shopping tend to have a positive and enjoyable experience, which can trigger the decision to make a purchase without prior planning [12]. The results of previous research stated that *Hedonic Shopping Motivation* has a positive and significant influence on *Online Impulsive Buying* mediated by *Shopping Enjoyment* [45]. Other studies have proven that *Shopping Enjoyment* able to mediate influence *Hedonic Shopping Motivation* against *Online Impulsive Buying* [18].

**H6: Shopping Enjoyment mediates the relationship between the influence of Hedonic Shopping Motivation on Online Impulsive Buying**

**The Influence of Shopping Enjoyment Mediates Promotion on Online Impulsive Buying**

Based on the approach *Stimulus Organism Response (SOR)*, *Promotion* given by business actors *E-Commerce* (stimulus) can elicit an internal consumer response in the form of *Shopping Enjoyment (organism)*, which ultimately encourages the occurrence of behavior *Online Impulsive Buying (response)*. *Shopping Enjoyment*, which reflects pleasure and emotional satisfaction during the shopping process, acts as a psychological bridge between external stimuli and consumer behavior. The Study of Joseph and Balqiah [48] shows that discount promotions are able to trigger a positive emotional response that encourages *Online Impulsive Buying*. *Shopping Enjoyment* serves as a mediator in the relationship between *Promotion* and *Online Impulsive Buying*, indicating that *Promotion* which can increase *Shopping Enjoyment*, which in turn encourages consumers to do *Online Impulsive Buying*. In other words, a positive experience while shopping can amplify the

effect *Promotion* against unplanned purchasing decisions [24]. The results of previous research stated that *Promotion* has a positive and significant influence on *Online Impulsive Buying* mediated by *Shopping Enjoyment* [24].

**H7: *Shopping Enjoyment mediates the relationship between the influence of Promotion on Online Impulsive Buying***

## RESEARCH METHOD

This study applies a type of quantitative research with a descriptive method. This study was determined with the aim of analyzing the variables *Hedonic Shopping Motivation*(X1), *Promotion*(X2) against *Online Impulsive Buying*(Y) Mediated *Shopping Enjoyment*(Z). This quantitative research uses descriptive statistical methods. Descriptive statistics are statistics used to analyze data with the aim of explaining or describing data collected casually without the intention of inferring the population from which the sample was taken [49]. According to Hair et al. [50], in quantitative research that uses statistical analysis, *margin of error* commonly used ranges from 5% to 10%. In this study, *margin of error* used is 5%. The method used to collect data was carried out through the distribution of questionnaires to respondents.

The number of populations in this study is not yet known. The population involved in this study is consumers in Sidoarjo who have made purchases in *E-commerce platform*. The population criteria in this study are focused on generation Z who have criteria that are 15-25 years old, usually use social media, and shop through *E-commerce* at least once a month. The technique used for sampling in this study uses the *Non probability sampling* with techniques *purposive sampling*. The sample determination in this study uses the Hair formula because the population is unknown or unknown. According to Hair et al.[50], that the sample size and the number of indicators are the most of a single construct in the model. Here's the formula Hair [50], namely:

$$\text{Sample} = x \text{ kn}$$

Description:

$n$  = Minimum Sample Count

$k$  = the number of indicators in the construct with the most indicators

$$\text{Sample} = x \text{ kn}$$

$$\text{Sample} = 10 \times 15$$

$$\text{Sample} = 150$$

From the results of the calculation using the Hair formula, the calculation of the sample above was obtained with a total of 150 respondents who are gen z using *e-commerce* to shop. The data collection technique used by the researcher in this study is carried out using the distribution of questionnaires, the questionnaire that will later be given contains several questions to be answered. There are steps to follow in answering

the questionnaire, where the number 1 indicates "Strongly Disagree", the number 2 indicates "Disagree", the number 3 indicates "Neutral", the number 4 indicates "Agree", and the number 5 indicates "Strongly Agree". This aims to make it easier for respondents to provide answers and make it easier for researchers to collect data from respondents.

The data in this study was analyzed using the *Pls (Partial Least Square)-SEM (Structural Equation Modelling)* with support *Smart PLS 3.0 software*. Hair et al.[50], explaining that *PLSSEM* Suitable for data with small size or that does not meet the assumption of normality, for a simple model of a sample size of 150 respondents. So that with a sample of 150 respondents, it is considered appropriate to carry out data processing using *PLS-SEM*. This study uses four main variables, namely *Hedonic Shopping Motivation, Promotion, Online Impulsive Buying, and Shopping Enjoyment*. In this study, the data was the target of analysis using *Partial Least Square Structural Equation Modeling (PLS-SEM)* via software *SmartPLS 3.0* [50].

The selection of the analysis is able to test the relationship simultaneously in a complex that includes a number of indicators, constructions, and relationship models. This method shows completion also in conditions where the sample size is small or limited, there is missing data and the model is arranged in various constructions as well as various items. The standard test in this analysis is carried out in two stages, namely the measurement model test (*Outer model*) and structural tests (*Inner model*) [50].

Test measurement model (*Outer model*) is carried out to evaluate the relationship between indicators. Testing of validity and reliability relies on the results of these tests to ensure the validity and consistency of the indicator in measuring latent variables. The convergent validity of the indicator is considered valid if the loading factor exceeds 0.7 and the value *Average Variance Extracted (AVE)* greater than 0.5. In reliability testing, internal consistency is tested by checking the value of the *Alpha Cronbach (CA)*, *Composite Reliability (CR)*, and *Rho A*, which must each be more than 0.7 [50].

Test structural model (*inner model*) aims to test the relationships between variables. The R-Square value is also an important indicator in structural models (*Inner model*). The changes that occur in an independent variable against a dependent variable are measured using the *R-Square*, with values of 0.67 (strong), 0.33 (moderate), and 0.19 (weak). In addition, significance values were measured using a t-value with a limit of 1.96 (significance level = 5%) [50].

**Table 1.** Operational Definition

Variable	Indicator	Item
<i>Hedonic Shopping Motivation (HSM)</i> [30]	1. <i>Adventure Shopping.</i>	1. I felt good exploring the new shopping store.
	2. <i>Social shopping.</i>	2. I think of shopping as an activity that strengthens social relationships.
	3. <i>Gratification Shopping.</i>	3. Shopping makes my mood better.
	4. <i>Idea Shopping.</i>	4. I shop because I want to find information related to the latest trends.

<b>Variable</b>	<b>Indicator</b>	<b>Item</b>
	5. <i>Value Shopping.</i>	5. I feel happy if I get quality products at affordable prices.
<b>Promotion (P) [32]</b>	1. <i>Introduce New Product.</i>	1. I became more aware of the products introduced by the store that often appear on social media.
	2. <i>Competitive Advantage.</i>	2. I am interested in products whose promotions highlight the benefits of the product.
	3. <i>Create Brand Loyalty.</i>	3. Attractive promotions make me want to buy the same product again.
<b>Shopping Enjoyment (SE) [31]</b>	1. Relaxation.	1. I consider shopping to be an activity to release fatigue.
	2. Profitable.	2. I feel satisfied if I get quality goods at affordable prices.
	3. Entertaining.	3. I consider shopping activities to provide entertainment to keep looking at products.
	4. Continuation to Visit the Website.	4. I continue to reopen the shopping application because it is fun.
<b>Online Impulsive Buying (OIB) [26]</b>	1. Spontaneity.	1. I often buy products out of the blue while shopping online.
	2. The Role of Emotions.	2. I buy products to fill my free time when I feel bored.
	3. The Development of the Digital Era.	3. With the convenience of technology, I suddenly buy more products online.

## RESULTS AND DISCUSSION

An overview of the characteristics of respondents in this study was obtained through analysis of several demographic aspects, such as gender, age, and profession. The background of respondents who participated in filling out the questionnaire can be understood through this information. The presentation of detailed demographic data of respondents is outlined in the following table:

**Table 2.** Respondent Demographics

<b>Categories</b>	<b>Item</b>	<b>Quantity</b>	<b>Introduce yourself</b>
Gender	Male	91	61%
	Women	59	39%

Categories	Item	Quantity	Introduce yourself
Age	17-21 Years	56	37%
	22-25 Years	94	63%
Final Education	Junior High School/Equivalent	3	2%
	High School/Vocational School/Equivalent	119	80%
	Diploma	1	1%
	Bachelor (S1)	27	18%
	Student/Student	97	65%
Jobs	Self-employed	15	10%
	Private Employees	38	25%
	Revenue	< IDR 1,000,000	44
Revenue	IDR 1,000,000 - IDR 2,000,000	49	33%
	IDR 2,000,000 - IDR 3,000,000	34	23%
	IDR 3,000,000 - IDR 4,000,000	14	9%
	IDR 4,000,000 - IDR 5,000,000	8	5%
	> IDR 5,000,000	1	1%

Source : SmartPLS 3.0 processed data (2025)

Based on the characteristics of the respondents in table 1, the majority of respondents were male (61%), while female (39%). Viewed from the age aspect, most of the respondents were in the range of 22–25 years (63%), followed by 19–21 years old (36%), and only 1% of respondents aged 15–18 years. In terms of education, respondents were dominated by high school/vocational/equivalent graduates (80%), followed by Bachelor's (S1) graduates at 18%, while junior high school graduates/equivalent and diploma graduates were only 2% and 1%, respectively. Based on occupation, the majority of respondents are students/students (65%), followed by private employees (25%) and self-employed (10%). In terms of income, respondents had the most income of IDR 1,000,000–IDR 2,000,000 (33%), followed by income below IDR 1,000,000 (29%) and IDR 2,000,000–IDR 3,000,000 (23%), while respondents with an income above IDR 5,000,000 were the smallest proportion (1%).

## Research Results

### Data Analysis

Data analysis was carried out by applying the PLS-SEM method using SmartPLS3.0 software. This process is divided into two stages, namely the testing of the measurement model (*Outer model*) and structural models (*Inner model*)[50].

#### Testing Measurement Model (*Outer Model*)

Testing *Outer Model* The aim is to establish specifications and evaluate the extent of the relationship between latent variables and their constituent indicators. This step includes testing for convergent validity, discriminant validity, and composite reliability. To measure the validity of the convergence, the *Outer Loading* or *Loading Factor*. An indicator is said to meet convergent validity if the value *Outer Loading* is more than 0.7[50].

**Table 3.** *Outer Loading Value*

	<i>Hedonic Shopping Motivation</i>	<i>Online Impulsive Buying</i>	<i>Promotion</i>	<i>Shopping Enjoyment</i>
HSM.1	0,788			
HSM.2	0,845			
HSM.4	0,761			
P.1			0,811	
P.2			0,794	
P.3			0,867	
OIB.1		0,795		
OIB.2		0,823		
OIB.3		0,771		
SE.1				0,830
SE.3				0,839
SE.4				0,760

Source : SmartPLS 3.0 processed data (2025)

Based on table 2, the *outer loading* value shows that all indicators of each variable in this study show values above 0.7. This shows that each of these indicators meets the validity criteria and is worthy of further analysis. In addition to using *outer loading*, the validity of the indicator can also be tested through a convergent validity value measured by *the Average Variance Extracted (AVE)*. If each construct has an AVE value of more than 0.5, the model criteria can be considered good. If each variable has an AVE value of more than 0.5, the construct of this study has a good discriminant variable. This is indicated by the AVE value found in table 3.

**Table 4.** *Convergent Validity(AVE)*

	<i>Average Variance Extracted (AVE)</i>	<b>Remarks</b>
<i>Hedonic Shopping Motivation (X1)</i>	0,639	Valid
<i>Online Impulsive Buying (Y)</i>	0,635	Valid
<i>Promotion (X2)</i>	0,680	Valid
<i>Shopping Enjoyment (V)</i>	0,657	Valid

Source : SmartPLS 3.0 processed data (2025)

Based on table 3, it is shown that the *Average Variance Extracted (AVE)* value of all variables in this study exceeds 0.5. The fulfillment of these values is an indicator that the convergent validity of each variable has been fulfilled properly, so that its validity can be stated. The following table presents the second method used in the measurement of construct validity.

**Table 5.** *Discriminant Validity (Fornell-Larcker Criterion)*

	<i>Hedonic Shopping Motivation</i>	<i>Online Impulsive Buying</i>	<i>Promotion</i>	<i>Shopping Enjoyment</i>
<i>Hedonic Shopping Motivation</i>	<b>0,799</b>			
<i>Online Impulsive Buying</i>	0,719	<b>0,797</b>		
<i>Promotion</i>	0,511	0,616	<b>0,825</b>	
<i>Shopping Enjoyment</i>	0,712	0,693	0,563	<b>0,811</b>

Source : SmartPLS 3.0 processed data (2025)

Based on table 4, it shows that the numbers printed in bold above represent the square root value of the AVE, while the other numbers show the correlation between constructs. Since the square root value of AVE is higher than the correlation between constructs, it can be concluded that the model has met the criteria of discriminant validity and thus is declared valid.

**Table 6.** *Discriminant Validity (CrossLoadings)*

	<i>Hedonic Shopping Motivation</i>	<i>Online Impulsive Buying</i>	<i>Promotion</i>	<i>Shopping enjoyment</i>
<b>HSM.1</b>	<b>0,788</b>	0,551	0,339	0,569
<b>HSM.2</b>	<b>0,845</b>	0,581	0,406	0,578

	<i>Hedonic Shopping Motivation</i>	<i>Online Impulsive Buying</i>	<i>Promotion</i>	<i>Shopping enjoyment</i>
<b>HSM.4</b>	<b>0,761</b>	0,589	0,478	0,557
<b>P.1</b>	0,445	0,526	<b>0,811</b>	0,516
<b>P.2</b>	0,332	0,399	<b>0,794</b>	0,386
<b>P.3</b>	0,468	0,575	<b>0,867</b>	0,474
<b>OIB.1</b>	0,507	<b>0,795</b>	0,474	0,518
<b>OIB.2</b>	0,642	<b>0,823</b>	0,466	0,583
<b>OIB.3</b>	0,561	<b>0,771</b>	0,532	0,552
<b>SE.1</b>	0,619	0,657	0,497	<b>0,830</b>
<b>SE.3</b>	0,554	0,531	0,478	<b>0,839</b>
<b>SE.4</b>	0,553	0,479	0,384	<b>0,760</b>

Source : SmartPLS 3.0 processed data (2025)

Based on table 5 *Cross Loading* Above, it can be seen that each indicator has a higher value on the variables it measures compared to the other variables. This shows that each indicator clearly distinguishes between one construct and another, so that it can be concluded that the instrument in this study has met the criteria for discriminant validity. After the validity test is performed, the next stage is to measure the reliability of the internal consistency of the construct. This measurement is based on the *Cronbach's Alpha*, *composite reliability (rho\_a)* and *composite reliability (rho\_c)*, Reliability tests are used to prove that the instrument measures the accuracy, consistency, and precision of the construct. All latent variables can be considered reliable if the reliability value of the composite and Cronbach alpha is greater than  $> 0.7$ . The value of all constructs can be considered reliable if the value is greater than  $0.7$ [50]. The following are the results of the reliability test in this study.

**Table 7.** Cronbach's Alpha and Composite Reliability Test Results

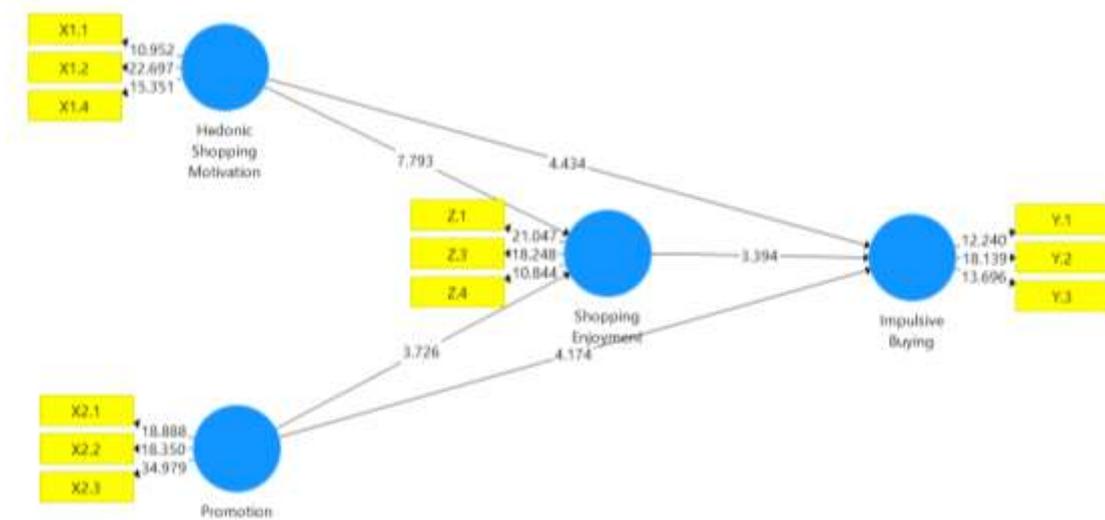
	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<b>Remarks</b>
<i>Hedonic Shopping Motivation</i>	0,716	0,716	0,841	Reliable
<i>Online Impulsive Buying</i>	0,713	0,715	0,839	Reliable
<i>Promotion</i>	0,766	0,779	0,864	Reliable
<i>Shopping Enjoyment</i>	0,740	0,749	0,852	Reliable

Source : SmartPLS 3.0 processed data (2025)

Based on table 6, it shows that *Cronbach's Alpha* and *Composite Reliability* values are above 0.7 which is possessed by each latent variable in this study, so that the reliability of internal consistency can be met and the variable can be considered reliable.

**Testing Measurement Model (*Inner Model*)**

Measurement analysis in the model, which is based on substantive theory, is performed to determine causal or causal relationships between latent variables. The inner measurement of the model is carried out by looking at the *R-Square*, *F-Square* and *Path Coefficient*[50].



**Figure 3** *Boostrapping Test Result*

***R-Square Test(R2)***

Coefficient of determination (*R-Square*) As a way to find out the extent to which endogenous constructs can be explained from exogenous constructs. Values between 0 and 1 are expected in the value of the determination coefficient (*R-Square*). The structural testing of the model begins with finding out the R-Sqaure value of each endogenous latent variable to be the predictive power in the structural model. The R-Square value is 0.67, categorized as strong. 0.33, categorized as moderate or moderate 0.19, categorized as weak[50]. The results of the R-Square test can be presented in table 7.

**Table 8.** *R-Square Test Results (R2)*

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Online Impulsive Buying (Y)</i>	0,630	0,623

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Shopping Enjoyment (V)</i>	0,560	0,554

Source : SmartPLS 3.0 processed data (2025)

Based on Table 7, it shows that the R-Square value of 0.630 shows that *the variables Hedonic Shopping Motivation, Promotion, and Shopping Enjoyment* are able to explain 63% of the influence on *Impulsive Buying (Y)*, while the remaining 37% are influenced by other variables outside the study. For *Shopping Enjoyment (Z)*, an R-Square value of 0.560 indicates that these variables together with *Online Impulsive Buying* can explain 56% of the influence, with 44% influenced by other variables. With an R-Square value of > 0.33, this model belongs to the category of medium structures.

### F-Square Test (f<sup>2</sup>)

The F-Square test is used to measure the magnitude of the influence between variables based on the magnitude of the effect, where the effect category values  $\geq 0.02$  indicate that the model is considered weak,  $\geq 0.15$  is considered moderate, and  $\geq 0.35$  is considered large[50]. From the data processing in this study, F-Square (f<sup>2</sup>) was obtained.

**Table 9.** F-Square Test Results (f<sup>2</sup>)

	<i>Online Impulsive Buying (Y)</i>	<i>Shopping Enjoyment (V)</i>
<i>Hedonic Shopping Motivation (X1)</i>	0,203	0,553
<i>Promotion (X2)</i>	0,126	0,122
<i>Shopping Enjoyment (V)</i>	0,081	

Source : SmartPLS 3.0 processed data (2025)

Based on table 8, the results of the F-Square (f<sup>2</sup>) test show that *the Hedonic Shopping Motivation* variable has an f<sup>2</sup> value of 0.203 for *Online Impulsive Buying*, indicating a moderate effect category, and an f<sup>2</sup> value of 0.553 for *Shopping Enjoyment* which has a large effect category. Furthermore, the *Promotion* variable has an f<sup>2</sup> value of 0.126 for *Online Impulsive Buying*, and 0.122 for *Shopping Enjoyment* which is included in the category of weak effects. Meanwhile, the *variable Shopping Enjoyment* for *Online Impulsive Buying* has an f<sup>2</sup> value of 0.081, which indicates a weak effect category.

Thus, it can be concluded that *Hedonic Shopping Motivation* is the variable that has the most dominant influence in explaining *Online Impulsive Buying behavior*, followed by *Promotion* and then *Shopping Enjoyment*.

**Path Coefficient**

The hypothesis testing criteria in this study are based on t-statistical values and p-values. Exogenous variables are considered to have a significant effect on endogenous variables if the t-statistic is greater than the t-table. At a significance level of 5% with a double-sided test, the t-table is 1.96, so the hypothesis is accepted when the t-statistic > 1.96. In addition, the hypothesis is also acceptable if the p-value < 0.05.

**Table 10.** Path Coefficient *Test Results*

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Results	Hypothesis
<i>Hedonic Shopping Motivation -&gt; Impulsive Buying</i>	0,397	4,434	<b>0,000</b>	Positive and significant effect	Accepted
<i>Promotion -&gt; Impulsive Buying</i>	0,266	4,174	<b>0,000</b>	Positive and significant effect	Accepted
<i>Shopping Enjoyment -&gt; Impulsive Buying</i>	0,261	3,394	<b>0,001</b>	Positive and significant effect	Accepted
<i>Hedonic Shopping Motivation -&gt; Shopping Enjoyment</i>	0,574	7,793	<b>0,000</b>	Positive and significant effect	Accepted
<i>Promotion -&gt; Shopping Enjoyment</i>	0,269	3,726	<b>0,000</b>	Positive and significant effect	Accepted
<i>Hedonic Shopping Motivation -&gt; Shopping Enjoyment -&gt; Impulsive buying</i>	0,150	3,064	<b>0,002</b>	Positive and significant effect	Accepted
<i>Promotion -&gt; Shopping Enjoyment -&gt; Impulsive Buying</i>	0,070	2,548	<b>0,011</b>	Positive and significant effect	Accepted

Source : SmartPLS 3.0 processed data (2025)

Based on Table 9. It shows that all the relationships between variables tested in this study show a positive and significant influence. The *Hedonic Shopping Motivation* variable was proven to have a positive and significant effect on *Online Impulsive Buying*, with a *t-statistics* value of 4.434 and a *p-value* of 0.000. *Promotion* also showed a positive and significant influence on *Online Impulsive Buying*, with a *t-statistic* value of 4.174 and a *p-value* of 0.000. *Shopping Enjoyment* has a positive and significant effect on *Online Impulsive Buying*, with a *t-statistics* value of 3.394 and a *p-value* of 0.001. *Hedonic Shopping Motivation* had a positive and significant effect on *Shopping Enjoyment*, with a *t-statistic* value of 7.793 and a *p-value* of 0.000. *Promotion* has a positive and significant influence on *Shopping Enjoyment*, with a *t-statistic* value of 3.726 and a *p-value* of 0.000. In the mediation effect test, *Shopping Enjoyment* was shown to mediate the relationship between *Hedonic Shopping Motivation* and *Online Impulsive Buying*, with a *t-statistical* value of 3.064 and a *p-value* of 0.002. *Shopping Enjoyment* also significantly mediated the influence of *Promotion* on *Online Impulsive Buying*, which was shown by a *t-statistic* value of 2.548 and a *p-value* of 0.011.

1. H1 = The *Hedonic Shopping Motivation* variable on *Online Impulsive Buying* resulted in an Original Sample value of 0.397, a T-Statistic value of 4.434 with a P-Value of  $0.000 < 0.05$ . **Therefore, it can be concluded that *Hedonic Shopping Motivation* has a positive and significant effect on *Online Impulsive Buying*. So that H1 can be declared accepted.** The higher the hedonistic shopping motivation that consumers feel, the greater their tendency to do *Online Impulsive Buying*.
2. H2 = The *Promotion* variable for *Online Impulsive Buying* produces an Original Sample value of 0.266, a T-Statistic value of 4.174 with a P-Value of  $0.000 < 0.05$ . **Therefore, it can be concluded that *Promotion* has a positive and significant effect on *Online Impulsive Buying*. So that H2 can be declared accepted.** Effective and attractive *promotions* can significantly increase consumers' tendency to do *Online Impulsive Buying*.
3. H3 = The *Shopping Enjoyment* variable on *Online Impulsive Buying* resulted in an Original Sample value of 0.261, a T-Statistic value of 3.394 with a P-Value of  $0.001 < 0.05$ . **So it can be concluded that *Shopping Enjoyment* has a positive and significant effect on *Online Impulsive Buying*. So that H3 can be declared accepted.** The higher the level of *Shopping Enjoyment* that consumers feel while shopping online, the more likely they are to do *Online Impulsive Buying*.
4. H4 = The *Hedonic Shopping Motivation* variable on *Shopping Enjoyment* resulted in an Original Sample value of 0.574, a T-Statistic value of 7.793 with a P-Value of  $0.000 < 0.05$ . **Therefore, it can be concluded that *Hedonic Shopping Motivation* has a positive and significant effect on *Shopping Enjoyment*. So that H4 can be declared accepted.** The higher the *Hedonic Shopping Motivation*, the greater the pleasure obtained while shopping online, so that *Hedonic Shopping Motivation* has a positive and significant influence on *Shopping Enjoyment*.

5. H5 = The *Promotion to Shopping Enjoyment* variable produces an Original Sample value of 0.269, a T-Statistic value of 3.726 with a P-Value of  $0.000 < 0.05$ . **So it can be concluded that *Promotion* has a positive and significant effect on *Shopping Enjoyment*. So that H5 can be declared accepted.** Sales promotions increase emotional experience and consumer satisfaction, so promotions have a positive and significant influence on Shopping Enjoyment.
6. H6 = The *Shopping Enjoyment variable* mediated the relationship between *Hedonic Shopping Motivation* and *Online Impulsive Buying* resulting in an Original Sample value of 0.150, a T-Statistic value of 3.064 with a P-Value of  $0.002 < 0.05$ . **Therefore, it can be concluded that *Hedonic Shopping Motivation* has a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. So that H6 can be declared accepted.** *Shopping Enjoyment* is able to mediate the relationship between *Hedonic Shopping Motivation* and *Online Impulsive Buying*.
7. H7 = The *Shopping Enjoyment variable* mediated the relationship between *Promotion* and *Online Impulsive Buying* resulting in an Original Sample value of 0.070, a T-Statistic value of 2.548 with a P-Value of  $0.011 < 0.05$ . **Therefore, it can be concluded that *Promotion* has a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. So that H7 can be declared accepted.** *Shopping Enjoyment* is able to mediate the relationship between *Promotion* and *Online Impulsive Buying*.

## Discussion

### 1. Hedonic Shopping Motivation has a positive and significant effect on Online Impulsive Buying.

Based on the results of the study *Hedonic Shopping Motivation* have a positive and significant effect on *Online Impulsive Buying*. Respondents feel happy and enjoy the shopping process while doing *Online Impulsive Buying*. When customers have hedonistic motivations, this indirectly encourages them to *Online Impulsive Buying*. Customers tend to make impulse purchases because they want to fulfill the sense of pleasure, satisfaction, and personal desire that arises when shopping *online*, so the urge to buy the product occurs without prior planning[51].

Theoretically, these findings support and strengthen the Theory *Stimulus Organism Response (S O R)*. In the theory of S O R, Hedonic Shopping Motivation Acting as a *stimulus* which provides external stimuli in the form of pleasure, entertainment, and emotional satisfaction in the shopping process *online*. Such stimuli affect the internal conditions of consumers (*Organism*), such as positive emotions, feelings of pleasure, and affective engagement during shopping. This internal condition further encourages the emergence of behavioral responses in the form of *Online Impulsive Buying*[51].

These findings are becoming increasingly relevant in the context Generation Z, which is known as the first digital generation with a high level of engagement with technology and *e-commerce platform*. Generation Z tends to make shopping activities

*online* not only as a means of fulfilling needs, but also as a form of entertainment and emotional experience. Additionally, Generation Z has a tendency to seek instant experiences and instant gratification *Hedonic Shopping Motivation* It appears, these emotional impulses tend to be immediately manifested in purchasing behavior without going through an in-depth evaluation process. This condition causes Purchase decision making in Generation Z tends to be spontaneous, thus increasing the tendency to *Online Impulsive Buying*[52].

These findings are in line with previous research that showed that *Hedonic Shopping Motivation* have a positive and significant effect on *Online Impulsive Buying*. The greater the level *Hedonic Shopping Motivation* what consumers feel when shopping *online* such as pleasure, pleasure, and emotional satisfaction, the greater their tendency to do *Online Impulsive Buying*. These findings are also in line with research [53], [54]and [55].

## **2. Promotion has a positive and significant effect on Online Impulsive Buying.**

Based on the results of the study *Promotion* have a positive and significant effect on *Online Impulsive Buying*. *Promotion* plays an important role in increasing the attractiveness of a product in the eyes of consumers. When consumers are faced with *Promotion* such as big discounts, *Buy One Get One (BOGO)*, *Free Shipping* as well as limited-time special offers or attractively packaged ads. They tend to be encouraged to buy right away without going through a lengthy consideration process. This condition creates a sense of urgency and emotional interest, making it easier for consumers to do *Online Impulsive Buying* or unplanned purchases[11].

Theoretically, these findings support and strengthen the Theory *Stimulus Organism Response (S O R)*. Within the framework of S O R, *Promotion* such as big discounts, limited-time special offers, and attractive ads act as stimulus which provides external stimuli for consumers. This stimulus affects the internal conditions of consumers (*Organism*), such as increased interest, urgency, and emotional drive to buy. This internal condition then encourages behavioral response (*Response*), namely *Online Impulsive Buying*, where consumers make purchases spontaneously without long consideration[11].

The findings of this study are becoming increasingly relevant in the context of Generation Z. Generation Z tends to be responsive to *Promotion* that are visual, interactive, and offer direct benefits, such as discounts, *Cashback*, and free shipping. This characteristic makes Generation Z more susceptible to stimuli *Promotion* which are temporary and time-limited, thus increasing the tendency to occur *Online Impulsive Buying*. Additionally, Generation Z has a tendency to process information quickly and make purchasing decisions in a short period of time. When *Promotion* creating a perception of scarcity (*ScarCity*) and urgency (*time pressure*), Emotional urges that arise tend to translate directly into a purchase action. This causes promotion to be a very effective factor in encouraging *Online Impulsive Buying* on Generation Z[11].

These findings are in line with previous research that showed that *Promotion* have a positive and significant effect on *Online Impulsive Buying*. The more intense and

interesting the promotions offered by the *e-commerce platform*, such as price discounts, *Cashback*, special offers, or *Buy one get one (BOGO)*, The greater the tendency of consumers to make spontaneous purchases without careful planning. These findings are also in line with research [39], [56] and [11].

### **3. Shopping Enjoyment has a positive and significant effect on Online Impulsive Buying.**

Based on the results of the study *Shopping Enjoyment* have a positive and significant effect on *Online Impulsive Buying*. *Shopping Enjoyment* Influence consumer behavior when shopping *online*. When consumers feel comfortable and enjoy the shopping process, they tend to be more active in browsing the various products available on the *Online Platforms*. This increasingly intense search activity can trigger an emotional urge to buy immediately, making it easier for consumers to do so *Online Impulsive Buying* or spontaneous purchases without prior planning[33].

Theoretically, this finding can be explained through theory *Stimulus Organism Response (S O R)*. In this context, *Shopping Enjoyment* Acting as a stimulus that creates a fun online shopping experience. This stimulus then affects Organism, namely the internal condition of consumers in the form of positive emotions and pleasure when shopping. This internal condition encourages Response, namely *Online Impulsive Buying*[33].

The findings of this study are becoming increasingly relevant in the context of Generation Z, who are known to have a high preference for a fun, interactive, and digitally accessible shopping experience. Generation Z tends to enjoy the process of exploring products through attractive visual displays, interactive features, and ease of navigation on e-commerce platforms. High level *Shopping Enjoyment* that Generation Z feels encourages more intense engagement during shopping, thus increasing the likelihood of a boost *Online Impulsive Buying*. In addition, Generation Z has a tendency to make shopping activities *online* as a means of entertainment and relaxation. When the shopping experience provides a sense of pleasure and comfort, the emotional impulses that arise tend to be more dominant than rational considerations. This condition causes *Shopping Enjoyment* be a significant factor in encouraging *Online Impulsive Buying* on Generation Z[57].

These findings are in line with previous research that showed that *Shopping Enjoyment* have a positive and significant effect on *Online Impulsive Buying*. *Shopping Enjoyment* in context *E-commerce*, especially when consumers enjoy shopping activities comfortably, can increase impulsive responses and encourage the occurrence of *Online Impulsive Buying*. These findings are also in line with research [58], [33] and [59].

### **4. Hedonic Shopping Motivation has a positive and significant effect on Shopping Enjoyment.**

Based on the results of the study *Hedonic Shopping Motivation* have a positive and significant effect on *Shopping Enjoyment*. *Hedonic Shopping Motivation* has a positive influence on *Shopping Enjoyment*. Consumers who view shopping as a source of pleasure and satisfaction tend to allocate more time to enjoy the shopping process in *E-commerce*.

In this condition, consumers become more active in searching and searching for information about the desired product or service[58].

Theoretically, these findings can be explained through a framework *Stimulus Organism Response* (S O R). In this context, *Hedonic Shopping Motivation* Acting as a stimulus which encourages consumers to seek pleasure and satisfaction while shopping. This stimulus then affects Organism, namely the internal condition of consumers in the form of positive emotions, satisfaction, and feelings of happiness during online shopping. This internal condition further triggers Response, i.e. level *Shopping Enjoyment* that consumers feel[58].

The findings of this study are becoming increasingly relevant in the context of Generation Z. Generation Z tends to view shopping activities *online* not only as a fulfillment of needs, but also as a form of entertainment and exploration of experience. The strong hedonistic drive in Generation Z encourages them to be more involved in the shopping process, thereby increasing the level of pleasure and enjoyment felt during interaction with *E-commerce platform*. In addition, when *Hedonic Shopping Motivation* Generation Z tends to enjoy the process of searching and exploring products more, which ultimately improves *Shopping Enjoyment*. This shows that *Hedonic Shopping Motivation* has a significant role in shaping *Shopping Enjoyment* for Generation Z[45].

These findings are in line with previous research that showed that *Shopping Enjoyment* have a positive and significant effect on *Online Impulsive Buying*. The higher the consumer impulse to shop in search of pleasure, thrill, entertainment, and emotional experiences (*Hedonic Shopping Motivation*), the greater the level of pleasure that consumers feel during shopping activities (*Shopping Enjoyment*). These findings are also in line with research [60] and [45].

### **5. Promotion has a positive and significant effect on Shopping Enjoyment.**

Based on the results of the study *Promotion* have a positive and significant effect on *Shopping Enjoyment*. E-commerce promotions are able to create a sense of excitement for consumers in *E-commerce platform*, such as special promotions and discounts, to build a pleasant shopping atmosphere. *Promotion* that are innovatively packaged and entertaining proven to improve *Shopping Enjoyment*, so consumers are more easily motivated to make purchases, including impulse purchases without prior planning[61].

Theoretically, these findings can be explained through a framework *Stimulus Organism Response* (S-O-R). In this context, Sales Promotion such as *Flash Sale* and *cashback discounts* serves as a stimulus which presents special opportunities and benefits for consumers, thus generating attention and interest. This stimulus then affects Organism, namely the internal condition of consumers in the form of positive emotions and pleasure during shopping. This internal condition further triggers Response, i.e. level *Shopping Enjoyment* or the pleasure of shopping that consumers feel[61].

The findings of this study are becoming increasingly relevant in the context of Generation Z. Generation Z tends to be more interested in *Promotion* that are visual,

interactive, and provide immediate benefits, such as discounts, *cashback*, and limited-time promotional programs. *Shape Promotion* Not only does it increase the perception of value, but it also creates *Shopping Enjoyment* that is fun and entertaining for Generation Z. In addition, when *Promotion* able to create an attractive and fun shopping atmosphere, the level of involvement of Generation Z in the shopping process will increase. This condition causes *Promotion* be a significant factor in improving *Shopping Enjoyment* on Generation Z[62].

These findings are in line with previous research that showed that *Promotion* have a positive and significant effect on *Shopping Enjoyment*. The more attractive and innovative the retail promotions offered, such as special promotions and entertaining discounts, the higher the level of enjoyment that consumers feel when shopping. These findings are also in line with research[61], [47] and [46].

#### **6. Hedonic Shopping Motivation has a positive and significant effect on Online Impulsive Buying mediated by Shopping Enjoyment.**

Based on the results of the study *Hedonic Shopping Motivation* have a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. *Hedonic Shopping Motivation* has an important role in increasing consumer shopping pleasure in *E-Commerce Platform*. When consumers shop with the goal of finding pleasure and a positive emotional experience, they tend to enjoy the shopping process more deeply. This condition can encourage the emergence of an emotional urge to buy immediately without going through long considerations. As a result, consumers are more likely to *Online Impulsive Buying*[60].

Theoretically, these findings support the framework Stimulus Organism Response (S-O-R). *Hedonic Shopping Motivation* Acting as a stimulus which encourages consumers to seek emotional experiences and pleasure while shopping. The internal response of consumers to this stimulus is reflected in the Organism, i.e. the level of pleasure in shopping that is positively perceived. Furthermore, *Shopping Enjoyment* This affects Response consumers, i.e. the decision to do *Online Impulsive Buying*. Thus, the pleasure of shopping serves as a mediator that bridges influence *Hedonic Shopping Motivation* on behavior *Online Impulsive Buying*, showing that emotional urges and positive experiences play an important role in behavior *Online Impulsive Buying* [60].

The findings of this study are becoming increasingly relevant in the context of Generation Z. Generation Z tends to view online shopping activities not only as fulfilling needs, but also as a means of entertainment and exploration of experiences. The strong hedonistic drive in Generation Z encourages them to enjoy the shopping process more, thus increasing the rate of *Shopping Enjoyment* felt during interaction with *E-commerce platform*. Additionally, Generation Z has a tendency to prioritize instant gratification and pleasurable emotional experiences. When *Hedonic Shopping Motivation* high, *Shopping Enjoyment* acquired during the shopping process quickly becomes an impetus to do *Online Impulsive Buying*. This condition causes *Shopping Enjoyment* acts as a psychological

mechanism that strengthens the relationship between *Hedonic Shopping Motivation* and *Online Impulsive Buying* on Generation Z[60].

These findings are in line with previous research that showed that *Hedonic Shopping Motivation* have a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. The higher the consumer's hedonistic shopping motivation to seek pleasure, sensation, entertainment, and emotional experience while shopping, the greater the level of pleasure felt during the shopping process, thus increasing consumers' tendency to make impulse purchases *online*. These findings are also in line with research [44], [45] and [60].

### **7. Promotion has a positive and significant effect on Online Impulsive buying mediated by Shopping Enjoyment.**

Based on the results of the study *Promotion* have a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. Exciting promotions at *E-commerce* able to improve *Shopping Enjoyment* and behavior *Online Impulsive Buying* significantly. When consumers are faced with a variety of attractive promotional offers, they not only encourage direct purchases, but also create a pleasant emotional experience. This condition creates a sense of interest and spontaneous impulse, so that consumers are easier to do *Online Impulsive Buying*[46].

Theoretically, these findings support the framework *Stimulus Organism Response (S-O-R)*. *Promotion* given by business actors *E-commerce* Acting as a stimulus that encourage consumers to respond emotionally to attractive offers. The internal response of consumers to this stimulus is reflected in the Organism, i.e. level *Shopping Enjoyment* that are positively felt during the shopping process. Furthermore, this fun experience affects Response consumers, i.e. the decision to do *Online Impulsive Buying*. Thus, *Shopping Enjoyment* serves as a mediator that bridges influence *Promotion* on behavior *Online Impulsive Buying*, shows that an engaging promotional strategy not only enhances a positive emotional experience, but also encourages consumers to engage in *Online Impulsive Buying* [46].

The findings of this study are becoming increasingly relevant in the context of Generation Z. Generation Z tends to be more responsive to promotions that are visual, interactive, and provide direct benefits, such as discounts, *Cashback*, and limited-time promotions. Shape *Promotion* not only increases the perception of value, but also creates a pleasant and entertaining shopping experience, thus increasing *Shopping Enjoyment* In addition, Generation Z has a tendency to prioritize instant gratification and positive emotional experiences. When *Promotion* able to create a pleasant shopping atmosphere, *Shopping Enjoyment* that is felt during the shopping process quickly becomes an encouragement to do *Online Impulsive Buying*. This condition causes *Shopping Enjoyment* become a psychological mechanism that strengthens the relationship between *Promotion* and *Online Impulsive Buying* on Generation Z[46].

These findings are in line with previous research that showed that *Promotion* have a positive and significant effect on *Online Impulsive Buying* mediated by *Shopping Enjoyment*. The more attractive the promotional offer given, the higher the level of pleasure that consumers feel when shopping (*Shopping Enjoyment*), so that there is a strong emotional urge to do *Online Impulsive Buying*. These findings are also in line with research [24] and [46].

## CONCLUSION

**Fundamental Finding:** The results of this study show that Hedonic Shopping Motivation, Promotion, and Shopping Enjoyment have an important role in shaping Online Impulsive Buying behavior in Generation Z. Generation Z consumers with a high level of Hedonic Shopping Motivation tend to view online shopping activities not only as a means of fulfilling functional needs, but also as a form of entertainment and emotional satisfaction such as pleasure, satisfaction, and stress relief, which makes them more vulnerable to spontaneous and unplanned purchases. Promotions have also proven to be a very effective external stimulus for Generation Z because various forms of digital promotions such as discounts, cashback, free shipping, flash sales, and limited-time offers create a sense of urgency and scarcity that encourages quick purchase decision-making with minimal rational consideration. The characteristics of Generation Z who are accustomed to processing information quickly and responding to visual content further strengthen the influence of Promotion on Online Impulsive Buying behavior. This study also confirms that Shopping Enjoyment acts as an important determinant and psychological mechanism in Generation Z's shopping behavior and mediates the influence of Hedonic Shopping Motivation and Promotion on Online Impulsive Buying. Overall, these findings strengthen the application of Stimulus Organism Response (SOR) Theory in the context of digital consumer behavior of Generation Z, where Hedonic Shopping Motivation and Promotion function as stimuli, Shopping Enjoyment as the organism, and Online Impulsive Buying as the behavioral response. **Implication:** Thus, this research not only makes a theoretical contribution to the development of digital consumer behavior studies, but also produces practical implications for e-commerce players to design marketing strategies that are oriented toward emotional experiences, interactivity, and the characteristics of Generation Z as the main market segment in the digital era. **Limitation:** This research has several limitations. First, the study was only conducted on Generation Z respondents who live in Sidoarjo with a sample of 150 respondents, which causes the results of the study to not be widely generalized to all Generation Z in Indonesia who have different social, economic, and cultural characteristics. Second, the independent variables studied were limited to Hedonic Shopping Motivation and Promotion with Shopping Enjoyment as the mediating variable, while there are still other factors that could influence Online Impulsive Buying. Third, this study uses a non-probability sampling technique with a purposive sampling method so that the selection of respondents is not carried out randomly, which causes

limitations in terms of representativeness and generalization to the wider population. **Future Research:** The next research is suggested to expand the scope of the region and characteristics of the respondents, not only limited to Generation Z or one specific region, so that the results of the study can have stronger generalization power. Future studies are also suggested to add other relevant variables such as self-control, fear of missing out (FOMO), lifestyle, financial literacy, trust, and the influence of social media in order to provide a more comprehensive understanding of the factors that influence Online Impulsive Buying. In addition, future research can use a mixed methods approach by combining questionnaires and in-depth interviews so that the psychological and emotional aspects of consumers that are not fully revealed through quantitative data can be explored more deeply.

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