

# The Effect of Money Availability on Impulsive Purchases through Positive Emotions and Hedonic Consumption on Sogo Department Store Consumers, Samarinda Branch

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**ABSTRACT:** This study aims to examine the Effect of Availability of Money on Impulsive Purchases through Positive Emotions and Hedonic Consumption on Consumers of Sogo Department Store Samarinda Branch. This research was conducted on SOGO consumers in Samarinda City. A total of 150 respondents. The research was conducted starting in January 2019. The length of the research period will be flexible, meaning that it can change according to conditions. This research uses the Smart PLS 3.0 analysis tool.

The results of the analysis of the existing data showed that the variable availability of money had a significant positive effect on the hedonic consumption variable. Variable Availability of Money has a significant positive effect on the variable Positive Emotions. The variable availability of money has a significant positive effect on the Impulsive Purchase variable. The Hedonic Consumption variable has a significant positive effect on the Impulsive Purchase variable. The Positive Emotion variable has a significant positive effect on the Hedonic Consumption variable. And the Positive Emotion Variable has a significant positive effect on the Impulsive Purchase variable

**KEYWORDS:** Availability of Money, Impulsive Buying, Positive Emotions, Hedonic Consumption

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## I. INTRODUCTION

To understand consumers in making decisions, consumer behavior research must be carried out, (Hwskin et al, 2007) states that "shopping is a means of satisfying the desire for goods that they do not really need. However, because of the influence of the current trend or fashion, they feel it is a must to buy these items without prior consideration." Shopping activities like this are called impulse shopping activities.

According to Hausman (2000) and Choudhary (2014), impulse buying occurs when consumers experience a sudden event and often appears a very strong urge to buy something immediately. Astuti and Fillippa (2008) stated that about 75 percent of purchases in supermarkets are made unplanned.

There is a relationship between impulse buying and hedonic shopping motivation, indirectly when consumers make impulse buying at the same time hedonic consumption which tends to be a need in this day and age can be fulfilled. Impulse buying plays an important role in the desire to satisfy a hedonic need, the product purchased is chosen without planning The research objectives in this study are:

1. To determine the effect of the availability of money has a significant positive effect on Hedonic Consumption at SOGO Department store Samarinda branch.
2. To find out the influence of money availability has a significant positive effect on positive emotions at SOGO Department store Samarinda branch.
3. To determine the effect of the availability of money has a significant positive effect on Impulsive Purchases at the SOGO Department store Samarinda branch.
4. To find out the effect of hedonic consumption has a significant positive effect on positive emotions at SOGO Department store Samarinda branch.
5. To find out the influence of positive emotions has a significant positive effect on hedonic consumption at the SOGO Department store, Samarinda branch.
6. To find out the Effect of Positive Emotions has a significant positive effect on Impulsive Purchases at the SOGO Department store Samarinda branch.

The results of this study are expected to provide information about how the availability of money can affect impulse buying, as well as the influence of positive emotions and hedonic consumption on an unplanned purchase.

This research is expected to be a step for the Department Store to find out how its consumer behavior in making a product purchase at SOGO, so that business people can find out what strategies are good to increase sales at their department store.

## II. LITERATURE REVIEW

In compiling this research, the researcher refers to previous studies conducted on imitation products or other products related to the variables or relationships between variables used in this study.

**H1 : Availability of money has a positive and significant effect on Hedonic Consumption at SOGO Department store Samarinda branch.**

The variables in this study are Availability of money, Hedonic Consumption tendency, and Impulse buying. The research of Dananjaya & Suparna (2016) uses SEM (structural equation model) as an analytical tool. The results of the analysis show that the Availability of money has a significant and positive effect on impulse buying and the Availability of money has a significant and positive effect on Hedonic Consumption tendency.

**H2 : Availability of money has a positive and significant effect on Positive Emotions at the SOGO Department store Samarinda branch.**

The variables in this research are the availability of money and time, positive emotions, and unplanned purchases. In this study, Prasetya & Rahardjo (2016) used SPSS (Statistical Package for the Social Sciences) as an analytical tool. The results of the analysis show that the availability of money and time variables have a positive and significant effect on unplanned purchases and the variables that have the most influence on unplanned purchases are positive emotions.

**H3 : Availability of money has a positive and significant effect on Impulsive Purchases at SOGO Department store Samarinda branch.**

In this study, Nandha et al (2017) used Path as an analytical tool with the help of the SPSS software as a tool. The results of the analysis show that the Availability of money has a significant and positive effect on the impulse buying behavior and Hedonic Consumption Tendency has a significant effect on Impulse buying behavior.

**H4 : It is suspected that Hedonic Consumption has a positive and significant effect on Impulsive Purchases at the SOGO Department store Samarinda branch.**

The results of the analysis show that the value of hedonic spending has a significant effect on positive emotions, the variable value of hedonic spending has a positive and significant effect on impulse buying and the variable value of hedonic shopping has a positive and significant effect on positive emotions.

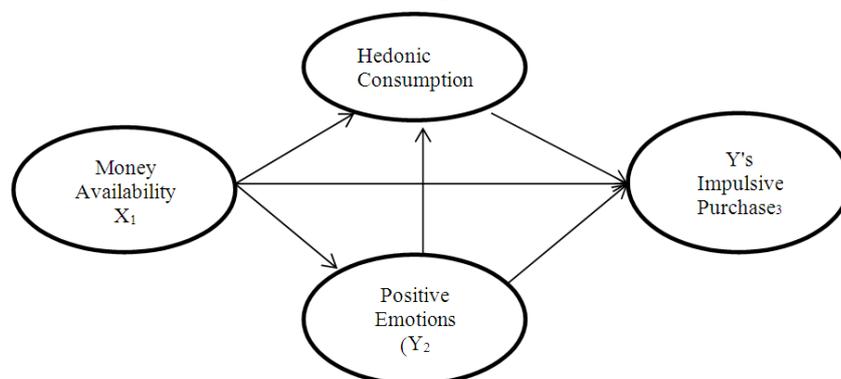
**H5 : Positive Emotions have a positive and significant effect on hedonic consumption at the SOGO Department store Samarinda branch.**

In this study, Darma and Japarianto (2014) used PATH Analysis as an analytical tool. The results of the analysis show that Hedonic Shopping Value has a significant effect on Positive Emotion, Hedonic Shopping Value has a significant effect on Impulse Buying.

**H6 : Positive Emotions have a positive and significant effect on Impulsive Purchases at the SOGO Department store Samarinda branch**

Dewi et al (2015) conducted this research in Malang entitled The Influence of Fashion Involvement and Hedonic Consumption Tendency with Positive Emotion Mediator on Fashion-oriented Impulsive Purchases. The results of the analysis show that Hedonic Consumption has a positive and significant effect on Positive Emotions.

Figure 1. Conceptual Model

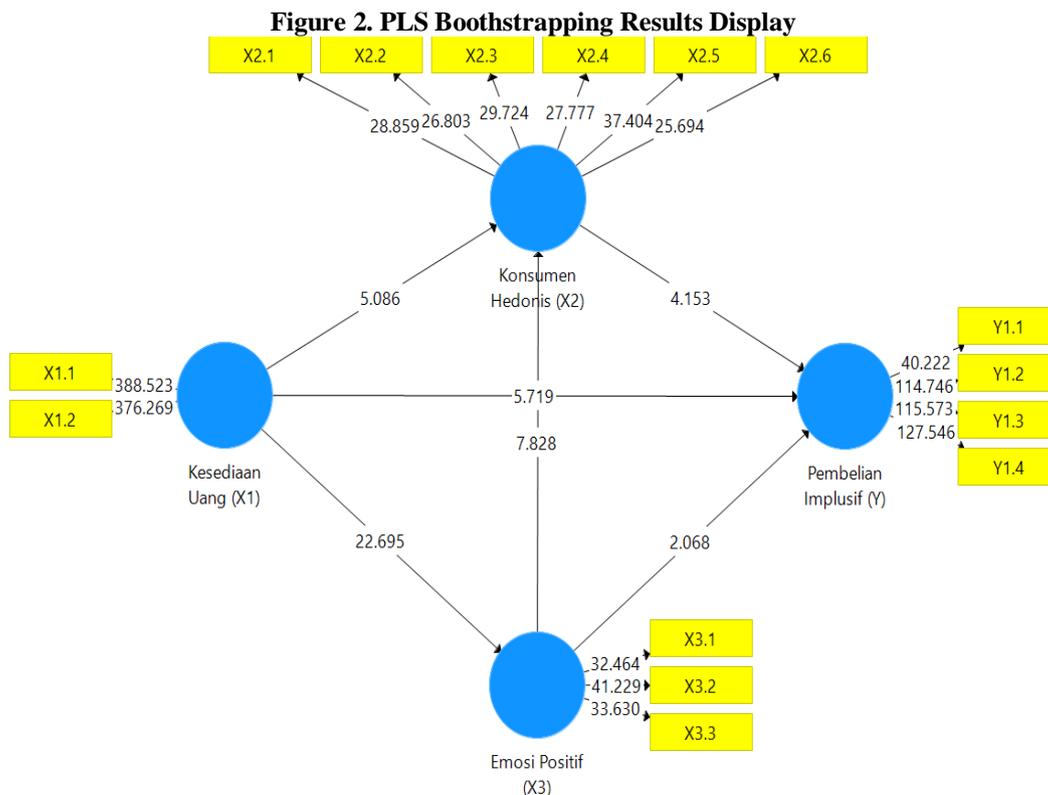


## III. RESEARCH METHODOLOGY

The data used in this study is primary data. Primary data is data collected and processed by researchers directly from respondents. In this case, the data was obtained through a questionnaire that was distributed to consumers of SOGO department stores in Samarinda City who had made purchases at the department.

## VI. RESULTS AND DISCUSSION

Data processing technique using SEM method based on Partial Least Square (PLS). The PLS software in this study uses the SMART PLS version 3.0 software, wherein the PLS analysis there are three stages according to Hussein (2015). The first stage is the evaluation of the outer model or measurement model. The second stage is the evaluation of the inner model or structural model. While the third stage in the PLS analysis is testing the research hypothesis. The outer model consists of the relationship between the observable variable items, and the latent constructs that are measured by each item, while the inner model consists of the latent constructs that cannot be observed. In this test, the path coefficient estimation is also carried out which identifies the strength of the relationship between the independent variable and the dependent variable, The evaluation of this inner model is used to measure and explain the relationship between one variable and another. The evaluation of the inner model can be evaluated using R2 and the predictive relevance value of Q2). The structural model of this research is as follows:



*Convergent Validity* (Convergent validity) aims to determine the validity of each indicator's relationship with its latent variable. Convergent validity of the measurement model with reflective indicators is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores calculated by PLS. The convergent validity value is said to be high if it has a correlation of more than 0.70 with the construct being measured.

For research in the early stages of development, a loading value measurement scale of 0.5 to 0.6 is considered adequate (Ghozali, 2006). As for the research will be used a limit loading factor of 0.50. Table 5.1. describes the loading factor value of each indicator. The loading factor value  $> 0.7$  can be said to be valid, but the rule of thumb interpretation of the loading factor value  $> 0.5$  can be said to be valid. From this table, it is known that all the loading factor values of the indicators of money availability, hedonic consumption, positive emotions, and compulsive purchases are greater than 0.70, and the t-statistic value is above 1.96 or has a p-value below 0.05 with Thus it can be concluded that each indicator can be said to be valid and significant to measure the construct.

Hypothesis testing in this study is used to test the effect between each variable. Each hypothesized relationship will be simulated using the bootstrapping method. The bootstrapping method aims to minimize the problem of abnormal research data. The test results through the bootstrapping method are as follows:

**Table 1. Results of Research Hypothesis Testing**

Path Coefficients						
Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
H1	KU-> KH	0.393	0.391	0.077	5.086	0.000
H2	KU-> EP	0.826	0.825	0.036	22.695	0.000
H3	KU-> PI	0.370	0.363	0.065	5.719	0.000
H4	KH->PI	0.385	0.395	0.093	4.153	0.000
H5	EP->KH	0.563	0.562	0.072	7.828	0.000
H6	EP->PI	0.171	0.166	0.083	2.068	0.039

Basically, in hypothesis testing, there is a value in the output result for inner weight which provides information about the relationship between research variables. Hypothesis testing is done by comparing the t-table and t-statistics. The t-table can be obtained from a total of 150 respondents with a significance value of 0.05 and an at-table value of 1.960.

1. Hypothesis Testing H1

From the table, it can be seen that the original sample estimate of the money availability variable for the hedonic consumption variable is 0.393 with a significance below 5% as indicated by the t-statistical value of 5.086 which is greater than the t-table value of 1.960. The positive original sample estimate value indicates that the money availability variable has a direct and significant positive effect on the hedonic consumption variable. Based on the test results, it can be concluded that the first hypothesis is accepted.

2. H2 . Hypothesis Testing

Testing the second hypothesis is shown to see whether the effect of the variable availability of money on the positive emotion variable. The test results can be seen from Table 5.19 above, the e-trust variable obtained an original sample estimate value of 0.826 with a t-statistic value of 22.695 > 1.960 which means that the variable availability of money has a direct and significant positive effect on positive emotions with a significance level above 5% (significant). . Based on the test results, it can be concluded that hypothesis 2 is accepted.

3. Hypothesis Testing H3

The value of the money availability variable on the impulsive purchase variable with a path coefficient of 0.370 and a t-statistic of 5.719 > 1.960, and has a p- value of 0.000 < 0.005. So that the variable availability of money has a direct and significant positive effect on the impulsive buying variable. It can be concluded that hypothesis 3 is accepted.

4. Hypothesis Testing H4

The hedonic consumption value of the impulsive buying variable with a path coefficient of 0.386 and a t-statistic of 4.153 > 1.960, and has a p-value of 0.000 < 0.05. So that the hedonic consumption variable has a direct and significant positive effect on the impulsive buying variable. This means that hypothesis 4 is accepted.

5. H5 Hypothesis Testing

From the table, it can be seen that the original sample estimate value of the positive emotion variable on the hedonic consumption variable is 0.563 with a significance below 5% as indicated by the t-statistical value of 7.828 which is greater than the t-table value of 1.960. The positive original sample estimate value indicates that the positive emotion variable has a direct and significant positive effect on the hedonic consumption variable. Based on the test results, it can be concluded that hypothesis 5 is accepted.

6. Hypothesis Testing H6

From the table, it can be seen that the original sample estimate value of the positive emotion variable on the impulsive buying variable is 0.171 with a significance below 5% as indicated by the t-statistic value of 2.068 which is greater than the t-table value of 1.960. The positive original sample estimate value indicates that the positive emotion variable has a direct and significant positive effect on the impulsive buying variable. Based on the test results, it can be concluded that hypothesis 6 is accepted.

**V. DISCUSSION**

The discussion is made by looking at the causal relationship that occurs as proof of the hypothesis raised in this study following the data used and theoretical studies. The theories or results of empirical research that have been carried out by previous researchers will be used in discussing the results of research, whether the theory or results of empirical research support, reject or contradict the results of hypothesis testing carried out in research and will also state the limitations possessed by this research.

Based on testing the first hypothesis (H1), it can be stated that the availability of money has a significant positive effect on the hedonic consumption variable. This is indicated by the results of the first hypothesis test, namely the calculation of the parameter coefficient between the availability of money and hedonic consumption, which shows a significant effect in a positive direction of 0.393 and a significance probability (p) of 0.000 is obtained which is smaller than the error level ( $\alpha$ ) which is determined to be 0.05. This shows that the availability of money which is a consumer's ability in terms of financial resources can support a consumer to make hedonic consumption which is a consumer consumption experience that is oriented towards pleasure and new experiences. This is supported by the characteristics of respondents who are dominated by women with an age range of 21-30 years who like to spend their time having fun, one of which is shopping because of hedonic motivation which is not only related to shopping because they only buy but also spend time with friends, and keep abreast of new discount trends. With the support of the availability of money, consumers can become more hedonistic to buy SOGO products. Thus the first hypothesis in this study can be accepted. With the support of the availability of money, consumers can become more hedonistic to buy SOGO products. Thus the first hypothesis in this study can be accepted. With the support of the availability of money, consumers can become more hedonistic to buy SOGO products. Thus the first hypothesis in this study can be accepted.

Based on testing the second hypothesis (H2), it can be stated that the availability of money has a significant positive effect on the positive emotion variable. This is indicated by the results of the first hypothesis test, namely the calculation of the parameter coefficient between the availability of money and positive emotions showing a significant effect in a positive direction of 0.826 and the significance probability (p) is 0.000 which is smaller than the error level ( $\alpha$ ) which is determined to be 0.05. This shows that the availability of money has an effect on positive emotions, which means that if the customer has the availability of money, it will have an impact on the positive emotions of consumers in shopping. When viewed from the description of the respondents who are dominated by women with a monthly income of 6-8 million per month. Consumers can shop anything and anytime at SOGO outlets without feeling emotionally burdened or having positive emotions when shopping because they have financial support. Thus the second hypothesis in this study can be accepted.

Based on the third hypothesis testing (H3), it can be stated that the availability of money has a significant positive effect on the impulsive buying variable. This is indicated by the results of the first hypothesis test, namely the calculation of the parameter coefficient between the availability of money and impulse buying, which shows a significant effect with a positive direction of 0.370. and obtained a significance probability (p) of 0.000 which is smaller than the error level ( $\alpha$ ) which is determined at 0.05. Impulse buying is a purchase that occurs without planning. In this study, the availability of money is one of the factors that have a strong influence on the realization of consumer impulse buying. Referring to the question posed by respondents who have shopped at SOGO, namely "I spontaneously purchase clothes on "eye-catching" displays without thinking." Because with the availability of money, consumers find it easy to buy products that were not planned because interested in appearance or other factors. Thus the third hypothesis in this study is declared accepted.

Based on the fourth hypothesis testing (H4), it can be stated that the hedonic consumption variable has a significant positive effect on the impulsive buying variable. This is indicated by the results of the fourth hypothesis test, namely the result of the calculation of the parameter coefficient between hedonic consumption and impulsive buying shows a significant effect with a positive direction of 0.385. and obtained a significance probability (p) of 0.000 which is smaller than the error level ( $\alpha$ ) which is determined at 0.05. This shows that hedonic consumption has a role in influencing impulse buying. Referring to the highest indicator for the hedonic consumption variable, namely consumers feel happy and can express their feelings by going shopping at the SOGO Department Store, it is the driving force for consumers to make impulse purchases. Because consumers who initially only visited SOGO to express their feelings became buying products at SOGO that caught their attention. Thus the fourth hypothesis in this study is declared accepted.

Based on the fifth hypothesis testing (H5), it can be stated that the positive emotion variable has a significant positive effect on the hedonic consumption variable. This is indicated by the results of the fifth hypothesis test, namely the results of the calculation of the parameter coefficient between organizational commitment and employee performance showing a significant effect in a positive direction of 0.563 and a significance probability (p) of 0.000 is obtained which is smaller than the error level ( $\alpha$ ) which is determined to be 0.05. The response of consumers who feel they cannot control their urge to buy the items they like at the SOGO Department Store shows that positive emotions have a strong influence on hedonic consumption. Consumers buy goods that were not planned because of the release of positive emotions.

Based on the sixth hypothesis testing (H6), it can be stated that the positive emotion variable has a significant positive effect on the impulsive buying variable. This is indicated by the results of the sixth hypothesis test, namely the calculation of the parameter coefficient between organizational commitment and employee performance showing a significant effect in a positive direction of 0.171 and the significance

probability ( $p$ ) is 0.000 which is smaller than the error level ( $\alpha$ ) which is determined at 0.039. This shows that when they are at the SOGO Department Store, consumers often make purchases that are not planned. Consumers who follow their positive emotions feel influenced to shop at SOGO Department Store because it has an interesting and comfortable shopping atmosphere.

## VI. CONCLUSIONS AND SUGGESTIONS

Based on research that has been conducted by researchers with the title The effect of the availability of money on impulsive purchases through positive emotions and hedonic consumption on consumers of SOGO Department Store Samarinda branch, the conclusions are as follows:

1. Availability of consumer money is proven to affect hedonic consumption. If consumers have sufficient or excess money, consumers can shop hedonic.
2. The availability of money has a strong influence on the positive emotions of consumers. If consumers have the availability of money, then consumer emotions can be positive in purchasing products at the SOGO Department Store in Samarinda City.
3. This study proves the availability of money has a strong relationship with impulse buying. Because with the availability of money, consumers do not hesitate to buy SOGO Department Store products that are not planned.
4. Hedonic consumption has been shown to affect impulse buying. Because if a consumer buys something hedonic, then the consumer will directly make a purchase that was not previously planned (impulse buying).
5. Positive emotions are proven to have a significant effect on hedonic consumption because a good mood will affect consumer behavior in shopping so that consumers can shop hedonic.
6. Positive emotions have been shown to influence impulse buying. Because if consumers shop when they have positive emotions that arise when visiting SOGO Department Stores, it will increasingly support consumers to make purchases of products that were not previously planned.

## SUGGESTION

Based on the conclusions obtained in this study, the researchers can submit suggestions as to equipment to the research results, namely as follows:

- 1) In the future, it is hoped that SOGO Department Store will provide new, up-to-date products that will attract consumers' attention to increase positive emotions, hedonic consumption, and impulse buying.
- 2) It is hoped that the SOGO Department Store will be able to maintain an attractive shopping atmosphere and satisfy consumers' curiosity about fashion products at the SOGO Department Store
- 3) In the future, it is hoped that SOGO Department Store will continue to hold discounts, promos, and cashback for its products.

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