International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of Price Discounts And Fashion Involvement On Impulse Buying With Positive Emotion As An Intervening Variable (Survey of Clothing Shoppers at Matahari Department Store in Sukabumi)

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Abstract

PT Matahari Department Store Sukabumi was established in 1997 as a fashion retailer in the city of Sukabumi. The company operates in the retail sector, specializing in a wide range of clothing for men, women, and children. This study was motivated by a specific issue faced by the company: impulse buying. The objective of this study is to analyze the effects of Price Discount and Fashion Involvement on Impulse Buying, with Positive Emotion serving as an intervening variable. This research employs a quantitative method using an explanatory research approach. The sampling technique utilizes non-probability sampling, with a sample size of 160 respondents. Data analysis employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using the SmartPLS 4.0 software. The results indicate that Price Discount and Fashion Involvement have a positive influence on Impulse Buying. Furthermore, Positive Emotion exerts a positive and significant influence and effectively mediates the relationship between Price Discount and Fashion Involvement and Impulse Buying.

Keywords: Discounts, Fashion Engagement, Positive Emotions, Impulsive Purchases

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INTRODUCTION

Changes in globalization and people's lifestyles have driven rapid growth in the retail sector in Indonesia. Increasing competition among businesses ranging from small shops and *department stores* to specialty boutiques requires strategies to sustain operations and strengthen market positions in this competitive landscape. The emergence of modern retail also offers consumers more attractive, convenient, and diverse shopping options (Purwanto, 2021).



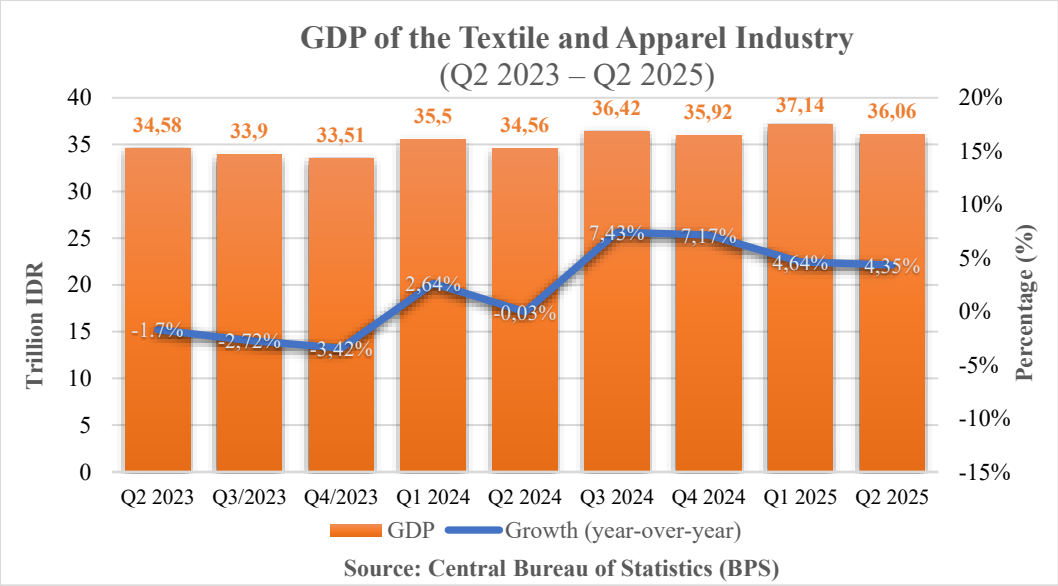
Source: Bank Indonesia, processed by DataIndonesia.id

Figure 1.1 Development of the Real Sales Index in Indonesia

According to a report by Bank Indonesia (BI), the trend of the Real Sales Index in Indonesia from August 2024 to September 2025 shows fluctuating results. This graph illustrates a peak in March 2025, followed by a gradual decline through July 2025 and a subsequent increase in the following period. This situation reflects the dynamics and pressures within the retail sector, in line with changes in consumer behavior. Whereas shopping malls and department stores were previously the primary destinations for fashion needs, consumers now tend to shift toward *online retail*, which is perceived as more practical, economical, and offering a wide variety of products at competitive prices (Sugiyanto et al., 2025).

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Source: Central Bureau of Statistics (BPS), processed by DataIndonesia.id
Figure 1.2 GDP of the Textile and Apparel Industry

Based on data on GDP growth in the textile and apparel industry, the sector's performance peaked in the third quarter of 2024. However, performance began to decline in the fourth quarter of 2024 and continued through the second quarter of 2025, with the steepest decline occurring in the fourth quarter of 2023. This situation indicates the challenges faced by the fashion retail sector in its efforts to boost sales. This indicates a problem with *impulse buying*, where consumers are not yet motivated to make spontaneous purchases. This low level of impulse buying is believed to be influenced by discount programs that have not been optimally implemented to influence consumer response, as well as low consumer engagement with fashion, reflected in minimal interest and attention toward products and trends, thereby weakening the impulse to buy.

Companies need to implement marketing strategies capable of creating emotional stimuli to attract consumers' attention, because feelings of joy or positive emotions alone do not always lead to unplanned purchases, given that today's consumers tend to be more rational (Pipih & Neny, 2020; Company, 2024). One external factor widely utilized by retailers to trigger positive consumer emotions and encourage impulsive purchasing behavior is offering discounts to consumers (Asj'ari et al., 2021) .

In modern marketing practice, *price discounts* have become one of the most popular sales promotion strategies, involving the offering of reduced prices during specific

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periods to attract consumer interest, boost purchasing decisions, and strengthen the position of clothing retailers (Azwari & Lina, 2020) . This strategy not only serves as an effort to increase sales but also plays a role in fostering emotional consumer engagement with apparel products, where the level of interest in styles and trends influences consumer responses to price promotions (Sinaga & Marpaung, 2023).

In line with this, consumer response to price promotions on apparel products is influenced by the level of consumer involvement in fashion. Consumers with a high level of *fashion involvement* tend to have a strong desire to look fashionable and keep up with trends, making them more active in seeking out fashion products that align with their style (Zahro et al., 2025). Fashion involvement is a key factor as it can influence how consumers respond to price promotions, foster positive emotions, and drive impulsive purchases (Yulinda et al., 2022).

The relationship between *price discounts* and consumer engagement with fashion is reflected in the practices at Matahari Department Store in Sukabumi, which regularly offers discount programs during specific periods to attract customers. These discounts include various forms of promotions, such as a fixed percentage discount across all product categories, additional discounts for Matahari Rewards cardholders, significant discounts during *late-night sales*, special discounts for specific brands, *multi-buy discounts*, and weekend promotions titled “ . However, the effectiveness of *price discounts* and the level of consumer engagement with fashion products are not yet fully guaranteed. This raises questions regarding the application of discount strategies and consumer engagement with fashion in fostering positive emotions and encouraging impulsive purchases among consumers.

The implementation of this *price discount* strategy is supported by previous research indicating that *price discounts* influence *impulse buying* (Isnaini & Rahmidani, 2021; Jamjuri et al., 2022; Maidah & Sari, 2022). However, on the other hand, this is contrary to research conducted by (Bambang et al., 2023; Wulansari et al., 2022; Yuliarahma & Nurtantiono, 2022), which states that *price discounts* do not influence *impulse buying*.

Findings by (Sumampow et al., 2022; Welsa et al., 2021; Yulinda et al., 2022), who studied *Fashion Involvement,* indicate a positive and significant influence on *Impulse Buying*. However, on the other hand, in contrast to the research conducted by (Kumaat et al., 2024; Puspitasari & Telaumbanua, 2022; Yurillita et al., 2024), which states that *Fashion Involvement* has no effect on *Impulse Buying*.

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Experts' opinions indicate differences, so a mediating variable is needed to bridge the relationship between *Price Discount* and *Fashion Involvement* on *Impulse Buying*. Several previous studies have shown that *Price Discount* has a positive and significant effect on *Positive Emotion* (Isnaini & Rahmidani, 2021; Bambang et al., 2023; Ali et al., 2025). Research conducted by (Rismawati, 2022; Arfia, 2022; Pramestya & Widagda, 2020) also proves that *Fashion Involvement* has a positive and significant influence on *Positive Emotion*. Furthermore, studies by (Anggita et al., 2023; Nurlinda & Christina, 2020; Silalahi et al., 2024) indicate that *Positive Emotion* has a positive and significant effect on *Impulse Buying*. Based on these findings, the researchers identified *Positive Emotion* as the mediating variable in this study.

METHOD

This study employed a quantitative approach with an explanatory research design to examine the causal relationships among the variables of price discount, fashion involvement, positive emotion, and impulse buying among clothing consumers at Matahari Department Store Sukabumi. The quantitative approach was selected because this study aimed to test hypotheses through objective measurement of variables using numerical data, while explanatory research was utilized to explain the influence among variables based on empirical phenomena occurring in the research setting. The study involved price discount and fashion involvement as exogenous variables, impulse buying as the endogenous variable, and positive emotion as an intervening variable mediating the relationships among the research variables.

The operationalization of variables was conducted to provide conceptual boundaries and measurement indicators for each research variable. The price discount variable was measured through indicators including the magnitude of discounts, discount duration, and types of products receiving discounts. Fashion involvement was measured through indicators such as having more than one clothing model, preference for different clothing models, clothing reflecting personal characteristics, clothing supporting daily activities, attractive favorite clothing, and trying on clothes before purchasing. Positive emotion was measured using the dimensions of excited, enthusiastic, happy, and satisfied. Meanwhile, impulse buying was measured using indicators of spontaneous urges to buy, synchronicity, and disregard for consequences. These operational indicators were applied to ensure that each construct could be empirically measured through research instruments developed according to relevant dimensions and indicators.

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The population of this study consisted of residents of Sukabumi City. Based on data from the Central Bureau of Statistics in 2025, the population of Sukabumi City reached 370.68 thousand inhabitants. The sampling technique employed was non-probability sampling using a purposive sampling method, in which respondents were selected based on specific criteria relevant to the objectives of the study. The sample criteria included residents of Sukabumi City who had previously purchased clothing at Matahari Department Store Sukabumi. Sample size determination referred to Hair et al., who suggested that an ideal sample size ranges from 100 to 200 respondents or five to ten times the number of indicators used in the study. Since this research consisted of sixteen indicators, the sample size was determined to be 160 respondents through the calculation of ten times the total indicators, which was considered sufficient to meet the requirements of statistical analysis.

Data collection involved both primary and secondary data sources. Primary data were obtained through the distribution of online questionnaires using Google Forms, which were disseminated via social media platforms to respondents who met the research criteria. The research instrument employed a semantic differential scale with a seven-point interval and two opposing labels to assess respondents' attitudes and perceptions regarding the questionnaire items. This scale was selected because it was considered effective in capturing respondents' evaluations more specifically toward the research object. Meanwhile, secondary data were collected through literature studies derived from scientific articles, books, news sources, and other relevant references to strengthen the theoretical framework and support the research analysis.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Square with the assistance of SmartPLS 4.0 software. This approach was used to analyze causal relationships among latent variables while simultaneously testing the research model comprehensively. Model evaluation consisted of the outer model and inner model. The outer model was applied to assess construct validity and reliability. Convergent validity was examined through loading factor values and Average Variance Extracted, with loading factor values exceeding 0.70 and AVE values above 0.50 considered acceptable. Furthermore, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio, Fornell-Larcker Criterion, and cross-loading analysis to ensure distinctions among constructs. Construct reliability was assessed using composite reliability and Cronbach's alpha, with a minimum threshold value of 0.70. The inner model was utilized to examine structural relationships among variables through R-Square, F-Square, Q-Square, and multicollinearity testing using the Variance Inflation Factor, where

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values below five indicated the absence of multicollinearity. Hypothesis testing was conducted using the bootstrapping method based on t-statistic and p-value criteria, where hypotheses were accepted if the t-statistic exceeded 1.96 and the p-value was lower than 0.05

RESULT AND DISCUSSION

Data Analysis Results

The data analysis process was conducted after all data had been successfully collected to systematically address the research questions. The analysis was performed using SmartPLS 4.0 with a PLS-based SEM approach. This method was used to analyze the causal relationships among latent variables. Model evaluation consists of two stages: *the outer model* to test construct validity and reliability, and *the inner model* to test the relationships among latent variables (Ghozali & Kusumadewi, 2023).

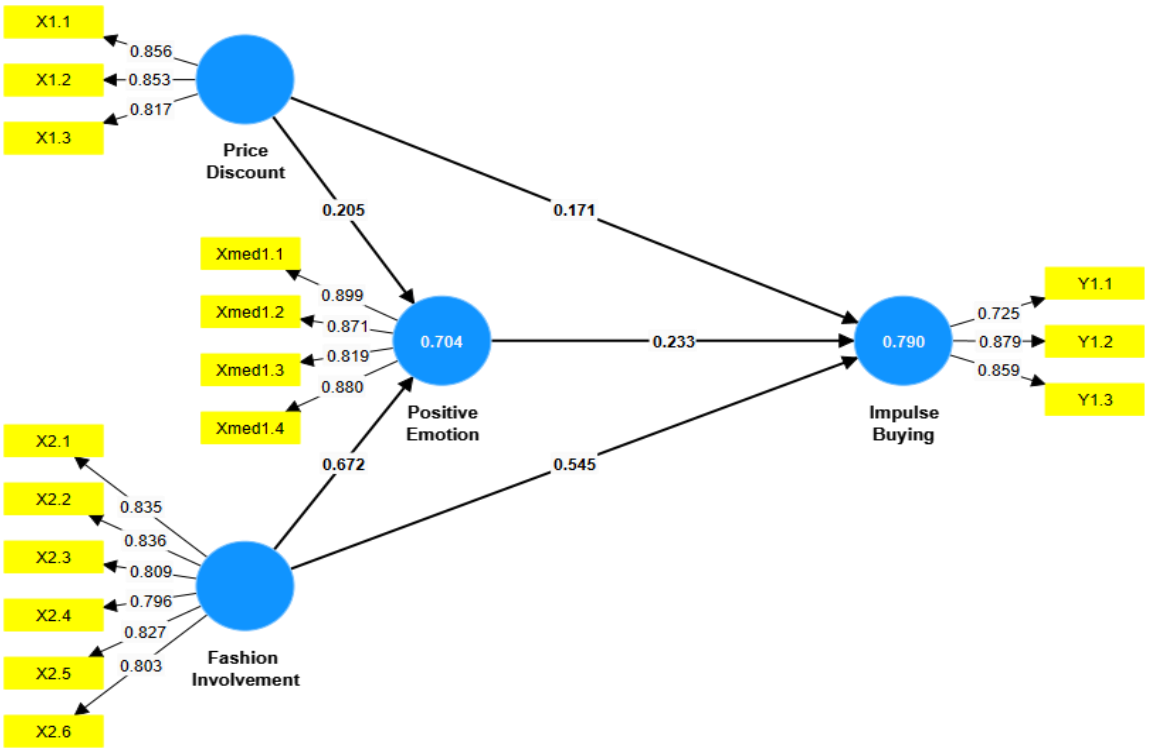


Figure 3. PLS *Algorithm Output from* SmartPLS 4.0
Source: Adapted by the Author, 2026

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Evaluation of the Measurement Model *(Outer Model)*

The evaluation of a measurement model often referred to simply as *a measurement model* defines how each block of indicators relates to its latent variable. The measurement model in this study is a reflective measurement model; therefore, in testing validity, several criteria can be used, namely *convergent validity*, *discriminant validity*, or the *average variance extracted (*AVE*)*. Meanwhile, to measure reliability, *composite reliability* and *Cronbach's alpha* can be used (Ghozali & Kusumadewi, 2023).

Convergent Validity

Table 1. *Convergent Validity*

Variable	Indicator	*Factor Loadings*	Description
	X1.1	0.856	Valid
Price Discount	X1.2	0.853	Valid
	X1.3	0.817	Valid
Fashion Involvement	X2.1	0.835	Valid
	X2.2	0.836	Valid
	X2.3	0.809	Valid
	X2.4	0.796	Valid
	X2.5	0.827	Valid
	X2.6	0.803	Valid
Positive Emotion	Xmed1.1	0.899	Valid
	Xmed1.2	0.871	Valid
	Xmed1.3	0.819	Valid
	Xmed1.4	0.880	Valid
Impulse Buying	Y1.1	0.725	Valid
	Y1.2	0.879	Valid
	Y1.3	0.859	Valid

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 1 above, it can be seen that the results of data analysis for the construct variables *Price Discount*, *Fashion Involvement*, *Positive Emotion*, and *Impulse Buying* show *convergent validity* values for each indicator of > 0.70. The highest *convergent validity* value for the *Price Discount* variable is found in indicator X1.1, with a

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factor loading of 0.856. Meanwhile, for the *Fashion Involvement* variable, it is indicator X2.2 with a *factor loading* value of 0.836. For the *Positive Emotion* variable, the highest *convergent validity* value is found in indicator Xmed1.1 with a *factor loading* value of 0.899. As for the *Impulse Buying* variable, the highest *convergent validity* value is found in indicator Y1.2 at 0.879.

Table 2. AVE

Variable	*Average Varinance Extracted* (AVE)
Price Discount	0.669
Fashion Involvement	0.679
Positive Emotion	0.752
Impulse Buying	0.709

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 2 above, it can be seen that the AVE values for each construct in this study are > 0.50, meaning that the variables *Price Discount*, *Fashion Involvement*, *Positive Emotion*, and *Impulse Buying* meet the criteria for good *discriminant validity*.

Discriminant Validity

Table 3. HTMT

Variable	*Fashion Involvement*	*Impulse Buying*	*Positive Emotion*	*Price Discount*
Fashion Involvement				
Impulse Buying	0.837			
Positive Emotion	0.801	0.893		
Price Discount	0.727	0.886	0.639	

Source: Compiled by the author, 2026 (using SmartPLS 4.0)

Based on Table 3 above, it can be seen that the HTMT ratios between constructs are below the required threshold of < 0.90. Thus, the research model has satisfactorily met the criteria for discriminant validity.

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Table 4. Fornell-Larcker Criterion

Variable	*Fashion Involvement*	*Impulse Buying*	*Positive Emotion*	*Price Discount*	Desc
Fashion Involvement	**0.675**				Valid
Impulse Buying	0.600	**0.763**			Valid
Positive Emotion	0.627	0.646	**0.781**		Valid
Price Discount	0.513	0.581	0.474	**0.761**	Valid

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 4 above, it can be seen that the square root of AVE (√AVE) for each construct is greater than the correlation values between other constructs. This indicates that each construct has good discriminant validity, meaning the research model has met the criteria *for discriminant validity*.

Table 5. Cross-Loading

Variable	*Price Discount*	*Fashion Involvement*	*Positive Emotion*	*Impulse Buying*
X1.1	**0.831**	0.435	0.460	0.525
X1.2	**0.762**	0.346	0.329	0.380
X1.3	**0.682**	0.385	0.260	0.402
X2.1	0.352	**0.744**	0.474	0.443
X2.2	0.357	**0.637**	0.340	0.383
X2.3	0.450	**0.722**	0.468	0.463
X2.4	0.333	**0.688**	0.357	0.413
X2.5	0.270	**0.685**	0.416	0.325
X2.6	0.295	**0.559**	0.454	0.380
Xmed1.1	0.327	0.516	**0.807**	0.524
Xmed1.2	0.448	0.502	**0.842**	0.537
Xmed1.3	0.280	0.406	**0.703**	0.419
Xmed1.4	0.409	0.523	**0.766**	0.528
Y1.1	0.411	0.329	0.391	**0.705**
Y1.2	0.529	0.522	0.532	**0.822**
Y1.3	0.384	0.498	0.541	**0.759**

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

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Based on Table 5 above, it can be seen that the *cross-loading* test results indicate that the loading values of each indicator on its own construct are greater than the loading values on other constructs.

Composite Reliability

Table 6. *Composite Reliability*

Variable	*Composite Reliability*	Description
Price Discount	0.924	Reliable
Fashion Involvement	0.863	Reliable
Positive Emotion	0.924	Reliable
Impulse Buying	0.880	Reliable

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 6 above, it can be seen that the *composite reliability* values for each construct are > 0.70. This indicates that all constructs in the estimated model have high reliability and meet the criteria for reliability.

Cronbach's Alpha

Table 7. *Cronbach's Alpha*

Variable	*Cronbach's Alpha*	Description
Price Discount	0.901	Reliable
Fashion Involvement	0.763	Reliable
Positive Emotion	0.890	Reliable
Impulse Buying	0.795	Reliable

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 7 above, it can be seen that the *Cronbach's alpha* values for each construct are greater than 0.70. This indicates that all variables have good reliability.

Structural Model Evaluation *(Inner Model)*

The structural model *(inner model)* was tested after the model met the *outer model* criteria. *The inner model* was evaluated by examining the percentage of variance

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explained, specifically by examining the *R-Square* (R^2), *F-Square* (F^2), and *Q-Square* (Q^2) values (Ghozali & Kusumadewi, 2023).

R-Square Test (R^2)

Table 8. *R-Square* (R^2)

Variable	*R-Square*	Description
Positive Emotion	0.704	Strong
Impulse Buying	0.790	Strong

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 8 above, it can be seen that the R-Square (R^2) value for the *Positive Emotion* variable is 0.704, indicating that *Price Discount* and *Fashion Involvement* are able to explain *Positive Emotion* to a strong degree. Meanwhile, the R-Square (R^2) value for *Impulse Buying* of 0.790 indicates that *Price Discount*, *Fashion Involvement*, and *Positive Emotion* are collectively able to explain *Impulse Buying* in the strong category.

F-Square Test (F^2)

Table 9. *F-Square* (F^2)

Variable	*Price Discount*	*Fashion Involvement*	*Positive Emotion*	*Impulse Buying*
Price Discount			0.059	0.055
Fashion Involvement			0.638	0.362
Positive Emotion				0.077

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 9 above, it can be seen that the *F-Square* test indicates that the effect of *Price Discount* on *Positive Emotion*, at 0.059, falls into the small category. Furthermore, the effect of *Price Discount* on *Impulse Buying*, at 0.055, also falls into the small category. Meanwhile, the effect of *Fashion Involvement* on *Positive Emotion*, with a value of 0.638, indicates a strong influence. The effect *of Fashion Involvement* on *Impulse Buying*, at 0.362, falls into the strong category. Additionally, the *F-Square* test

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result for the relationship between *Positive Emotion* and *Impulse Buying*, at 0.077, indicates that this effect falls into the small category.

Q-Square (Q^2)

Table 10. *Q-Square (Q^2)* Values

Variable	*Q-Square*	*Predictive Relevance*
Positive Emotion	0.517	Yes
Impulse Buying	0.516	Yes

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 10 above, it can be seen that the *Positive Emotion* variable has a value of 0.517 and the *Impulse Buying* variable has a value of 0.516. This indicates that both variables have a Q^2 value > 0, so it can be concluded that this research model has *predictive relevance*.

Multicollinearity

Table 11. VIF

Variable	*Price Discount*	*Fashion Involvement*	*Positive Emotion*	*Impulse Buying*
Price Discount			2.389	2.530
Fashion Involvement			2.389	3.912
Positive Emotion				3.374
Impulse Buying				

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 11 above, it can be seen that all variables have a *Variance Inflation Factor* (VIF) value < 5, with the lowest value being 2.389 and the highest value being 3,912. This indicates that there is no multicollinearity among the variables in this research model.

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Hypothesis Testing

Table 12 Test Results Using the *Bootstrapping* Method

Path Coefficient	**T-Statistik Koefisien Jalur**	***P-Value***	**Direct Effect**	**Indirect Effect**	**Total Effect**
Price Discount (X1) → Positive Emotion (M)	*3.149*	*0.002*	*0.205*	*0.000*	*0.205*
Fashion Involvement (X2) → Positive Emotion (M)	*12.077*	*0.000*	*0.672*	*0.000*	*0.672*
Price Discount (X1) → Impulse Buying (Y)	*2.519*	*0.012*	*0.171*	*0.000*	*0.171*
Fashion Involvement (X2) → Impulse Buying (Y)	*6.521*	*0.000*	*0.545*	*0.000*	*0.545*
Positive Emotion (M) → Impulse Buying (Y)	*3.032*	*0.002*	*0.233*	*0.000*	*0.233*
Price Discount (X1) → Positive Emotion (M) → Impulse Buying (Y)	*2.551*	*0.011*	*0.000*	*0.048*	*0.048*
Fashion Involvement (X2) → Positive Emotion (M) → Impulse Buying (Y)	*2.724*	*0.006*	*0.000*	*0.157*	*0.157*

Source: Compiled by the Author, 2026 (using SmartPLS 4.0)

Based on Table 12 above, it can be seen that *Positive Emotion* has a significant direct effect on *Impulse Buying* with a value of 0.233. Additionally, the effects of *Price Discount* and *Fashion Involvement* on *Positive Emotion* are higher than their direct effects on *Impulse Buying*.

a. Hypothesis 1

The effect of the *Price Discount* variable on *Positive Emotion* yielded a T-statistic of 3.149 > 1.96 and a P-value of 0.002 < 0.05, with an effect size of 0.205. It can be concluded that *Price Discount* has a positive and significant effect on *Positive Emotion.* Therefore, based on these results, H1 is accepted.

b. Hypothesis 2

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The effect of the *Fashion Involvement* variable on *Positive Emotion* yielded a T-statistic of 12.077 > 1.96 and a P-value of 0.000 < 0.05, with an effect size of 0.672. It can be concluded that *Fashion Involvement* has a positive and significant effect on *Positive Emotion*. Therefore, based on these results, H2 is accepted.

c. Hypothesis 3

The effect of the *Positive Emotion* variable on *Impulse Buying* yielded a T-statistic value of 3.032 > 1.96 and a P-value of 0.002 < 0.05, with an effect size of 0.233. It can be concluded that *Positive Emotion* has a positive and significant effect on *Impulse Buying*. Therefore, based on these results, H3 is accepted.

d. Hypothesis 4

The effect of the *Price Discount* variable on *Impulse Buying* via *Positive Emotion* yielded a T-statistic of 2.551 > 1.96 and a P-value of 0.011 < 0.05, with an effect size of 0.048. It can therefore be concluded that *Price Discount* has a positive and significant effect on *Impulse Buying* via *Positive Emotion*. Based on the results, H4 is accepted, indicating that *Positive Emotion* mediates the effect of *Price Discount* on *Impulse Buying*.

e. Hypothesis 5

The effect of the *Fashion Involvement* variable on *Impulse Buying* via *Positive Emotion* yielded a T-statistic of 2.724 > 1.96 and a P-value of 0.006 < 0.05, with an effect size of 0.157. It can therefore be concluded that *Fashion Involvement* has a positive and significant effect on *Impulse Buying* via *Positive Emotion*. Based on the results, H5 is accepted, indicating that *Positive Emotion* mediates the effect of *Fashion Involvement* on *Impulse Buying.*

DISCUSSION

The Effect of *Price Discount* (X1) on *Positive Emotion* (M)

Hypothesis testing revealed a positive and significant relationship between *price discounts* and *positive emotions*. This positive relationship indicates that the larger and more attractive the discount offered, the higher the level of positive emotions experienced by consumers. These results align with studies (Isnaini & Rahmidani, 2021; Bambang et al., 2023; Ali et al., 2025) stating that price discounts can evoke feelings of joy, satisfaction, enthusiasm, and excitement in consumers while shopping. This indicates that offering discounts is effective in enhancing consumers' positive emotions during the purchasing process.

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International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect of *Fashion Involvement* (X2) on *Positive Emotion* (M)

Hypothesis testing revealed a positive and significant relationship between *Fashion Involvement* and *Positive Emotion*. This positive relationship indicates that the higher the consumer's involvement with fashion products, the higher the positive emotions experienced by the consumer. These results align with studies (Rismawati, 2022; Arfia, 2022; Pramestya & Widagda, 2020) stating that involvement with fashion can enhance feelings of enthusiasm while shopping. This suggests that consumer involvement with fashion products can increase positive emotions.

The Effect of *Positive Emotion* (M) on *Impulse Buying* (Y)

Hypothesis testing revealed a positive and significant relationship between *positive emotions* and *impulse buying*. This positive relationship indicates that the higher the level of positive emotions experienced by consumers, the greater their tendency to engage in impulse buying. These findings align with previous research (Anggita et al., 2023; Nurlinda & Christina, 2020; Silalahi et al., 2024), which suggests that positive emotions such as joy, satisfaction, and enthusiasm can prompt consumers to make spontaneous purchases without much rational consideration. This indicates that a positive emotional state can increase consumers' tendency to make impulsive purchases while shopping.

The mediating effect of *Positive Emotion* (M) in the relationship between *Price Discount* (X1) and *Impulse Buying* (Y)

Hypothesis testing indicates that *positive emotion* mediates the relationship between *price discounts* and *impulse buying* in a positive and significant manner. Consistent research also shows that *positive emotion* acts as a mediating variable that strengthens the influence of *price discounts* on *impulse buying* through the emergence of feelings of enthusiasm among consumers (Bambang et al., 2023; Isnaini & Rahmidani, 2021). This indicates that the effect of *price discount* on *impulse buying* is stronger when mediated by *positive emotion* than when applied directly. Thus, *price discount* not only has a direct impact but also enhances *positive emotion*.

The mediating effect of *Positive Emotion* (M) in the relationship between *Fashion Involvement* (X2) and *Impulse Buying* (Y)

Hypothesis testing indicates that *positive emotion* mediates the relationship between *fashion involvement* and *impulse buying* in a positive and significant manner. Consistent research also indicates that *positive emotion* acts as a mediating variable that

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strengthens the influence *of fashion involvement* on *impulse buying* through the emergence of feelings of joy, satisfaction, and enthusiasm in consumers (Pramestya & Widagda, 2020). This suggests that the influence *of fashion involvement* on *impulse buying* is stronger when mediated by *positive emotion* than when acting directly.

CONCLUSION

Based on the analysis results, this study demonstrates a relationship between *Price Discount* and *Fashion Involvement* on *Impulse Buying,* with *Positive Emotion* serving as the mediating variable. The following are the study's findings illustrating the relationships among the variables under investigation.

1. *Price Discount* has a positive and significant effect on *Positive Emotion*. This indicates that the discounts offered on products at Matahari Department Store are able to generate positive emotions in consumers. These discounts make consumers feel they are getting a better deal compared to the regular price, thereby evoking feelings of joy, satisfaction, and enthusiasm during the purchase.
2. *Fashion Involvement* has a positive and significant effect on *Positive Emotion*. This indicates that consumer engagement with the fashion products offered is associated with an increase in positive emotions. Interest in the variety of styles and designs, as well as the suitability of clothing to one's personality and activities, creates an enjoyable shopping experience, thereby evoking feelings of joy and comfort.
3. *Positive emotions* have a significant positive effect on *impulse buying*. This indicates that consumers' positive emotional states are associated with an increased tendency toward impulse buying. The feelings of joy, enthusiasm, and satisfaction that consumers experience while shopping encourage spontaneous purchases made without prior planning.
4. *Positive emotions* significantly and positively mediate the relationship between *price discounts* and *impulse buying*. This suggests that offering attractive price discounts not only directly influences purchasing behavior but also generates positive emotions in consumers, which in turn strengthens the urge to make impulse purchases.
5. *Positive emotion* mediates the relationship between *fashion involvement* and *impulse buying* in a positive and significant way. This indicates that high consumer involvement with fashion products can evoke positive emotions during the shopping process, which ultimately encourages consumers to make spontaneous purchases without prior planning in a more optimal manner.

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