

ABSTRAK

PENGARUH HEDONIC SHOPPING MOTIVATION, SCARCITY MARKETING, DAN VISUAL MERCHANDISING TERHADAP IMPULSIVE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL MEDIASI

Studi pada Konsumen Produk Kecantikan di CF Beauty

Christofer Immanuel Triambodo
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *hedonic shopping motivation* terhadap *impulsive buying*; (2) pengaruh secara langsung *scarcity marketing* terhadap *impulsive buying*; (3) pengaruh secara langsung *visual merchandising* terhadap *impulsive buying*; (4) pengaruh *hedonic shopping motivation* terhadap *impulsive buying* dengan dimediasi oleh *positive emotion*; (5) pengaruh *scarcity marketing* terhadap *impulsive buying* dengan dimediasi oleh *positive emotion*; dan (6) pengaruh *visual merchandising* terhadap *impulsive buying* dengan dimediasi oleh *positive emotion*. Sampel penelitian ini adalah konsumen CF Beauty store di Daerah Istimewa Yogyakarta yang pernah melakukan pembelian produk di CF Beauty dan pernah melakukan pembelian impulsif minimal satu kali dalam satu tahun terakhir. Penelitian ini menggunakan teknik *purposive sampling*. Data penelitian diperoleh melalui penyebaran kuesioner secara *online* menggunakan *Google Form* kepada 387 responden. Teknik analisis data yang digunakan adalah *Partial Least Square* (PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *hedonic shopping motivation* berpengaruh positif dan signifikan terhadap *impulsive buying*; (2) *scarcity marketing* berpengaruh positif dan signifikan terhadap *impulsive buying*; (3) *visual merchandising* tidak berpengaruh signifikan terhadap *impulsive buying*; (4) *hedonic shopping motivation* berpengaruh terhadap *impulsive buying* dengan dimediasi sebagian (*partial mediation*) oleh *positive emotion*; (5) *scarcity marketing* berpengaruh terhadap *impulsive buying* dengan dimediasi sebagian (*partial mediation*) oleh *positive emotion*; dan (6) *visual merchandising* berpengaruh terhadap *impulsive buying* dengan dimediasi penuh (*full mediation*) oleh *positive emotion*.

Kata kunci: *Hedonic Shopping Motivation, Scarcity Marketing, Visual Merchandising, Impulsive Buying, Positive Emotion*.

ABSTRACT

THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION, SCARCITY MARKETING, AND VISUAL MERCHANDISING ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE

A Study of Beauty Product Consumers at CF Beauty

Christofer Immanuel Triambodo
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to examine: (1) the direct influence of hedonic shopping motivation on impulsive buying; (2) the direct influence of scarcity marketing on impulsive buying; (3) the direct influence of visual merchandising on impulsive buying; (4) the influence of hedonic shopping motivation on impulsive buying mediated by positive emotion; (5) the influence of scarcity marketing on impulsive buying mediated by positive emotion; and (6) the influence of visual merchandising on impulsive buying mediated by positive emotion. The sample of this study consisted of consumers of the CF Beauty store in the Special Region of Yogyakarta who had purchased beauty products at CF Beauty and had made impulsive buying purchases at least once within the past year. This study employed a purposive sampling technique. The data were collected through an online questionnaire distributed via Google Forms to 387 respondents. The data were analyzed using the Partial Least Squares (PLS) method with the assistance of SmartPLS 4 software. The results indicate that: (1) *hedonic shopping motivation* has a positive and significant influence on *impulsive buying*; (2) *scarcity marketing* has a positive and significant influence on *impulsive buying*; (3) *visual merchandising* does not have a significant influence on *impulsive buying*; (4) *hedonic shopping motivation* influences *impulsive buying* through *positive emotion* as a partial mediator (*partial mediation*); (5) *scarcity marketing* influences *impulsive buying* through *positive emotion* as a partial mediator (*partial mediation*); and (6) *visual merchandising* influences *impulsive buying* through *positive emotion* as a full mediator (*full mediation*).

Keywords: *Hedonic Shopping Motivation, Scarcity Marketing, Visual Merchandising, Impulsive Buying, Positive Emotion.*