



The effect of instagram ads and hedonic shopping motivation on impulse buying through positive emotion (study on management students class of 2018-2020)

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ABSTRACT

Current buying behavior has changed, where many people make unplanned purchases. Many people who make purchases of a particular product or brand because of interest in the product or brand at that time. It's called impulse buying, namely the behavior of people who do not plan something for shopping. The act of impulse buying does not always end with satisfaction. Sometimes there is a sense of regret for making a quick decision and wasting money on a product or brand that has been purchased. The purpose of this study was to find out Instagram ads and hedonic shopping motivation on impulse buying through positive emotion. The research method used in this research is a quantitative research method with a causal study. The sampling technique in this research is purposive sampling. The data processing technique in this study uses SEM (Structural Equation Model) analysis based on PLS (Partial Least Square). The Instagram ads variable on the impulse buying variable through the mediation of the positive emotion variable shows that there is no indirect relationship. The hedonic shopping motivation variable on the impulse buying variable through the mediation of the positive emotion variable shows a positive and significant indirect relationship.

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1. INTRODUCTION

Social media is something that cannot be left out of every human's daily activities. Many people spend a long time surfing on social media, whether it's socializing with friends or just looking for entertainment from content on social media.

One of the social media that is often used is Instagram. An application that allows users to create content in the form of photos and videos. Instagram is also often used by business actors by creating content such as product explanations and content tips that are in accordance with the products they have. Business actors can also create advertisements by paying a certain nominal amount on Instagram according to the number of users they want to reach.

Advertisements that often appear on Instagram are quite influential on consumer behavior in purchasing a product. When viewing content on Instagram, ads often appear that match the habits of Instagram users. For example, if Instagram users often search for fashion-related content, it is not uncommon for ads to appear related to this. If the ad offer is attractive enough, sometimes

Instagram users will immediately see the ad either through the profile of the creator of the ad or a purchase link to an e-commerce application.

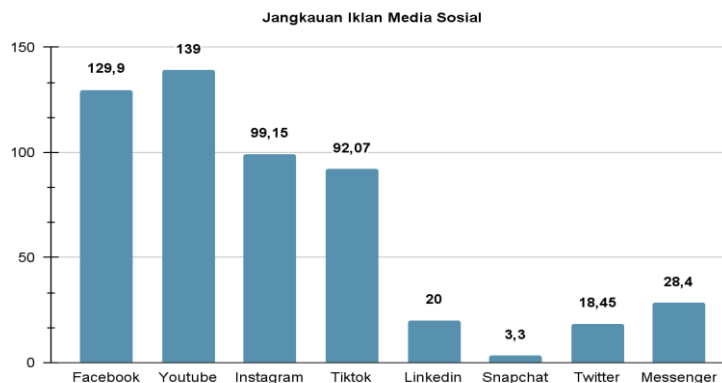


Figure 1. Social Media Advertising Reach Data
Source: Kepios (2022)

Based on data obtained from Kepios, social media Instagram occupies the second position of favorite social media. With a percentage of 22.9% below the percentage of WhatsApp which has a percentage of 35.2%. Then from the data above, YouTube social media has the widest advertising reach with a total of 139 million people. Facebook social media with a reach of 129.9 million people, instagram 99.15 million people, tiktok 92.07 million people, and followed by other social media.

Current buying behavior has changed, where many people make unplanned purchases. Many people make purchases of a particular product or brand because of interest in the product or brand at that time. This is what is called impulse buying, namely the behavior of people who do not plan something for shopping.

Impulsive buying occurs when consumers suddenly experience a strong and strong desire to buy something as soon as possible (Dananjaya and Suparna in (Tanpli, 2020; Achmad, 2021). Teenagers are considered as consumers who most often make impulse purchases (Agista in (Tanpli, 2020)). Adolescents have a high level of consumption for needs that are the fulfillment of momentary pleasures. This expenditure is higher than other needs.

The act of impulse buying does not always end with satisfaction. Sometimes there is a sense of regret for making a quick decision and wasting money on a product or brand that has been purchased. The results of other studies found that individuals who did impulse buying felt disappointed because they had made an impulse purchase (Risqiani, 2017). In addition, Kacen and Lee in (Shakaib Farid & Ali, 2018) observe that impulse buying behavior will eventually involve hedonism, where the decision to buy a product does not depend on a deep thought process but only to fulfill individual desires.

According to (Amalia, 2017) impulse buying has dimensions, namely; Cognitive is defined as a lack of planning and consideration when making a purchase. Affective is defined as a feeling of pleasure and joy when making a purchase, an urge to buy, difficulty ignoring good things, and a feeling of regret after making a purchase.

Impulse buying is influenced by various factors, one of which is advertising. (Indrawati et al., 2017) in their research on the effectiveness of advertising through social media as a marketing strategy, the average EPIC score (Empathy, Persuasion, Impact, and Communication) is more than 3.50, this shows that advertising through social media Facebook and Instagram media are effective in their use as promotional media and have a good and positive response for buyers. Meanwhile, according to (Yanti & Adhiyani, 2020) in his research explaining the use of promotions through social media Instagram has an effect of 83% on impulses.

Heuer in (Paramitha & Doho, 2021) Instagram ads variables consist of the Context, Communication, Collaboration, and Connection dimensions. According to research (Syahbani & Widodo, 2017) the indicators of each of the above variables are; Context consists of the way the message is presented, the message design, the time of delivery of the content, and the content that is presented. Communication consists of admin response, information conveyed, message delivery style, and message effectiveness. Collaboration consists of interaction, engagement, message suitability, and benefits. Connection consists of continuous and reciprocal relationships.

Another variable that affects impulse buying is hedonic shopping motivation. According to (Andani & Wahyono, 2018) hedonic shopping motivation has a direct positive impact on impulse buying. The better hedonic shopping motivation for consumers, the better and positive responses from customers will be and can increase impulse buying. Hedonic shopping motivation has a positive and significant effect on impulse buying through positive emotions. (Sucidha, 2019) added that based on the tests he did through the Structural Equation Modeling (SEM) analysis method. hedonic shopping motivation and positive emotion have a significant and positive effect on impulse buying.

According to (Amalia, 2017) hedonic shopping motivation has dimensions, namely; Adventure shopping is defined as individuals shopping to feel adventure, a feeling of passion, and to feel in their own world when shopping. Gratification shopping is defined as individuals shopping for stress relief, easing negative moods, and preferential treatment for themselves. Role shopping is defined as an individual shopping for others. Value shopping is defined as individuals shopping to see sales, look for discounts, and hunt for the cheapest prices. Social shopping is defined as individuals shopping to socialize with friends, family and other people, and to bond with others while shopping. Idea shopping is defined as individuals shopping to keep up with the latest trends and fashions, and to view the latest products and innovations.

Another variable that affects impulse buying is positive emotion. According to (Andani & Wahyono, 2018) positive emotion has a direct positive effect on impulse buying. The higher the consumer's positive emotion, the higher the impulse buying. Likewise, when positive emotion decreases, impulse buying also decreases. (Imbayani & Novarini, 2018) in their research suggests that the positive emotion variable has a positive effect on impulse buying. This means that the better the positive emotion, the impulse buying also increases.

According to Paul in (R.A & Desi, 2020) states that positive emotion is an environmental affective response to buying behavior that can be described by three dimensions, namely; Pleasure refers to the degree to which the individual feels comfortable, full of joy, and happiness related to the situation. Arousal refers to the degree to which the individual will feel an alert, excited, or active situation in himself related to the situation. Dominance (Dominance) refers to a feeling that dominates the individual and overpowers other feelings in him related to the situation

Based on the background and previous research, the authors wanted to know the effect of instagram ads and hedonic shopping motivation on impulse buying through positive emotion.

2. METHOD

The research method used in this study is a quantitative research method with a causal study that aims to find a cause-and-effect relationship between the dependent variable and the independent variable (Ratnawati & Natalia, 2021).

The population in this study were students of the Faculty of Economics and Business at the University of Buana Perjuangan Karawang from 2018 to 2022, totaling 2038 people. The sampling technique in this study is purposive sampling (Sugiyono, 2016). The criteria for respondents who are wanted in this study are active students of FEB UBPK class 2018, 2019, and 2020 and already have personal income.

This study uses the Lemeshow formula as follows:

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

With ; n = minimum number of samples required; $Z\alpha$ = Standard value of distribution according to value; $= 5\% = 1.96$; P = Prevalence of outcome, because data has not been obtained, 50% data is used; $Q = 1-P$; $L = 10\%$ accuracy level.

Obtained from the calculation of the minimum number of samples required is 96 respondents. Then the researcher decided to round the number of respondents to 100 people. The data processing technique in this study uses SEM (Structural Equation Model) analysis based on PLS (Partial Least Square) with the aim of measuring the influence or degree of relationship between variables in a model, both between indicators and constructs, or relationships between constructs. The data collection technique uses a survey technique by distributing a questionnaire of a predetermined number of samples using a google form. The measurement scale used in this study uses a Likert scale.

The following is a picture of the research framework of each variable and also the hypothesis that can clarify this research.

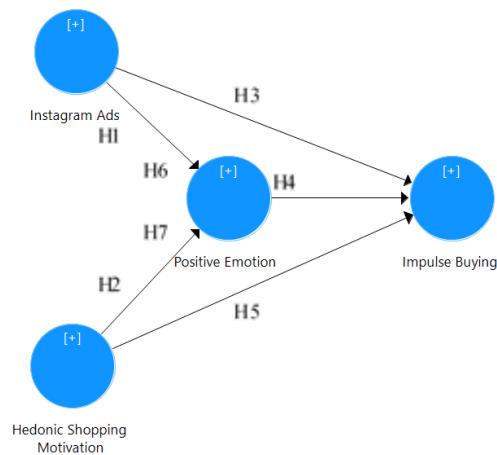


Figure 2. Research Framework
Source: Processed by Researchers (2022)

H1: It is suspected that the Instagram ads variable has an effect on positive emotion

H2: It is suspected that the hedonic shopping motivation variable has an effect on positive emotion

H3: It is suspected that the Instagram ads variable has an effect on impulse buying

H4: It is suspected that the positive emotion variable has an effect on impulse buying

H5: It is suspected that the hedonic shopping motivation variable has an effect on impulse buying

H6: It is suspected that the Instagram ads variable has an effect on impulse buying through positive emotion

H7: It is suspected that the hedonic shopping motivation variable has an effect on impulse buying through positive emotion

3. RESEARCH RESULTS AND DISCUSSION

The following is a description of the results of the research and analysis of the data that has been collected through questionnaires that have been distributed.

3.1 Research result

The following is the data on the characteristics of the respondents from the questionnaires that have been distributed:

Table 1. Age and Gender of Respondents

Age Range	Amount	Gender	Amount
18-20 Year	22	Female	69
21-25 Year	76	Male	31

>25 Year Total	2 100	Total	100
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Source: Processed by Researchers (2022)

Data obtained from 100 respondents, the composition of the majority of respondents are in the age range of 21-25 years as many as 76 respondents. Respondents are dominated by women as many as 69 respondents

Table 2. Income and Duration of Respondents' Daily Use of Social Media

Income	Amount	Duration of Social Media Usage Per Day	Amount
< Rp. 1.000.000	63	1 - 3 o'clock	18
Rp. 1.000.000 - Rp. 3.000.000	16	4 - 7 o'clock	48
Rp. 3.000.000 - Rp. 5.000.000	9	> 7 o'clock	34
> Rp. 5.000.000	12	Total	100
Total	100		

Source: Processed by Researchers (2022)

Data obtained from 100 respondents, the composition of respondents based on income is mostly in income < Rp. 1,000,000 that is as many as 63 respondents. While the composition of the most respondents in the use of social media per day which is in the duration of 4-7 hours as many as 48 respondents.

3.2 Uji Validitas

a. Convergent Validity

1. Construct Reliability and Validity

Table 3. Construct Reliability and Validity

	Average Variance Extracted (AVE)
Instagram Ads	0,601
Hedonic Shopping Motivation	0,629
Positive Emotion	0,785
Impulse Buying	0,642

Source: Processed by Researchers (2022)

Based on table 3, the Instagram ads variable has an AVE value of 0.601, the hedonic shopping motivation variable is 0.629, the positive emotion variable is 0.785, and the impulse buying variable is 0.642. All variables have an AVE value higher than the cross loading correlation value of 0.50 so that it is declared valid.

2. Outer Loading

Table 4. Outer Loading

	Instagram Ads		Hedonic Shopping Motivation		Positive Emotion		Impulse Buying (Z)
X1.1	0,816	X2.1	0,738	Y1.1	0,898	Z1	0,802
X1.2	0,808	X2.2	0,805	Y1.2	0,903	Z1	0,825
X1.3	0,739	X2.3	0,791	Y1.3	0,856	Z1	0,777
X1.4	0,752	X2.4	0,861			Z1	
X1.5	0,745	X2.5	0,834			Z1	
X1.6	0,752	X2.6	0,774			Z1	
X1.7	0,772	X2.7	0,739			Z1	
X1.8	0,776					Z1	

X1.9 0,814

Source: Processed by Researchers (2022)

Each indicator of each construct variable in table 4 has a loading factor value higher than the error variance value of 0.70, meaning that the indicator is declared valid and each indicator can reflect the measurement model of the construct variable.

b. **Discriminant Validity**

1. *Fornell Larcker Criterion*

Table 5. *Fornell Larcker Criterion*

	Hedonic Shopping Motivation	Impulse Buying	Instagram Ads	Positive Emotion
Hedonic Shopping Motivation	.793			
Impulse Buying	.717	.801		
Instagram Ads	.554	.525	.776	
Positive Emotion	.793	.680	.410	.886

Source: Processed by Researchers (2022)

From table 5 above, the Fornell Larcker criterion value for each variable is obtained as follows:

- a) The value of the hedonic shopping motivation variable is 0.793, which is higher than the correlation between the hedonic shopping motivation variable and the impulse buying, instagram ads, and positive emotion variables.
- b) The value of the impulse buying variable is 0.801, which is higher than the correlation between the impulse buying variable and the instagram ads and positive emotion variables.
- c) The value of the Instagram ads variable is 0.776, which is higher than the correlation between the Instagram ads variable and the positive emotion variable.
- d) The value of the positive emotion variable is 0.886.

Based on the results of the Fornell-Larcker criterion, all variables have values that meet the criteria for discriminant validity.

2. *Cross Loading*

Table 6. *Cross Loading*

	<i>Instagram Ads</i>	<i>Hedonic Shopping Motivation</i>	<i>Positive Emotion</i>	<i>Impulse Buying</i>
IA11	.816	.411	.319	.357
IA12	.808	.423	.292	.498
IA13	.739	.432	.319	.373
IA14	.752	.447	.435	.481
IA5	.745	.417	.231	.406
IA6	.752	.358	.210	.338
IA7	.772	.479	.404	.477

IA8	.776	.404	.271	.340
IA9	.814	.461	.283	.289
HSM1	.621	.738	.519	.565
HSM2	.506	.805	.622	.504
HSM3	.420	.791	.644	.567
HSM4	.306	.861	.716	.583
HSM5	.343	.834	.676	.591
HSM6	.491	.774	.642	.641
HSM7	.428	.739	.562	.518
PE1	.437	.720	.898	.618
PE2	.319	.674	.903	.615
PE6	.331	.714	.856	.574
IB1	.384	.604	.542	.802
IB4	.499	.620	.647	.825
IB5	.362	.480	.411	.777

Source: Processed by Researchers (2022)

Based on the data from table 6, it can be found that the results of the cross loading values between the indicators and their constructs are described as follows:

- The correlation of instagram ads variables with the indicators IA5, IA6, IA7, IA8, IA9, IA11, IA12, IA13, and IA14 is higher than the correlation of these indicators with other variables.
- The correlation of the hedonic shopping motivation variable with the indicators HSM 1, HSM 2, HSM 3, HSM4, HSM5, HSM6, and HSM7 is higher than the correlation of these indicators with other variables.
- The correlation of the positive emotion variable with the indicators PE1, PE2, and PE6 is higher than the correlation of these indicators with other variables.
- The correlation of the impulse buying variable with the indicators IB1, IB4, and IB5 is higher than the correlation of these indicators with other variables.

3.3 Reliability Test

Table 7. Reliability Test

	Cronbach's Alpha	Composite Reliability
Instagram Ads	0,918	0,931
Hedonic Shopping Motivation	0,901	0,922
Positive Emotion	0,863	0,916
Impulse Buying	0,725	0,843

Source: Processed by Researchers (2022)

Based on the test results in table 7, the value of cronbach's alpha for the instagram ads variable is 0.918, the hedonic shopping motivation variable is 0.901, the positive emotion variable is 0.863, and the impulse buying variable is 0.725. All Cronbach's alpha values of all variables are greater than 0.70 so it can be concluded that all variables meet the reliability test.

Then the composite reliability value obtained by the Instagram ads variable is 0.931, the hedonic shopping motivation variable is 0.922, the positive emotion variable is 0.916, and the impulse buying variable is 0.843. All variables have a composite reliability value greater than 0.70 so it can be concluded that all variables are declared reliable.

3.4 R Square

Table 8. R Square

	R Square	R Square Adjusted
Positive Emotion	.631	.623
Impulse Buying	.574	.561

Source: Processed by Researchers (2022)

Based on table 8, the r-square value of the positive motion variable is 0.631, meaning that this variable can be explained by the Instagram ads and hedonic shopping motivation variables of 63%, while the rest is explained by other variables.

Then the r-square value of the impulse buying variable is 0.574, meaning that this variable can be explained by the instagram ads, hedonic shopping motivation, and positive emotion variables of 57%, while the rest is explained by other variables.

3.5 Path Coefficient

Table 9. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Instagram Ads terhadap Positive Emotion	-.043	-.032	.083	.515	.607
Hedonic Shopping Motivation terhadap Positive Emotion	.817	.816	.076	10.795	.000
Instagram Ads terhadap Impulse Buying	.198	.194	.076	2.616	.009
Hedonic Shopping Motivation terhadap Impulse Buying	.357	.360	.130	2.746	.006
Positive Emotion terhadap Impulse Buying	.315	.319	.127	2.491	.013

Source: Processed by Researchers (2022)

Table 9 shows how much direct relationship between variables is described as follows:

- The relationship between the Instagram ads variable and the positive emotion variable is - 0.043 and the t-statistic value of 0.515 is smaller than the significance level used, which is 5% or with a value of 1.96, so it can be stated that the Instagram ads variable has no effect on positive emotion.
- The relationship between the hedonic shopping motivation variable and the positive emotion variable is 0.817 and the t-statistic value is 10.795 which is higher than the significance value of 1.96, so it can be stated that the hedonic shopping motivation variable has a significant positive effect on positive emotion.

- c. The relationship between the Instagram ads variable and the impulse buying variable is 0.198 and the t-statistic value is 2.616 which is higher than the significance value of 1.96, so it can be stated that the Instagram ads variable has a significant positive effect on impulse buying.
- d. The relationship between the hedonic shopping motivation variable and the impulse buying variable is 0.357 and the t-statistic value is 2.746 which is higher than the significance value of 1.96, so it can be stated that the hedonic shopping motivation variable has a significant positive effect on impulse buying.
- e. The relationship between the positive emotion variable and the impulse buying variable is 0.315 and the t-statistic value is 2.491 which is higher than the significance value of 1.96, so it can be stated that the positive emotion variable has a positive significant effect on impulse buying.

Table 10. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Instagram Ads -> Positive Emotion -> Impulse Buying_	-.014	-.007	.027	.499	.618
Hedonic Shopping Motivation -> Positive Emotion -> Impulse Buying_	.258	.258	.102	2.521	.012

Source: Processed by Researchers (2022)

Table 10 shows how much of an indirect relationship between variables is described as follows:

- a. The relationship between the Instagram ads variable and the impulse buying variable through the mediation of the positive emotion variable is -0.014 with a t-statistic value of 0.499 which is smaller than the significance value of 1.96 so it can be stated that the Instagram ads variable has no effect on the impulse buying variable through the mediation of the positive emotion variable. .
- b. The relationship between the hedonic shopping motivation variable and the impulse buying variable through the mediation of the positive emotion variable is 0.258 with a t-statistic value of 2.521 which is higher than the significance value of 1.96, so it can be stated that the hedonic shopping motivation variable has a significant positive effect on the impulse buying variable through variable mediation. positive emotions.

3.6 Discussion

The effect of instagram ads on positive emotions

The instagram ads variable has no effect on positive emotion because it has a negative and insignificant relationship direction, meaning H1 is rejected. This shows that advertising does not have a direct relationship with the positive emotion variable so that it does not cause positive emotions from consumers. Advertisements on Instagram do not always make everyone comfortable because consumers who pay attention to their privacy tend to dislike advertisements and will not open them (Laila et al., 2021).

The effect of hedonic shopping motivation on positive emotion

The hedonic shopping motivation variable has a significant positive effect on positive emotion, meaning that H2 is accepted. People who have a hedonistic nature in shopping will increase their positive emotions. Young consumers tend to have a hedonic nature who will feel happy when they receive various discount and promotional offers (R.A & Desi, 2020).

The effect of instagram ads on impulse buying

The instagram ads variable has a significant positive effect on impulse buying, meaning H3 is accepted. This shows that the better the advertisements displayed, the more impulsive buying decisions will be in consumers. A good advertisement will display information that is easily

captured by consumers and motivated to make a purchase. According to Pavlou and Stewart in (Yanti & Adhiyani, 2020). Marketing communication through advertising is made personalized according to the needs and desires of consumers so that it is hoped that the advertisement can be more targeted. According to research results from (Tanpli, 2020) that advertising has a positive effect on impulse buying.

The influence of positive emotion on impulse buying

The positive emotion variable has a significant positive effect on impulse buying, meaning that H4 is accepted. This shows that when consumers feel happy in shopping, it will trigger impulse buying. The tendency of consumers to behave impulsively is driven by the feeling of pleasure felt by consumers. According to Park and Kim in (R.A & Desi, 2020) said that consumers tend to buy an item because consumers feel happy so they spend more time in shopping places.

The effect of hedonic shopping motivation on impulse buying

The hedonic shopping motivation variable has a significant positive effect on impulse buying, meaning that H5 is accepted. These results show that the more people have a hedonic nature, it will make them make impulse buying decisions. Hedonic shopping behavior such as spending a lot of time outside, likes to buy expensive things, and always wants to be the center of attention (Saputri & Yuniati, 2017) will lead to impulsive buying behavior. Consumers who have hedonic behavior can become targets for the company so that they become regular customers. The results of this test are in accordance with research from (Sucidha, 2019) that hedonic shopping has a significant and positive effect. This means that the higher the hedonic shopping, the higher the impulse buying.

The effect of Instagram ads on impulse buying through positive emotion

Based on the calculation of the indirect effect of the Instagram ads variable on the impulse buying variable through the mediation of the positive emotion variable, it shows that there is no indirect relationship.

Based on the results of path analysis calculations, the Instagram ads variable has a significant positive effect on impulse buying. Meanwhile, based on the calculation of the indirect effect of the Instagram ads variable on the impulse buying variable through the mediation of the positive emotion variable, it shows that there is no indirect relationship. This shows that the positive emotion variable cannot mediate between the Instagram ads variable and the impulse buying variable, meaning H6 is rejected. According to Rawal in (Yanti & Adhiyani, 2020) said that the effectiveness of an advertisement is not only seen from the existence of a purchase, but its main purpose is to attract the attention of consumers.

The effect of hedonic shopping motivation on impulse buying through positive emotion

Based on the calculation of the indirect effect of the hedonic shopping motivation variable on the impulse buying variable through the mediation of the positive emotion variable, it shows that there is a positive and significant indirect relationship.

The hedonic shopping motivation variable has a significant positive effect on impulse buying. Then the hedonic shopping motivation variable on the impulse buying variable through the mediation of the positive emotion variable shows a positive and significant indirect relationship. Based on these results, the positive emotion variable becomes a partial mediator between the Instagram ads variable and the impulse buying variable, meaning H7 is accepted. This means that the higher the consumer has hedonic behavior, the consumer will feel happy when shopping so that it will lead to unplanned purchases. In accordance with research from Diah et al., 2019 which states that positive emotions can act as a significant mediating variable between hedonic shopping motivation variables and impulse buying.

4. CONCLUSION

Based on the results and discussion in this study, it can be concluded as follows: The Instagram ads variable does not directly affect the positive emotion variable. The hedonic shopping motivation variable has a significant positive effect on positive emotion. The increasing value of hedonic shopping motivation will increase positive emotion. The Instagram ads variable has a significant positive effect on impulse buying. The increasing value of Instagram ads will increase impulse buying. The hedonic shopping motivation variable has a significant positive effect on impulse buying. The increasing value of hedonic shopping motivation will increase impulse buying. The positive emotion variable has a significant positive effect on impulse buying. The increasing value of positive emotion will increase impulse buying. The Instagram ads variable on the impulse buying variable through the mediation of the positive emotion variable shows that there is no indirect relationship. The Instagram ads variable cannot trigger the positive emotion variable so it cannot increase impulse buying. The hedonic shopping motivation variable on the impulse buying variable through the mediation of the positive emotion variable shows a positive and significant indirect relationship. The hedonic shopping motivation variable can trigger positive emotion variables and also increase impulse buying. The R-Square value of the positive motion variable can be explained by the instagram ads and hedonic shopping motivation variables of 63% while the rest is explained by other variables. The r-square value of the impulse buying variable can be explained by the instagram ads, hedonic shopping motivation, and positive emotion variables of 57%, while the rest is explained by other variables.

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