



## Effect of Intensity of Accessing Internet, Sales Promotion, and Positive Emotions on Impulsive Buying

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DOI: 10.15294/eeaj.v10i2.46692

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### Article History

Submitted 2021-05-03

Revised 2021-05-05

Accepted 2021-05-09

### Keywords

Internet access intensity,  
sales promotion, positive  
emotions, impulsive  
buying

### Abstract

This study aimed to analyze the effect of internet access intensity, sales promotion, and positive emotions on impulsive buying in the marketplace. The research approach used a quantitative approach. The population in this study were students of Universitas Negeri Semarang, Class of 2016-2019. The number of samples in this study was 385 respondents who were calculated by using the infinite population slovin formula. The sampling technique used accidental sampling. The method of collecting data used a questionnaire. The results of this study indicated that there was an effect of the intensity of accessing the internet on impulsive buying, giving a partial effect of 4.93%. Sales promotion on impulsive buying had a partial effect of 7.40%. Positive emotions towards impulsive buying gave a partial contribution of 2.31%. There was an effect of the intensity of accessing the internet, sales promotion, and positive emotions on impulsive buying, giving a simultaneous effect of 37.2%. The suggestion of this research is that students are expected to make better use of their time so that they are not wasted just to access the marketplace, do shopping planning, prioritize needs rather than wants.

### How to Cite

Tirtaning, K. S., & Setiaji, K. (2021). Effect of Intensity of Accessing Internet, Sales Promotion, and Positive Emotions on Impulsive Buying. *Economic Education Analysis Journal*, 10(2), 285-297.

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p-ISSN 2252-6544  
e-ISSN 2502-356X

## INTRODUCTION

Technological advances in this all-digital era are becoming increasingly modern; almost all aspects of life are facilitated by various modern technologies. One technology that is very influential for human life around the world today is technology in the field of information, namely the internet. The internet is something that is familiar to society, especially the younger generation. The internet connects millions and even billions of internet users around the world. In this era, the internet is not only limited to the use of information sources but also as a business medium whose marketing is increasingly broad and is not limited by place and time, one of which is the emergence of many marketplaces. Now many people are using the internet as a business and marketing medium,

According to Jayani (2019), it showed that internet users in Indonesia in 2018 were 95.2 million, growing 13.3% from 2017, which was 84 million. In the following years, internet users in Indonesia will increase with an average growth of 10.2% in the 2018-2023 periods. In 2019, the number of internet users in Indonesia was projected to grow 12.6% compared to 2018, which were 107.2 million users. These data, it is explained that more than half of Indonesia's population already knows and uses the internet (Wijaya, 2018). According to Prameswari (2017), it shows that people are very enthusiastic about using e-commerce and many consumers start shopping online with easy processing and time efficient. The rapid development of e-commerce has an impact on the increasing number of consumers who shop online. Online shoppers in Indonesia reach 11.9% of the total population in Indonesia (Putera, 2018).

Based on the results of a survey conducted by APJII (2018) 1.7% of people used the internet for online shopping, and around 37.7% shop online by utilizing various marketplaces such as Shopee, Bukalapak, Lazada, Tokopedia, Traveloka, and so on. Marketplace, can be considered as an online mall service provider, but what sells is not a website provider, but members who register to sell on the website in question. Marketplace is

part of the development of e-commerce. The online industry in Indonesia is growing very rapidly, especially the development of e-commerce and marketplaces. The usual marketplace consists of various sellers in one container, namely the website. Whereas e-commerce, the goods sold on the website are only one seller, namely the website owner. According to a survey conducted by e-marketers, e-commerce in Indonesia is experiencing the fastest development in Asia Pacific. Some well-known marketplaces include Tokopedia, Shopee, Bukalapak, Lazada, and Blibli.

**Table 1.** Indonesian Marketplace

Online store	Visitors Monthly Web
Tokopedia	140,141,500
Shopee	90,705,300
Bukalapak	89,765,800
Lazada	49,620,200
Blibli	38,453,000

Source: (Iprice, 2019)

According to Temasek (2018), the value of e-commerce transactions in Indonesia jumped 94% from US \$ 1.7 billion in 2015 to US \$ 12.2 billion in 2018 and is predicted to grow to US \$ 53 billion in 2025. Online has become a trend in Indonesia. The internet provides opportunities for internet users to make purchases that are increasingly broad, not limited by space and time, and increase convenience in shopping. This is in line with research conducted by Ardyanto (2015) which showed that the ease of shopping online would influence the purchasing decisions of consumers online.

Indonesian consumers have a unique character, namely having a short-term perspective, no plans, a habit of gathering and socializing informally (Irawan, 2012). Indonesian consumers have an unplanned character in shopping so that the Indonesian people often become impulsive buying. These characteristics make e-commerce in the marketplace to create marketing strategies that can attract the attention of consumers who do

not plan to purchase to make purchases or are often called impulsive buying.

According to Danuza (2018) an impulsive buyer is someone who makes impulsive buying or commonly called an unplanned purchase, which is the behavior of a person where the person is not planning something in shopping. Consumers who make impulsive buying do not think about buying certain products or brands. They immediately make a purchase because of their interest in a certain brand or product at that moment. Impulsive buying is a purchase that occurs when someone experiences a sometimes irresistible urge to get a product without careful consideration of why and for what reason someone buys the product (Verhagen, 2011). In a study conducted by Verhagen (2011), impulsive buying occurred in about 40% of all online shopping.

Phenomenon impulsive buying occurs in all levels of society. Teenagers are actors of impulsive buying. In a previous study conducted by Wood (1998) it was found that impulsive buying increased at 18 to 39 years of age and decreased thereafter. The age range 18 to 39 years is the age range for adolescents who are in the development stage and students are generally at that age. Teenagers are easily attracted from advertisements and various other promos on the internet because teenagers, especially students, almost all the time cannot be separated from the internet. The phenomenon of impulsive buying online also does not rule out the possibility of happening to students.

The average student is in the age range of 18 to 25 years, this age is the age that has a tendency to do impulsive buying online because students are the millennial generation whose lives are very familiar with technology, one of which is the internet. The tendency of someone's impulsive buying behavior is in the age range 18 to 39 years. Millennial generation (the generation born in the 1990s to the early 2000s) is a generation that grew because of the support of technological developments, that half of the millennial generation are the most impulsive customers in Asia Pacific, where half of the purchases are made spontaneously above average (Primadhyta, 2015). According to

Amos (2014), millennials are more likely to do impulsive buying to pamper themselves than other generations.

Based on previous research data conducted by Hardini (2019) on Universitas Negeri Semarang students, 63.81% of Universitas Negeri Semarang students had consumptive behavior which was included in the high category. Impulsive buying is part of consumptive behavior, so that when someone does consumptive behavior it means that impulsive buying is also possible or purchases without planning. Previous research conducted by Kurnianto (2020) on students of the Faculty of Economics, Universitas Negeri Semarang showed that 82.6% of students had a preference for online shopping. This means that students prefer to shop online rather than offline.

The initial research data was conducted on February 28, 2020 through a questionnaire *on line* by students of Universitas Negeri Semarang class 2016 to 2019, obtained results that 77.9% of students liked to shop online and 22.1% of students were not happy to shop online from 77 students of Universitas Negeri Semarang, and 75.3% of 77 students who had done impulsive buying and 24.7% of 77 students had never done impulsive buying. These preliminary research data proved that most of students at Universitas Negeri Semarang had impulsive buying behavior with various factors that influenced it, including promos, discounts, free shipping, saving time and energy, attractive products, and desires. From the results of the preliminary research, it was also obtained data that 89.6% of 77 students had a marketplace application, only 10, 4% of 77 students did not have a marketplace application. This allows impulsive buying to students as a result of opening the marketplace application.

Impulsive buying is characterized by relatively fast decision making and a subjective bias that supports the desire to have immediately (Kacen, 2002). In general, impulsive buying is influenced by two main perspectives, namely the state of mind created by the shopping environment (Rook DW, 1987) or the personality or traits inherent in consumers (Rook DW, 1995). Internal factors come from within the individual such as positive emotions,

while external factors come from the environment outside the individual such as the intensity of accessing the internet and sales promotions. In this study, impulsive buying is focused on marketplace users, especially among college students.

External factor that can influence impulsive buying is the intensity of accessing the internet. The existence of globalization and technological advances, apart from bringing ease of interaction and transactions, also brings about a phenomenon that is currently unknowingly engulfing the world community, including in Indonesia, namely internet addiction (Winatha, 2014). Another external factor that affects impulsive buying is sales promotion. In shopping online, there are many promos offered by these marketplaces, ranging from free shipping, low prices, attractive displays, and many others. Offers in shopping at this marketplace can encourage consumers to purchase products.

Sales promotions that are widely available in the marketplace are intended to trigger impulsive purchases. Sales promotion is defined as an activity that aims to urge certain target market segments to buy products (Chandra, 2014). Putra (2018) stated that promotion is very important for marketers to increase sales and attract consumer buying interest. Sales promotions carried out by using the internet can reach a wider range of consumers. One of the goals of sales promotion is to create interest and shift interest in prices (Cummins and Mullin (2004) in (Putra, 2018).

The attractiveness of sales promotions can be identified by several things, including free products, discounted prices and vouchers which can be reasons for making unplanned purchases (Karbasiyar A, 2011). One of the internal factors of impulsive shopping is the emotion of consumers when shopping. Emotion is an individual's reaction to circumstances and the surrounding environment which is a form of communication for the response experienced (Paramita, 2014). According to Park (2006) positive emotions are described as moods that influence and determine consumer decision making. Previous research conducted by

Paramita (2014) revealed that positive emotions had an effect on impulsive buying by 25.7%.

Based on the background of the problem, the researchers are interested in conducting this research. Research related to impulsive buying most of it is directed for the interest of marketing research, therefore in this study the researcher is interested in further examining the phenomenon of impulsive buying that exists in students. This is because students as the academic community should be able to control themselves based on rationality. For this reason, it is necessary to identify how the effect of Intensity of Accessing Internet, Sales Promotion, and Positive Emotions on Impulsive Buying in the Marketplace. This study aims to determine the effect of intensity of accessing internet, sales promotion, and positive emotions on impulsive buying in the marketplace.

According to Rook DW (1987), he defined that impulsive buying is an irrational purchase and a quick and unplanned purchase, followed by a conflict of thought and emotional impulses. This emotional drive is related to a deep feeling that is shown by making a purchase because of the urge to buy a product quickly, ignoring negative consequences, feeling satisfaction and experiencing conflict in the mind (Herliyani, 2017).

Verplanken B. d., (2001) defined impulsive buying as purchases that are irrational and are associated with unplanned purchases, followed by conflicting thoughts and emotional impulses. Impulsive buying is defined as the act of buying that is not previously recognized consciously as a result of considerations or purchase intentions formed before entering a store (Sinaga, 2012). Impulsive buying is a purchase that is made without much thought, this is done without involving many evaluations of different things such as needs, affordability, price, etc. (Mehta, 2013).

Impulsive buying is an unplanned purchase, impulsive buying is the result of exposure to a stimulus and the purchase is decided on the spot at that moment and is the result of a consumer's emotional experience or cognitive reaction (Tinne, 2010). According to Beatty (1998) the urge or desire to buy comes from physical closeness to objects during

searches in stores, the tendency to make impulsive buying is driven by the experience of positive feelings while shopping. Impulsive buying is explained as a purchase made at that time as a result of a strong positive influence on an object (Park, 2006).

According to Semuel (2005) some people think shopping can be a tool to relieve stress, spending money can change a person's mood changes significantly, and in other words money is a source of strength. The ability to spend money makes a person feel in control. Unplanned purchases of impulsive buying means activities to spend money that are not controlled, mostly on items that are not needed. The goods purchased unplanned (impulsive products) are more likely to be the ones the consumer wants to buy more, and most of these goods are not needed by the consumer.

In this study, the theory used is the consumer behavior model theory according to Assael (1995). Consumer behavior is something complex because it is influenced by many factors. In understanding consumer behavior, there are several models that can be used as a reference. This simple model of consumer behavior is explained by Assael (1995) through the stimulus-organism-response model (Suryani, 2013). In this model, it is explained that the core component of the model is consumer decision making, which is the process of receiving and evaluating information on a particular product brand. There are two factors that influence, namely factors from the consumers themselves and environmental factors.

Factors that come from within consumers that can influence decision making include: consumer thoughts which include needs or motivation, perceptions, attitudes, and characteristics of consumers which includes demographics, lifestyle and personality of consumers. While the factors that come from environmental influences consist of cultural values, sub and cross-cultural influences, social class, face to face groups and other determining situations. This environmental factor through communication will provide information that can influence consumer decision making. The form of communication can be in the form of group communication, word of mouth,

marketing communication and cross-group communication.

## METHOD

This type of research was quantitative research. The research design used in this study was the hypothesis testing study design, to test the effect between the hypothesized variables in the study. According to Sekaran (2003), in terms of study objectives, there are four types of research designs, namely exploratory studies, descriptive studies, hypothetical studies, case studies (Wahyudin, 2015). This research was conducted to examine the effect of intensity of accessing internet, sales promotion of positive emotions on impulsive buying.

This research was used to examine random populations or samples, data collection used research instruments, quantitative / statistical data analysis with the aim of testing the applied hypothesis (Sugiyono, 2017). According to Wahyudin (2015) population is defined as a set of elements, or units within a certain area or scope, which have certain attributes or characteristics, and are determined by researchers as the object of analysis of a study. The population used in this study were students of Universitas Negeri Semarang from class 2016 to 2019 which consisted of eight faculties, namely the Faculty of Education, the Faculty of Language and Arts, the Faculty of Social Sciences, the Faculty of Mathematics and Natural Sciences, the Faculty of Engineering, the Faculty of Sports Sciences, Faculty of Economics and Faculty of Law. The population in this study was an infinite population. The criteria used were students of Universitas Negeri Semarang who have an online shopping application (marketplace).

According to Wahyudin (2015) the sample is a sample taken from the population and represents the population. The sample is part of the number and characteristics of the population (Sugiyono, 2017). The things that are considered when taking population research or sample research are the available funds, available time, available personnel, benefits obtained, and the validity or validity of the

results to be achieved (Wahyudin, 2015). Researchers used research samples in this study with these considerations in mind. In an infinite population, the number of research samples was determined by using the Lemeshow formula (1990) (in Gunawan, et al, 2013), namely:

$$n = \frac{(Z_{\alpha/2})^2 p (1-p)}{e^2}$$

Where :

n= Number of Samples

$Z^{\alpha/2} = 1.96$

p = Probability (0.5)

e = error rate, 5%

Based on this formula, the amount is determined samples are as follows:

$$n = \frac{(1.96)^2 0.5 (1-0.5)}{0.05^2}$$

= 384.16 rounded to 385 samples.

So in this study used a sample of 385 samples.

The sampling technique used in this study was a non-random (non-probability) sampling technique. The non-random (non-probability) sampling technique was carried out on the principle that not all members of the population have the same opportunity as members of the

sample. The non-random (non-probability) sampling technique used is the technique of determining the sample based on chance or makeshift, namely accidental sampling. According to Sugiyono (2017) incidental sampling technique is a sampling technique based on chance, that is, anyone who accidentally meets the researcher can be used as a sample, if it is considered that the person who happened to be found is suitable as a data source. The data collection technique used in this research used a questionnaire. The data analysis technique used descriptive statistical analysis and multiple regression analysis. Process and analyze data used a program in the form of SPSS software.

## RESULTS AND DISCUSSION

The results of descriptive analysis and multiple regression of the intensity free variable of accessing the internet as X1, sales promotion as X2, and positive emotions as X3 on the dependent variable of impulsive buying as Y are summarized in the thickness below.

**Table 2.** Descriptive Analysis of Research Variables

No.	Category	Intensity of Sales Promotion (X1)		Positive Emotions (X3)		Impulsive Buying (Y)			
		Frequency	%	Frequency	%	Frequency	%		
1.	Very high	32	8.31	60	15.59	72	18.70	41	10.65
2.	High	127	32.90	194	50.39	177	45.97	141	36.62
3.	Low	165	42.86	108	28.05	114	29.61	164	42.60
4.	Very low	61	15.84	23	5.98	22	5.71	39	10.13
	Average	14.72		36.30		24.27		36.60	
		Low		High		High		Low	

Source: Research data, processed 2020

In this study, impulsive buying was measured by indicators of spontaneous, unplanned, unwilling to buy beforehand, and cannot refuse. Based on the results of descriptive analysis, impulsive buying had an average of 36.60 with a low category. The frequency distribution of impulsive buying on spontaneous indicators had an average of 9.17 with a low

category, the indicators of unplanned had an average of 10.64 in the high category, the indicators of unwilling to buy beforehand had an average of 9.06 with the low category, and indicators of cannot refuse had an average of 7.74 with the high category. This showed that students of Universitas Negeri Semarang, class

of 2016- 2019, had a good shopping plan so that they had a low level of impulsive buying.

The variable of intensity of accessing the internet was measured by using indicators of frequency (level of frequency) and duration (length of access). Based on the results of the descriptive analysis, the intensity of accessing the internet had an average of 14.72 with a low category. The frequency distribution of intensity of accessing the internet on the frequency indicator (level of frequency) had an average of 7.66 with the high category, and the duration indicator had an average of 7.06 with the high category. This showed that students of Universitas Negeri Semarang, class 2016-2019 had a high level of frequency and duration of accessing internet; in this case marketplace access was high enough to allow impulsive buying behavior.

Sales promotion variables were measured by using indicators of discounted prices, shopping coupons / vouchers, direct sales, and frequent shopper programs. Based on the results of descriptive analysis, sales promotions had an

average of 36.30 in the high category. The frequency distribution of the discount indicator had an average of 10.26 in the high category, the shopping coupon/voucher indicator had an average of 11.44 in the high category, the direct sales indicator had an average of 7.07 in the high category, and the frequent shopper program indicator had an average of 7.52 in the high category. This showed that the 2016-2019 students were easily influenced by the sales promotions offered in the marketplace.

Positive emotional variables were measured by using indicators of pleasure and arousal. The frequency distribution of positive emotions on the indicator of pleasure had an average of 13.39 in the high category, and the indicator of arousal had an average of 11.07 in the high category. This showed that students of the Universitas Negeri Semarang, class of 2016-2019 had high positive emotions when shopping online so that impulsive buying behavior occurred.

**Table 3.** Results of Multiple Regression Analysis

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients		Standardized Coefficient <sup>t</sup>	Sig.
	B	Std. Error		
(Constant)	9,850	1,836		5,366, 000
1 Intensity of Accessing the Internet,	522	, 118	, 239	4,435, 000
Sales Promotion	, 353	, 064	, 304	5,513, 000
Positive Emotions	, 255	, 085	, 169	3,008, 003

a. Dependent Variable: Impulsive Buying

Source: Research data, processed in 2020

Multiple Regression Equation:

$$Y = 0.239X_1 + 0.304X_2 + 0.169X_3$$

The multiple regression equation above has the following meanings: (1) the regression coefficient of the intensity variable of accessing the internet (X<sub>1</sub>) was positive. This explains that any increase in the intensity of accessing the internet would encourage impulsive buying (Y) to increase. (2) The regression coefficient of the

sales promotion variable (X<sub>2</sub>) was positive. This explains that an increase in sales promotion promotions would encourage impulsive buying behavior (Y) to increase. (3) The regression coefficient for the positive emotion variable (X<sub>3</sub>) was positive. This explains that an increase in positive emotions would encourage impulsive buying (Y) to increase.

**Table 4.** The coefficient of determination

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,614a	,376	,372	6,936

a. Predictors: (Constant), Positive Emotions, Internet Access Intensity, Sales Promos  
b. Dependent Variable: Impulsive Buying

Source: Research data, processed in 2020

Table 4 showed the simultaneous coefficient of determination (R<sup>2</sup>) showed that the Adjusted R Square value was 0.372 or 37.2%. This means that 37.2% of the impulsive buying variable can be explained by the intensity

of accessing the internet, sales promotion, and positive emotions while the remaining 62.8% was explained by other factors outside the model.

**Table 5.** Partial Coefficient of Determination

Model	Coefficients <sup>a</sup>			Sig.	Correlations	
	Unstandardized Coefficients	Standardized Coefficients	T		Zero-order	Partial
	B	Std. Error	Beta			Part
(Constant)	9,850	1,836		5,366,000		
1 Intensity of Accessing the Internet	,522	,118	,239	4,435,000,519	,222	,179
Sales Promotion	,353	,064	,304	5,513,000,550	,272	,223
Positive Emotions	,255	,085	,169	3,008,003,505	,152	,122

a. Dependent Variable: Impulsive Buying

Source: Research data, processed in 2020

Table 5 of the partial coefficient of determination showed that the contribution of the intensity of accessing the internet to impulsive buying was  $(0.222) \times 100\% = 4.93\%$ . Thus partially the variable of intensity of accessing the internet (X1) affected the impulsive buying (Y) variable by 4.93%. The contribution of the sales promotion variable to impulsive buying was  $(0.272) \times 100\% =$

7.40%. This showed that partially the sales promotion variable (X2) affected the impulsive buying (Y) variable by 7.40%. The contribution of Positive emotional variable to impulsive buying was  $(0.152) \times 100\% = 2.31\%$ . This showed that partially positive emotional variable (X3) affected impulsive buying (Y) by 2.31%.

**Table 6.** F-test

ANOVA <sup>a</sup>						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
Regression	11065,889	3	3688,630	76,677	,000b	
1 Residual	18328,308	381	48,106			
Total	29394,197	384				

a. Dependent Variable: Impulsive Buying  
b. Predictors: (Constant), Positive Emotions, Internet Access Intensity, Sales Promos

Source: Research data, analyzed 2020

Table 6 showed that the significance value of the F-test was less than 0.05, which was equal to 0.000, which means the intensity of accessing the internet, sales promotion and

positive emotions simultaneously affected impulsive buying among students of Universitas Negeri Semarang, Class of 2016-2019.

**Table 7.** Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficientst	Sig.
	B	Std. Error		
(Constant)	9,850	1,836		5,366, 000
	, 522	, 118	, 239	4,435, 000
1 Intensity of Accessing the Internet				
Sales Promotion	, 353	, 064	, 304	5,513, 000
Positive Emotions	, 255	, 085	, 169	3,008, 003

a. Dependent Variable: Impulsive Buying

Source: Research data, processed in 2020

Table 7 showed the significance value of the t-test for each variable as follows. The intensity of accessing the internet (X1) had a positive B coefficient value of 0.522 with a significance value of  $0.000 < 0.05$ , so this showed that H1 was accepted or there was a positive and significant effect between the intensity of accessing the internet on impulsive buying among students of Universitas Negeri Semarang, class of 2016- 2019.

The sales promotion variable (X2) had a positive coefficient B value of 0.353 with a significance value of  $0.000 < 0.05$ , so this showed that H2 was accepted or there was a positive and significant effect between sales promotion on impulsive buying among students of Universitas Negeri Semarang, class of 2016- 2019. The positive emotion variable (X3) had a positive B coefficient value of 0.255 with a significance value of  $0.003 < 0.05$ , so this showed that H3 was accepted or there was a positive and significant effect between positive emotions on impulsive buying among students of Universitas Negeri Semarang, Class of 2016- 2019.

### **The Effect of Intensity of Accessing the Internet on Impulsive Buying**

Based on the data analysis in this study, it can be seen that the intensity of accessing the internet had a positive and significant effect. This was in accordance with the partial test (t) which showed a significant value of 0.000 which indicated that the value was  $< 0.05$  which means that H1 was accepted. The partial contribution to the intensity of accessing the internet was 4.93%. This means that the increasing intensity of accessing the internet, the more impulsive

buying increased, although the increase was not too large.

The results of descriptive statistical analysis of impulsive buying, the mean intensity of accessing the internet among students of Universitas Negeri Semarang, class of 2016-2019 class was 14.72 or in the low category. This means that although students in the intensity of accessing the internet were included in the low category, they still had an effect on impulsive buying activities when shopping online in the marketplace. The intensity of accessing the internet was measured by using two indicators, namely frequency (level of frequency) and duration (length of access).

The two indicators, the highest percentage was the frequency of 7.66% which was included in the high category. This indicated that students had a high frequency of accessing the internet, accessing at least 5 times a day so that the more often students accessed the internet, in this case the online shopping application, the students could be increasingly influenced to buy the items they saw even without prior planning.

It can be said that this research supported The Strong Theory of Advertising which was stated by Jones (1994) where when someone is accessing the internet shopping like in a marketplace, actually what student access is advertisements, such as product displays and product descriptions. According to this theory, advertising can influence and persuade someone to buy goods that have never been purchased or planned before. This means that the higher the intensity of accessing the internet, the more advertisements could be seen in the marketplace, so that it could generate interest and could

increase the impulsive buying of students of Universitas Negeri Semarang, class of 2016-2019.

The results of this study also supported the results of research conducted by Winatha & Sukaatmadja (2014) which stated that internet addiction or high intensity of accessing the internet had a positive effect on impulsive online buying behavior. The significance value of the relationship was 0.030 which was smaller than 0.05. This also explained that the intensity of accessing the internet was one of the factors that influenced impulsive buying online.

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

Based on data analysis in this study, it can be seen that sales promotions had a direct and significant effect on impulsive buying. This was in accordance with the partial test (t) which showed that the significance value was 0.000 which indicated that the value was  $<0.05$ , which means that H2 was accepted. The partial contribution of the effect of sales promotions on impulsive buying was 7.40%. This means that the higher the sales promotion, the higher the level of impulsive buying among students of Universitas Negeri Semarang, class of 2016-2019.

From the descriptive analysis of sales promotion variables, the average sales promotion variable was 36.30 or in the high category. This means that students of Universitas Negeri Semarang, class of 2016-2019 were very interested in impulsive buying when there was a sales promotion on the marketplace. Sales promotion is one way to push certain targets or segments of a market to engage buyers (Saleh, 2012).

From the results of the percentage descriptive analysis, the sales promotion variable was measured through 4 indicators, namely discounted prices, shopping coupons / vouchers, direct sales, and frequent shopper programs. Of the four indicators, the highest percentage was the shopping coupon / voucher indicator at 11.44%. This indicated that the existence of shopping coupons / vouchers had an interest in impulsive buying without much re-thinking or re-planning first.

Based on the results of this study, it can be said that this study supported the Consumer Behavior Model proposed by Kotler & Armstrong (2006) which argued that purchasing decisions made by consumers are influenced by marketing stimuli and other stimuli. Marketing stimuli such as product, price, distribution, and promotion. Where sales promotion is a form of marketing stimulus in the form of discounted prices, shopping vouchers, direct sales and also frequent shopper programs. Sales promotion greatly influenced purchasing decisions, especially online purchases. Where at this time there were so many sales promos available in various marketplaces in the form of discounts or discounts, shopping vouchers, free postage promos and so on.

The results of this study also supported the results of the researchers Sari & Suryani, 2014, which stated that sales promotion had a positive and significant effect on impulsive buying, it can be seen from the t-count of 3.555 which was greater than the t-table of 1.658 and had a sig value. 0.001. These findings supported previous research conducted by Yuliana (2019), Temaja (2015), and Fahd (2015).

### **The Effect of Positive Emotions on Impulsive Buying**

Based on the research results, it showed that positive emotions had a positive and significant effect on impulsive buying. This was in accordance with the results of the partial test (t-test) with a significance value of 0.003. These results indicated the sig value  $<0.05$  which means that H3 was accepted. The partial contribution of the effect of positive emotions on impulsive buying was 2.31%. The results of this study indicated that positive emotions such as pleasure and happiness in shopping affected students in making impulsive buying. Thus it can be said that when positive emotions increased, impulsive buying would also increase because students tended to obey their desires so they did not think much when doing shopping activities.

The results of this study supported the consumer behavior model proposed by Assael(1995) which stated that there are two factors that influence decision making in

purchasing, namely factors from consumers and environmental factors. Positive emotions in this study are related to the pleasure and excitement of consumers in shopping that come from consumers themselves so it means that if students of Universitas Negeri Semarang, class of 2016- 2019 had a high level of positive emotions, it would affect purchasing decisions, especially unplanned purchases or impulsive buying.

Previous research that was relevant to the results of this study was also conducted by Pradiantiningtyas (2019) which can be seen from the significant value which was smaller than 0.05, namely 0.028. These results also explained that positive emotional variable had an effect on impulsive buying.

## CONCLUSION

Based on the results of data analysis that had been carried out in this study, it can be concluded that There was a positive and significant effect on the intensity of accessing the internet on impulsive buying in the marketplace among students of Universitas Negeri Semarang, class of 2016- 2019. This means that the higher the intensity of accessing the internet, in this case the marketplace, the higher the impulsive buying among students of Universitas Negeri Semarang, class of 2016. - 2019.

There was a positive and significant effect of sales promotion on impulsive buying in the marketplace among students of Universitas Negeri Semarang, class of 2016- 2019. This means that the higher the level of sales promotion, the higher the impulsive buying among students of Universitas Negeri Semarang, class of 2016- 2019. (3) There was a positive and significant effect of positive emotions on impulsive buying in the marketplace among students of Universitas Negeri Semarang, class of 2016-2019. This means that the higher the positive emotions, the higher the impulsive buying among students of Universitas Negeri Semarang, class of 2016-2019.

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