

THE ROLE OF POSITIVE EMOTION MEDIATES FASHION INVOLVEMENT ON IMPULSE BUYING

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ABSTRACT : This study aims to determine how the positive emotion mediates fashion involvement on impulse buying for the consumer product fashion H & M Mall Bali. The population in this study are all people who have made a purchased fashion products at H & M Mall Bali Galeria. The sampling method used in this study is purposive sampling technique by considering the criteria set by the researchers. Methods of data collection in this study was a questionnaire online through a google form Samples were selected in this study were 108 respondents. Data were analyzed using path analysis techniques. The results showed that the fashion involvement and significant positive effect on positive emotion, Positive emotion has a positive and significant impact on impulse buying. Fashion involvement positive and significant impact on impulse buying. Positive emotion mediate the effect of involvement on impulse buying fashion at H & M Mall Bali Galeria. The results of this research can be used to enrich the reference and knowledge relating to variable fashion involvement, positive emotion and impulse buying.

KEYWORDS: *Fashion involvement, Positive emotion, impulse buying*

I. INTRODUCTION

Impulse buying is one of the consumer behavior in determining a purchase decision (Sharma et al., 2010). The desire to make purchases often arise when visiting the store or mall (Deviana & Giantari, 2016). Impulse buying can take place on a product, perfume, clothes, make-up and more. Impulse buying occurs when a person has a fashion-based involvement by fashion trends trends (Kinasih & Jatra, 2018). According Temaja et al. (2015) the internal factors of impulse buying behavior is internal cues of consumers and consumer personality characteristics, stimulation in the study is the involvement of fashion. Fashion makes people look ahead in their social environment Deviana & Giantari (2016).

fashion involvementthe consumer interest in a product fashion (such as clothing) that is driven by the needs and attachment to a product (Wiguna & Nurcaya, 2014). Japariato (2012) states that the involvement of fashion is the involvement of a person with an apparel products for the needs, interests, interest and value to a product. According Zeb et al. (2011) which states that in fashion marketing, fashion engagement refers to the comfort level of a person against the latest fashion product category and also the involvement of fashion can be attributed to differences in affection to the social environment. O'Cass (2004) stated that in view of fashion involvement as issues related to the interaction between individuals.

positive emotionis one component of the process of psychological affective processes in Impulse Buying. Positive emotion is said to be a state where the (potential) consumers have the positive mood that comes from motivation to indulge through impulse buying (Coley in Mulyono, 2012). Generally, positive emotions in time may lead to increased customer purchase impulse purchases and plays an important role in their intent to make a purchase Chaudhuri and Holbrook (2002). Positive emotion is a feeling of pleasure or joy that is effected by a variety of environments, which can lead to impulse buying while shopping. Amiri et al.

This study was conducted based on the findings of previous studies on the effect of fashion involvement, positive emotion and impulse buying with different results. Suchida research results (2019) states that the fashion involvement and no significant negative impact on impulse buying. The results of the study Riana et al. (2015) states that the fashion involvement and no significant negative effect on positive emotions. This is not in line with the results of research Willy & Warmika (2015) and Kinasih & Jatra (2018) found that fashion involvement and significant positive effect on positive emotions.

Results of research conducted by Dananjaya & Suparna (2016) states that the involvement of fashion positive and significant impact on impulse buying. This is in line with research conducted Amiri (2012) resulted in that fashion involvement positive and significant impact on impulse buying.

Results of research conducted Willy & Warmika (2015) and Kinasih & Jatra (2018) states that positive emotions positively and significantly mediates the effect of involvement fashion to impulse buying. This is not in line with research Riana et al. (2015) states that fashion indirect involvement and no significant negative berpengaruh against impulse buying through a mediator positive emotion.

II. LITERATURE AND HYPOTHESIS DEVELOPMENT

fashion involvement is the involvement of a person with an apparel-products for the needs, interests, interest and value to the product. Deviana & Giantari (2016) in his research found that there is a positive relationship between the level of involvement fashion and clothing purchases which consumers with high involvement fashion more likely to buy clothes. Willy & Warmika (2015) on the results of his research stating fashion involvement has a significant direct effect on consumer buying behavior and with a high fashion keterlibatan, possibly to buy clothes with the latest styles, or just coming out when they see it. Dananjaya & Suparna (2016) resulted in the finding that the involvement of fashion positive and significant impact on impulse buying.

This is not in line with the findings of the research Riana et al. (2015) suggested a negative but insignificant pengaruh between fashion indirect involvement of the mediator impulse buying through positive emotions. While the research results Suchida (2019) states that the fashion involvement and no significant negative impact on impulse buying, meaning that the higher the involvement fashion no effect on the impulse buying. Based on the review and assessment of previous research, it can be arranged hypothesis is as follows:

H1 : fashion involvement significant positive effect on impulse buying

fashion was first used to predict a person's behavior in relation to products with involvement stylish fashion meaning that consumers are more likely to buy clothes with the latest styles or had just come out when they see it. High fashion consumer involvement are more likely to experience positive emotions such as feeling excited and satisfied during shopping (Park et al., 2006). Dananjaya & Suparna (2016) found that fashion involvement and significant positive effect on positive emotions. Based on the review and assessment of previous research, it can be arranged hypothesis is as follows.

H2 : fashion Involvement significant positive effect on positive emotion

Amiri (2012) states that generally the more positive emotions in the time of purchase can lead to increased impulse buying, positive emotions play an important role in their intent to buy. Amiri (2012) in his research states that positive emotions have a positive impact on impulse buying. Research conducted Permatasari et al., (2017) declared a state of emotion in the consumer plays an important role in making the decision to make a purchase impulsif. The research result Permatasari et al., (2017) showed that positive emotions positive and significant impact on impulse buying. Based on the study and the previous study, it can be arranged hypothesis is as follows.

H3 : positive emotion significant positive effect on impulse buying

When shopping for customers who have a high fashion involvement showed more positive emotions, this means that the positive emotions in the shop can increase engagement in impulse buying (Amiri, 2012). Willy and Warmika (2015) in his research found that positive emotion significant effect to mediate the effect of involvement fashion to fashion consumer impulse buying. Based on the study and the previous study, it can be arranged hypothesis is as follows.

H4 : Positive emotion significantly mediates the role of fashion involvement in impulse buying

III. RESEARCH METHODS

The research location is at the H & M Mall Bali Galeria which sits in its Jl. By Pass Ngurah Rai, Kuta, Badung, Bali. This study uses research object in H & M Mall Bali Galeria, because the store H & M is one of the fashion centers in the Mall Bali Galeria. The object of research are determined in accordance with the author studied the problems are fashion involvement and impulse buying. Companies under investigation for being the object of the research is H & M Mall Bali Galeria. The population in this study is that consumers who never make purchases of products fashion brand H & M in Bali Galeria mall with a population that is not known for certain (infinite). This study used a non-probability sampling collection technique with purposive sampling method sampling technique with a certain consideration. Best suggested sample size for measuring multivariate is 5-10 observation every parameter yang estimated. The number of indicators that will be used, amounting to 18 indicators, then the sample size ranged in vulnerable 90-180 samples. Based on these considerations, then the sample size is set at 108 responder.

The analysis technique used in this research is path analysis techniques. Path analysis (path analysis) is an extension of the application of multiple linear regression analysis to predict the causal relationships between variables (causal models) that have been previously applied by the theory.

IV. RESULTS AND DISCUSSION

Linearity test

Linearity test is used to determine the pattern of the relationship between independent variables and the dependent variable, has a linear relationship or not significantly. Value Sig. Linearity shows the extent to which the independent variable value right in a straight line. If the value of Sig. Linearity is smaller than the significance level of 0.05, linear regression can be used to explain the effect of the variables that exist. Results of Test Linearity It can be seen from Table 1 below:

Table 1. Linearity Test Results

No.	Relationship between Variables	result examination			
		criteria Testing	F	Sig	Ket
1.	fashion Involvement (X) → positive Emotion (M)	linearity	80.122	0,000	linear
2.	fashion involvement (X) → impulse buying (Y)	linearity	168.101	0,000	linear
3.	Positive emotion (M) → Impulse buying (Y)	linearity	86.823	0,000	linear

Secondary Data, 2019

Linearity test results it appears that the relationship of independent variables Fashion involvement, Positive Emotion intervening variables and the dependent variable Impulse buying is said to be linear because the smaller the significance level of 5 percent ($p < 0.05$), thus evident that the data used to meet the requirements of linearity.

Results Path Analysis

This study uses path analysis technique (Path Analysis). Analyzes were performed using two regression. Regression equation 1 is used to determine the effect of involvement Fashion (X) to Positive emotion (M). Regression Equation 2 is used to determine the effect of involvement Fashion (X) and Positive emotion (M) terhadap Impulse Buying (Y). Reporting regression analysis of each regression equation is as follows:

- Based on Regression Reporting Structure 1, it can be seen that the regression coefficient is positive with significance values less than 0.05 t test. This indicates that the variable Fashion involvement has a significant positive effect on the variable Positive emotion. The magnitude of the effect of independent variables on the dependent variable indicated by the determination of the total (R Square) of 0.430 means that as much as 43 percent of the variation Positive emotion is effected by variations Fashion involvement, while the remaining 57 percent is explained by other factors not included in the model.
- Based on Regression Reporting Structure 2, it can be seen that the regression coefficient of each independent variable is positive with significance values less than 0.05 t test. This shows that all independent variables have a significant positive effect on the dependent variable. The amount of independent variables on the dependent variable indicated by the total value of determination (R Square) of 0.657 means that 65.7 percent of the variation Impulse buying is effected by variations Positive Fashion involvement and emotion, while the remaining 34.3 percent is explained by other factors which are not incorporated into the model.

Table 2. Variable Direct Impact Research

variable relations	The regression coefficient	SE	T	Sig
	Standard			
fashion Involvement → positive Emotion	0,656	0.083	8.951	0,000
fashion Involvement → Impulse buying	0.602	0.075	7.945	0,000
positive emotion → Impulse buying	0,276	0,067	3.643	0,000

Secondary Data, 2019

Based on the above table, it can be seen that the Fashion involvement directly affects the Positive Emotion, namely the significance of 0.000 or less than one percent. Fashion involvement directly affects the Impulse buying, with significance of 0.000 or less than one percent. Positive emotion variables directly affect the Impulse buying with a significance of 0.000 or less than one percent.

The value of $e1 = \sqrt{1-0,430} = 0.754$ and the value of $e2 = \sqrt{1-0,657} = 0.858$. Coefficient of determination total structural equation $R^2m = 1 - (0.754 \times 0.858) = 0.582$ means that amounted to 58.2 percent of the information contained by the model established, while the remaining 41.8 percent is explained by variables outside the model established.

Calculation of effect between variables are summarized in Table 4.11. The data shows that involvement Fashion Impulse buying directly effect amounted to 0.602 percent, with Positive emotion is mediated by variable then obtained the indirect effect of 0.181 percent, and the total effect amounted to 0.783 percent. These results indicate that mediate emotion Positive effect on Impulse buying Fashion involvement partially.

Table 3.
Effect of Direct, Indirect Effect and Total Effect Fashion involvement (X), Positive emotion (M) and Impulse buying (Y)

Variables effect	Direct Effect	Indirect Effect (M) = ($\beta1 \times \beta3$)	Total Effect
fashion involvement → Positive emotion	0,656	-	0,656
positive Emotion → impulse buying	0,276	-	0,276
fashion involvement → Impulse buying	0.602	.181	.783

Secondary Data, 2019

Sobel test

Sobel test was used to test the strength of the indirect effect of Fashion involvement variable (X) to Impulse buying variable (Y) through a variable Positive emotion (M). The indirect effect Fashion involvement variable (X) to Impulse buying variable (Y) through a variable Positive emotion (M) is calculated by multiplying the path coefficient X to M (a) the path coefficients M to Y (b) or ab. Sobel Test formula as follows:

$$Z = \frac{ab}{S_{ab}}$$

SAT value is calculated by the following equation

$$ab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

Based on the analysis in Annex 10 known the value of $a = 0.741$; $sa = 0.083$; $b = 0,243$; $sb = 0.067$, using the formula above Sobel obtained Z value of 3.3422. Conclusion: Therefore z count equal to 3.3422 is greater than 1.96 means that positive emotion is a variable that mediates the effect of involvement fashion to impulse buying.

The effect of involvement to positive emotion fashion

Based on the analysis of fashion involvement and significant positive effect on positive emotion. These results indicate that the higher the fashion involvement, the higher the consumer to feel a positive emotion (positive emotion) while shopping at H & M Mall Bali Galeria.

In this study, apart from the assessment will be the involvement of high fashion of consumer H & M Mall Bali Galeria, respondents also gave appraisal excellent indicator stating Fashion imperative for supporting daily activities such as work clothes, lectures and others. This means that engagement is required by a person's fashion and have an important role in supporting the day-to-day activities. Indicators which states Glad using fashion models of H & M Mall Bali Galeria because it looks more fashionable also rated well by the respondents which means when consumers use fashion products from H & M Mall Bali Galeria This will cause a sense of fun and good mood for the consumer H &

fashion involvement measured by indicators have one or more models of the latest fashion from H & M Mall Bali Galeria, fashion essential in supporting the daily activities such as work clothes, lectures and others, happy to use fashion models of H & M Mall Bali Galeria because it looks more fashionable and some other indicators proven to increase positive emotion when shopping for fashion products in H & M Mall Bali Galeria. This is supported by a statement Amiri et al., (2012) stated that in general consumers with a high level of involvement in the fashion mode when shopping increases their positive emotions ..

The results are consistent with the formulation of the hypothesis that fashion involvement and significant positive effect on positive emotion on consumers H & M Mall Bali Galeria. The results support the research Willy & Warmika (2015) and Kinasih & Jatra (2018) found that fashion involvement and significant positive effect on positive emotions.

In this study, the lowest ratings of respondents to the H & M Mall Bali Galeria shown in the indicator states that the Always update the latest fashion from H & M Mall Bali Galeria. This proves that the consumer products Fashion H & M Mall Bali Galeria less up to date on the latest fashion from H & M Mall Bali Galeria, so that H

& M Mall Bali Galeria should more often give information to the consumer so that the consumer always knows the latest fashion from H & M Mall Bali Galeria.

The effect of positive emotion to impulse buying

Based on the analysis of positive emotion positive and significant impact on impulse buying. These results indicate that the higher the positive emotion felt by consumers when shopping at H & M Mall Bali Galeria, the higher the impulse buying is happening at H & M Mall Bali Galeria.

The highest ratings on indicators of positive emotion is a statement feel excited fashion product shopping at H & M Mall Bali Galeria and the next highest vote that statement is satisfied fashion product shopping at H & M Mall Bali Galeria. Positive emotions of consumers determine the intensity of consumer spending, because the higher the positive emotion felt by consumers, it will affect consumer behavior that consumers tend to often do impulse buying. H & M Mall Bali Galeria also need to pay attention to consumer behavior because it is so important for H & M Mall Bali Galeria to pay attention to consumer behavior in marketing activities, because impulse buying is done by consumers can contribute directly to increased sales of H & M Mall Bali Galeria own. Rachmawati (2009) which resulted in the finding that the behavior of impulse buying could be driven by the positive emotions that arise when shopping so that the sacrifice of time or financial consumers will not be felt or no effect as long as consumers feel comfortable, happy or unhappy when shopping line with the views expressed by Schiffman and Kanuk (2007: 511) that impulsive purchase is an emotional decision or by impulse. Emotions can be very strong and serve as the basis of the dominant buying motive ..

The results are consistent with the formulation of the hypothesis that the positive emotion positive and significant impact on consumer impulse buying at H & M Mall Bali Galeria. The results support the research Permatasari et al., (2017) showed that positive emotions positive and significant impact on impulse buying and Amiri (2012) in his research states that positive emotions have a positive impact on impulse buying.

In this study, the lowest score of respondents to the H & M Mall Bali Galeria shown on the indicator that states that feel full of positive emotions when shopping for fashion products in H & M Mall Bali Galeria, this means that H & M Mall Bali Galeria need to make the store feel comfortable so that consumers will feel excited and happy when shopping and induce a good mood or give rise to a positive emotional state at the consumer product fashion H & M Mall Bali Galeria which can cause impulse buying. This is in line with the statement Sutisna (2001: 164) states that a positive emotional state will create two dominant feelings that evoke feelings of pleasure and desire an emergent or impulse.

The Effect of involvement fashion to impulse buying

Based on the analysis of fashion involvement positive and significant impact on impulse buying. These results indicate that the higher the fashion involvement, it is increasingly possible for consumers to make impulse buying at H & M Mall Bali Galeria, judging from the results of the assessment indicator variable by respondents.

In this study, the highest ratings of respondents on indicators such as mencoba fashion products before you buy, this means that when a customer enters the store H & M Mall Bali Galeria consumers will tend to try on clothes or fashion before buying resulting in impulse buying when fashion is deemed suitable when on trial or in use will lead to the impulse buying, it able to prove that fashion involvement or involvement of high fashion on the consumer is able to increase impulse buying via the indicator fashion product before you buy. Fashion involvement as measured by indicators have one or more models of the latest fashion from H & M Mall Bali Galeria, fashion essential in supporting the daily activities such as work clothes, lectures and others, happy to use fashion models of H & M Mall Bali Galeria because it looks more fashionable and some other indicators proven to improve consumer impulse buying at H & M Mall Bali Galeria. This is in line with the statement Pattipeilohy et al. (2013) which states that the level of involvement fashion product has a high positive correlation with impulsive buying behavior, so that consumers will make purchases impulsif or impulse buying on clothes with models and the latest design. In line with the research and Rakesh Khare (2010) which states that buyers who have an involvement in the field of high fashion will make a purchasing decision or impulse buying

The results are consistent with the formulation of the hypothesis that fashion involvement and significant positive effect on consumer impulse buying H & M Mall Bali Galeria. The results support the research Dananjaya & Suparna (2016) resulted in the finding that the involvement of fashion positive and significant impact on impulse buying.

Positive emotion mediates the effect of involvement fashion to impulse buying

Based on the analysis of positive role mediating emotion fashion effect impulse buying on the involvement of the consumer product fashion H & M Mall Bali Galeria has been tested in this study. Sobel test have been counted strengthen these results with the coefficient of $z > 1.96$, so H_0 is rejected and H_4 is received, indicating that the positive emotion mediates the effect of involvement fashion to impulse buying. These results showed that positive emotion is considered capable of mediating the effect of involvement on impulse buying fashion at H & M Mall Bali Galeria.

Fashion involvement are high on the consumer will make consumers feel excited, satisfied, pleased, happy or positive emotion, so as to encourage consumers to be more frequent impulse buying. This is in line with the statement Amiri (2012) states that the general consumer has the involvement of high fashion shows more positive emotions in spending time and which showed positive emotions in the shopping time can increase engagement in impulse buying. The same thing also expressed by Pattipeilohy et al., (2013) in his research menyakan that consumers who experience positive emotions are high will buy clothes with new models impulsively when they are shopping in the fashion stores and consumers who feel happy and satisfied will buy new clothing with the quality is guaranteed.

The results are consistent with the formulation of the hypothesis that fashion involvement and significant positive effect on consumer impulse buying H & M Mall Bali Galeria. The results support research and Warmika Willy (2015) in his research found that positive emotion significant effect to mediate the effect of involvement fashion to fashion consumer impulse buying.

V. CONCLUSION

Based on the research that has been done can be seen that theoretically, this research as a whole supports several theories that have been there before. This research is expected to contribute an empirical relationship between the variables fashion involvement, positive emotion and impulse buying for the development of marketing science. Data processing is done by using path analysis (path analysis) to estimate the causal relationship between the variables predetermined by theory, classical assumption is also used in the processing of the data in this study with the aim to ensure the results have met the basic assumptions in the regression analysis. This study also uses Sobel test to test the strength of the indirect effect of fashion involvement variable (X) to impulse buying (Y) through a variable positive emotion (M). The results of this research can be used to enrich the reference and knowledge relating to variable fashion involvement, positive emotion and impulse buying.

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