



# The Effect Of Shopping Emotion And Perceived Risk On Purchasing Decisions Through Impulsive Buying As An Intervening Variable In Shopee E-Commerce Consumers

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## ABSTRACT

The research was conducted with the aim of knowing the effect of shopping emotion and perceived risk on purchasing decisions through impulsive buying on E-Commerce Shopee consumers in Pekanbaru City. Questionnaires were distributed to 126 respondents using the Purposive Sampling technique and processed using the Structural Equation Modeling – Partial Least Square analysis method with SmartPLS software version 3.2.9. The results showed that there was a positive and significant influence between shopping emotion on purchasing decisions. There is a positive and significant effect between shopping emotion on impulsive buying. There is a positive and significant influence between perceived risk on purchasing decisions. There is a positive and significant effect between perceived risk on impulsive buying. There is a positive and significant influence between impulsive buying on purchasing decisions.

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## 1. Introduction

In today retail business world, there are a lot of small retail businesses that are thriving and have high potential in competition. In the conditions of Covid-19, more and more shopping centers that have developed in the world have caused consumers to have many choices in determining the store they choose to do or decide on a choice in shopping. When a consumer has made a choice in making a purchase, the retailer expects that the consumer can make a purchase of the product being sold, so that the retailer gets more profit. Many other retail companies have emerged, fierce competition makes retailers need to establish good relationships with consumers. The communication provided by retailers to consumers can have a good influence on the information of goods that will be offered by retailers.

Business transactions using the internet (online) another term is E-Commerce. According to the World Trade Organization, E-Commerce is the production, distribution, marketing, sale or delivery of goods/services by electronic means. According to data released by Bank Indonesia (2017), digital trade transactions in Indonesia are growing rapidly. Data on the rapid advancement of technology has changed the way people shop by conducting electronic commerce transactions (E-Commerce)).

The growth of the E-Commerce market in Indonesia continues to increase every year, moreover, online shopping activities have increased drastically during the Covid-19 pandemic, which was triggered by limited space for movement during the pandemic. Many consumers who have never shopped online before now have to be smart in relying on digital shopping platforms to meet their needs. During the pandemic, it was noted by Suara.com sources that E-Commerce users in Indonesia increased to 12 million consumers and it will be estimated that 40% of them will continue to use E-Commerce after the pandemic. Thus the data shows that people are greatly helped by the existence of the internet and online stores during the pandemic.

The number of visitors to an e-commerce site in Indonesia can be seen from the Q3 2020 e-commerce mapping data on the Databoks site. Shopee still leads the way as e-commerce with the largest site visitors in the third quarter of 2020, reaching 96.5 million. The next position is occupied by Tokopedia with 8 million, then Bukalapak with 31.4 million. Then, Lazada with 22.7 million. Monthly web visitors are taken from similar web sites with the average website visitors throughout the third quarter of 2020. The online store comes from the list of e-commerce players from the official website of iDEA (Indonesian E-Commerce Association) (Putra, et al., 2020).

Shopee is an E-Commerce that offers a variety of products ranging from those that are often sought after, namely clothes, electronic devices, home appliances, bags, hobbies and collections, food and beverages, children's needs, cosmetics, automotive, mother and baby supplies, watches, photography needs and much more. Shopee has been operating since June 2015. Based on data released by TEMPO.CO it was noted that Shopee managed to achieve its first rank as the top E-Commerce in the first quarter of 2020.

Purchasing decisions are consumer behaviors regarding consumer involvement in choosing and determining decisions to use a good or service Setiawan, et al. (2021). Reinforced by Hadi's statement in Ramadhani & Prihatini, (2018) that consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process. The existence of factors that influence a consumer in making a purchase decision.

Shopping emotion is an emotion or feeling that cannot be controlled but has a great influence on purchases. Emotions can be controlled by seeking a deep knowledge of the emotions themselves. Emotions are not always bad, because when we are happy then we will feel positive emotions, as well as when we feel relaxed. When we are going to buy an item usually we will be influenced by emotions, when the mood is sad automatically the consumer will be lazy to buy something, someone will be happy to do anything if the mood or state of his heart is fine. Perceived risk is another factor that influences consumers' purchasing decisions. Yee, et al. (2011) that risks are conceived in terms of typographical and the consequences associated with consumer actions, the results of which may be unpleasant. Perceived risk is defined as the uncertainty that consumers face when they cannot estimate the consequences of their purchase decisions.

Pekanbaru City is the Smartcity city with the most internet users in Riau Province. Pekanbaru City is a city of trade and services, including as a city with a high rate of growth, migration and urbanization. According to the results of the 2019 processed data survey Wijaya & Warnadi, (2019) showed the results of a consumer survey of Shopee online site users most widely used by consumers among teenagers in the Pekanbaru region with an average value of 60.8% compared to the Lazada, Tokopedia and Bukalapak sites.

Literature Review, marketing is one of the most important factors to advance the company, especially companies engaged in goods and services. According to Kotler & Armstrong, (2010) marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and mutual exchange of products and values with others. The American Marketing Association (AMA) in Kotler & Keller, (2012) defines marketing as an organizational function and a set of processes for creating, communicating, and providing value to customers and for managing customer relationships in a way that benefits the organization and its stakeholders.

Consumer behavior is defined as the actions of individuals who are directly involved in acquiring and using economic goods including the decision-making process (Shinta, 2011). Consumer behavior is carried out based on a process before and after consumers make a purchase of a good or service. In such consumer behavior, a buyer will make an assessment and will ultimately influence the decision-making process for the purchase of the goods or services.

Purchasing Decision, consumer behavior as a decision-making process that requires individuals to evaluate, obtain, use or regulate goods and services. Consumer behavior as the behavior of end consumer consumers, both individuals and households who buy products for personal consumption.

The model of consumer behavior suggested that consumer decisions in the consumer in addition to being influenced by consumer characteristics can be influenced by company stimuli that include products, prices, places and promotions. The above variables influence each other's decision process so as to produce consumer decisions based on product choices, brand choices, dealer choices, consumer time and the number of consumers. According to Oentoro (2012), there are seven components in the purchasing decision structure, namely as follows decision on the type of product,

decision on the shape of the product, decisions about the brand, decisions about the seller, decision on the number of products, decision on the timing of purchase and decision on the mode of payment.

Based on the explanation above, it can be concluded that the purchase decision is an action taken by consumers to purchase a product or service they want. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that, consumers can evaluate the choice and then can determine the attitude to be taken next impulsive buying, in the process of purchasing a rational nature, consumers carry out careful consideration and evaluate the nature of the product functionally. Meanwhile, purchases that arise because they are based on emotional factors are said to be purchases that are emotional. This purchase is hedonic, the object of consumption is viewed symbolically and is related to the emotional response.

Based on some of the understandings above, it can be concluded that impulsive buying or unplanned buying is an irrational purchase and occurs spontaneously due to the emergence of a strong impulse to buy immediately at that moment and there is a strong positive feeling about an object, so that purchases based on these impulses tend to occur with attention and ignore negative consequences. Suworo et al, (2020) and Prihastama, (2016) said that there are two important aspects in impulsive buying, namely Cognitive (Cognitive). This aspect focuses on the conflicts that occur in the cognitive of the individual which include purchase activities carried out without consideration of the price of a product, purchase activities without considering the usefulness of a product. Individuals do not do product comparisons. Emotional (Affective) this aspect focuses on the emotional state of the consumer which includes there is a emotional impulse to make a purchase immediately, there is a feeling of disappointment that arises after making a purchase, there is a purchase process that is carried out without planning.

Shopping emotion, according to Andriyanto, et al. (2016) basically the emotions contained in humans consist of two parts, namely Positive Emotion and Negative Emotion. The appearance of possible two parts of these emotions in the consumer depends on the stimulus provided by the store so that it can affect the emotional state of the consumer. Here is a definition and explanation of positive emotions and negative emotions. The environmental affective response to buying behavior can be decomposed by 3 variables pleasure refers to the degree to which the individual feels good, full of joy, happiness related to the situation. Pleasure is measured by the assessment of oral reactions to the environment (happy as opposed to sad, pleasant as opposed to unpleasant, satisfied as opposed to dissatisfied, hopeful as opposed to despair, and relaxed as opposed to boredom). The conceptualization of pleasure is known as preferential, favorite, positive deeds.

Arousal (Passionate), refers to the degree to which a person feels alert, excitable, or an active situation. Arousal is orally considered a respondent's report, as at the time of being stimulated, opposed or loosed. Some non-verbal measures have been identified can be linked and actually limit a measure of arousal in social situations. Dominance (Mastery) this variable is characterized by reports of respondents who feel controlled as opposed to controlling, influencing as opposed to being bullied, controlled as opposed to being supervised, important as opponents being admired, dominant as opponents being submissive and autonomy as opposed to being guided. Perceived risk is defined as consumer perception of uncertainty and the negative consequences that may be received for the purchase of a product or service. Perceived risk is one of the important components in information processing carried out by consumers. Consumers are increasingly encouraged to look for additional information when faced with the purchase of products with high risk. The risk of perception becomes higher when little information is available about the product Supriyadi & Nugraha, (2021), the product is a new product, the product has complex technologies, the low confidence of consumers in evaluating them, the high price of the product, and the product is important to consumers. According to Suresh & Shashikala, (2011) In online trading transactions, there are at least three types of risks that may occur, namely product risk, transaction risk and psychological risk. Product risks. Product risk refers to the uncertainty that the purchased product will be as expected, transaction risk. Transaction risk is uncertainty that will have a detrimental effect on consumers in the transaction process. Psychological risks. Psychological risks are fears that may occur during the purchase or after the purchase.

**2. Methods**

The research method is a scientific way to obtain data with a specific purpose and use as quoted in Sugiyono, (2017). To obtain data on factors in this study, the authors used a type of research method with a quantitative approach. The data collection method used is by literature studies and field studies. The literature study carried out is to conduct studies in the library to obtain information in making theoretical foundations from existing theories. The field study conducted was by means of a survey, namely by distributing questionnaires to the public or consumers in Pekanbaru City who do online shopping through the Shopee E-commerce marketplace. The measurement scale used in the questionnaire to be distributed is with the Likert measurement scale. This scale is a method that measures attitudes by expressing their agreement or disapproval of a particular subject or event. The Likert scale uses five scoring figures namely: Strongly Disagree (1), Disagree (2), Simply Agree (3), Agree (4), Strongly Agree (5).

**3. Results and Discussion**

In the table 1, it is a tabulation of the results of t-statistics testing on variables that have a direct influence. In the results that have been obtained, it can be concluded that there are four variables, namely; Impulsive Buying – Purchasing Decision 8,264, Perceive Risk – Impulsive Buying 13,118, Perceive Risk – Purchase Decision 2,263, Shopping Emotion – Impulsive Buying 8,781, Shopping Emotion – Purchasing Decision 5,379 which means that all of these variables have a positive and significant direct influence because they have a t-statistics value above 1.96 and a p-values value below 0.05.

Table 1  
Total Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (  O/STDEV )	P Values
Shopping Emotion -> Purchasing Decision	0.247	0.247	0.046	5.379	0.000
Shopping Emotion -> Impulsive Buying	0.359	0.361	0.041	8.781	0.000
Perceive Risk -> Purchasing Decisions	0.125	0.123	0.055	2.263	0.024
Perceive Risk -> Impulsive Buying	0.476	0.475	0.036	13.118	0.000
Impulsive Buying -> Purchasing Decisions	0.454	0.454	0.055	8.264	0.000

Source: Results data processing 2022

In the t-statistics test, specific indirect effects testing was also carried out to determine the influence of intervening variables in mediating exogenous and endogenous constructs. In this test, results will be obtained whether the influence of exogenous variables on endogenous variables will change or not if given intervening variables. The results obtained in testing the effects of intervening are

Table 2  
Specific Indirect Effect Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (  O/STDEV )	P Values
Perceive Risk -> Impulsive Buying -> Purchasing Decision	0.216	0.216	0.033	6.566	0.000
Shopping Emotion -> Impulsive Buying -> Purchasing Decisions	0.163	0.163	0.025	6.509	0.000

Source: Research data processing 2022

In the table 2, it can be seen that Perceive Risk on Purchasing Decisions has positive and significant results with the results of T statistics 6,566 and P Values 0,000. Another variable, namely Shopping Emotion on Purchasing Decisions, had positive and significant significant results with T statistics results of 6,509 and P Values of 0,000.

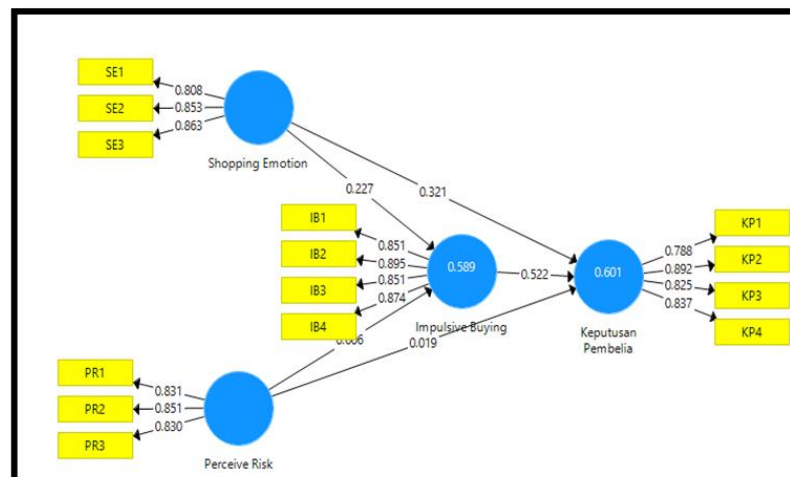


Figure 2. Research Results

### 3.1 Discussion

#### a. The Effect of Shopping Emotion on Purchasing Decisions

Based on the results of data processing, it is known that the influence of Shopping Emotion on purchasing decisions, the Original Sample value of 0.247 has a positive value, the Sample mean value is 0.247, the Standard Deviation (STDEV) value is 0.046, the T Statistics value has a value of 5,379 and the P-Values value is  $0.000 < 0.05$ , meaning that there is a positive and significant influence between shopping emotion on purchasing decisions in shopee E-Commerce consumers in Pekanbaru City. This finding means that a positive value indicates that if shopping emotion is met, then the purchase decision will increase, the significant value means that shopping emotion influences the purchase decision as one of the supporting factors for the purchase decision.

#### b. The Effect of Perceived Risk on Purchasing Decisions

Perceive Risk is one of the factors driving the emergence of purchasing decisions, so that the goals expected by the company / agency can be achieved properly and smoothly. Based on the results of data processing, the influence of Perceive Risk on purchasing decisions, namely the original sample value of 0.125 has a positive value, a sample mean value of 0.123, a Standard Deviation (STDEV) value of 0.055, a T Statistics value of 2.263 and a P-Values value of  $0.024 < 0.05$ , meaning that there is a positive and significant influence between Perceive Risk on purchasing decisions on shopee E-Commerce consumers in Pekanbaru City. This means that Perceive Risk affects purchasing decisions, if the company can implement Perceive Risk well, it will increase purchasing decisions, and vice versa if the Perceive Risk provided is not appropriate, the purchase decision will decrease.

#### c. The Effect of Shopping Emotion on Impulsive Buying

Based on the results of data processing that the effect of Shopping Emotion on Impulsive Buying, namely the original sample value of 0.359 has a positive value, the sample mean value is 0.361, the Standard Deviation (STDEV) value is 0.041, the T Statistics value is 8.781 and the P-Values value is  $0.000 < 0.05$ , meaning that there is a positive and significant influence. These results mean that a positive value indicates that Shopping Emotion increases, so Impulsive Buying also increases in E-Commerce shopees in Pekanbaru City. Shopping Emotion is critical to the company's success in achieving its goals. The better Shopping Emotion provided by the company, the Impulsive Buying will

increase, this means an increase in Shopping Emotion will provide a very significant increase for Impulsive Buying in carrying out their work.

**d. The Influence of Perceived Risk on Impulsive Buying**

Based on the results of data processing the Effect of Perceived Risk on Impulsive Buying, the original sample value of 0.476 has a positive value, the sample mean value is 0.475, the Standard Deviation (STDEV) value is 0.036, the T Statistics value is 13.118 and the P-Values value is 0.000 <0.05, meaning there are positive and significant influence between Perceive Risk on Impulsive Buying. These results mean that a positive value indicates that Perceive Risk increases, so Impulsive Buying will also increase. Perceive Risk is very important for consumers in stimulating the emergence of Impulsive Buying. The better the Perceive Risk provided by the company, the Impulsive Buying will increase, this means an increase in Perceive Risk will provide a very significant increase for Impulsive Buying in making decisions.

**e. The Effect of Impulsive Buying on Purchase Decisions**

Impulsive Buying is one of the factors driving the emergence of Purchase Decisions. Based on the results of Impulsive Buying data processing on Purchase Decisions, namely the original sample value of 0.454 has a positive value, the sample mean value is 0.454, the Standard Deviation (STDEV) value is 0.055, the T Statistics value is 8.264 and the P-Values value is 0.000 <0.05, meaning that there is a positive influence and There is a significant relationship between Impulsive Buying and Purchase Decisions at E-Commerce Shopee in Pekanbaru City. This means that Impulsive Buying affects the Purchase Decision, if the Impulsive Buying given is appropriate, the Purchase Decision will also increase, and vice versa if the Impulsive Buying is not appropriate, the Purchase Decision will decrease.

**f. The Effect of Shopping Emotion on Purchase Decisions Mediated by Impulsive Buying**

Based on the results of data processing the influence of Shopping Emotion on Purchasing Decisions mediated by Impulsive Buying, namely the original sample value of 0.118 has a positive value, the sample mean value is 0.163, the Standard Deviation (STDEV) value is 0.025, the T Statistics value is 6.509 and the P-Values value is 0.000 <0.05, meaning that there is a positive and significant influence between Shopping Emotion on Purchase Decisions in Impulsive Buying mediation. This means that Impulsive Buying acts as a mediating variable/intervening variable.

**g. The Influence of Perceive Risk on Purchasing Decisions Mediated by Impulsive Buying.**

Based on the results of the study that the direct influence of Perceive Risk on Purchase Decisions in Impulsive Buying mediation, namely the original sample value of 0.316 has a positive value, the sample mean value is 0.216, the Standard Deviation (STDEV) value is 0.033, the T Statistics value is 6.566 and the PValues value is 0.000 <0.05 is that there is a positive and significant influence between Perceive Risk on Purchase Decisions in Impulsive Buying mediation. This means that Impulsive Buying acts as an intervening variable (mediator), especially in this study. A good Perceive Risk will make consumers increase their Impulsive Buying and Purchase Decisions will also increase.

#### 4. Conclusion

Based on the data obtained in research on the influence of Shopping Emotion and Perceive Risk on Purchase Decisions in Impulsive Buying mediation on Shopee E-Commerce consumers in Pekanbaru. Based on the analysis and discussion of the research results, the researchers conclude as follows. Based on the test results, there is a positive and significant effect of Shopping Emotion on Purchase Decision. Based on the test results there is a positive and significant effect of Shopping Emotion on Impulsive Buying. Based on the test results there is a positive and significant effect of Perceived Risk on Purchase Decisions. Based on the test results there is a positive and significant effect of Perceived Risk on Impulsive Buying. Based on the test results there is a positive and significant effect of Impulsive Buying on Purchase Decisions.

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