

THE INFLUENCE OF *FASHION INVOLVEMENT* AND *SHOPPING LIFESTYLE* ON *IMPULSE BUYING* IN SHOPEE *E-COMMERCE* WITH *POSITIVE EMOTION* AS AN INTERVENING VARIABLE AMONG STATE UNIVERSITY STUDENTS IN PALEMBANG CITY

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Abstract

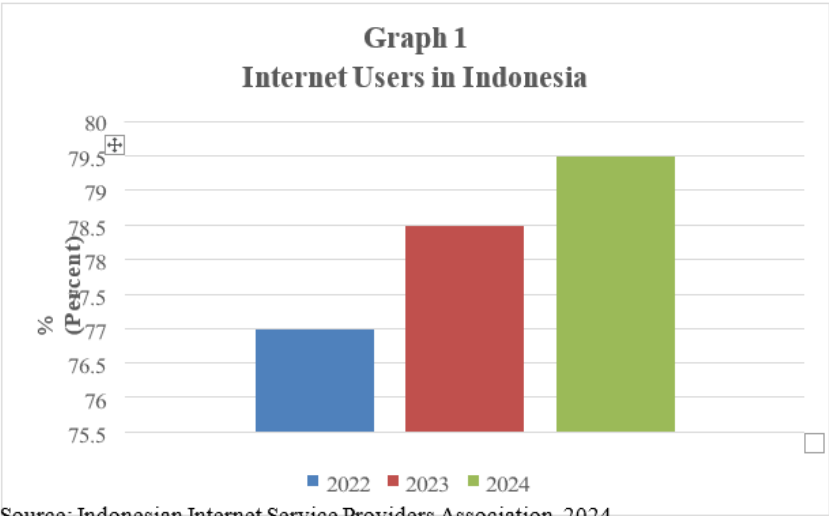
This study was motivated by the fact that students at Raden Fatah Islamic University in Palembang tend to make impulsive purchases due to high exposure to promotions through live streaming features on the Shoppe e-commerce platform. Promotions such as big discounts, flash sales, and attractive designs trigger emotional impulses and spontaneous shopping decisions. This phenomenon is closely related to consumptive lifestyles, interest in fashion, and positive emotions while shopping, considering that Shopee is the largest e-commerce platform with the highest number of visitors. This study aims to analyze the influence of Fashion Involvement and Shopping Lifestyle on Impulse Buying on Shopee E-Commerce with Positive Emotion as an Intervening Variable (Study of State University Students in Palembang). This study uses a quantitative approach. The population of this study consists of state university students in Palembang who have shopped on Shopee, with a sample size of 160 respondents. The data collection technique uses primary data in the form of a questionnaire using a Likert scale. The data analysis technique in this study uses Outer Model Analysis, Inner Model Analysis, Bootstrapping, and Path Coefficients. The results of this study indicate that (1) Fashion Involvement does not affect Impulse Buying, (2) Shopping Lifestyle affects Impulse Buying, (3) Fashion Involvement affects Positive Emotion, (4) Shopping Lifestyle affects Positive Emotion, (5) Positive Emotion affects Impulse Buying, (6) Fashion Involvement affects Impulse Buying through Positive Emotion, and (7) Shopping Lifestyle affects Impulse Buying through Positive Emotion.

Keywords: Fashion Involvement, Shopping Lifestyle, Impulse Buying, Positive Emotion

1. INTRODUCTION

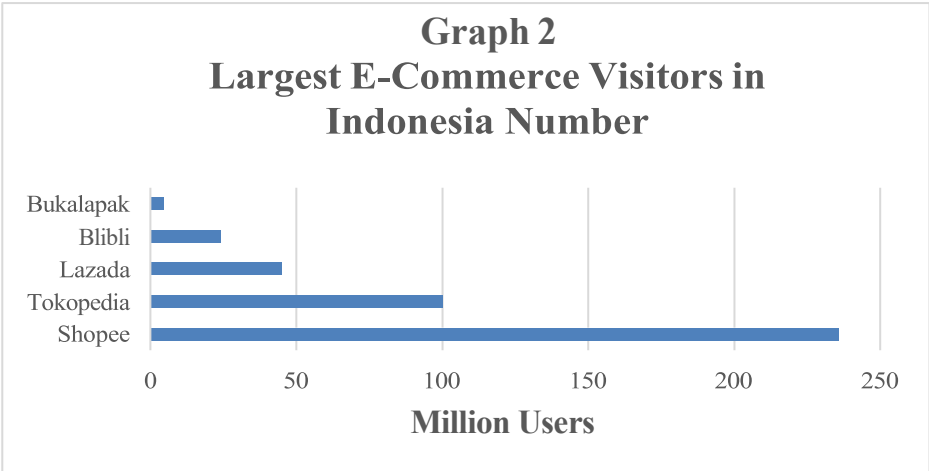
The development of digital technology has brought about major changes in consumer behavior. The internet and social media are now not only a means of communication, but have also transformed into the main medium for economic activities, including online shopping. This phenomenon is increasingly relevant among Generation Z, who consider the internet a basic necessity in their daily lives. (Divaliani

& Nurhakim, 2024) The rapid growth of e-commerce in Indonesia has also encouraged more practical, faster, and more efficient shopping patterns among consumers.



Source: Indonesian Internet Service Providers Association, 2024

According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia has continued to increase significantly each year. in 2022, 77.01% of the total population was recorded as using the internet, this figure then increased to 78.19% in 2023, and continued to grow to 79.5% in 2024.(Indonesia, n.d.) This trend has made e-commerce platforms such as Shopee, Tokopedia, Lazada, and Blibli the primary choice for consumers to fulfill their online shopping needs.



Source: Databoks, 2025

Figure 2 shows a number of e-commerce platforms that are currently popular in Indonesia. Among these platforms, Shopee ranks first with the largest number of users in Indonesia, reaching 235.9 million, followed by Tokopedia in second place with

100.3 million users, and Lazada in third place with 45.03 million users. Blibli is in fourth place with a total of 24.15 million users, while Bukalapak ranks last on the list with 4.42 million visitors. In addition to these five platforms, there are many other e-commerce sites that also make it easy for people to shop online, supported by promotional strategies, interactive features, and various digital marketing programs.

The phenomenon of online shopping is inseparable from the emergence of impulse *buying* behavior, which is the decision to buy a product spontaneously without prior planning. This behavior is often triggered by emotional factors, attractive promotions, and appealing product displays. (Putri et al., 2020) In the context of college students, *impulse buying* is often closely related to a consumptive lifestyle (*shopping lifestyle*), involvement in fashion trends (*fashion involvement*), and positive emotional experiences (*positive emotion*) obtained while shopping. (Fitriani, 2018)

However, previous research on the factors that influence *impulse buying* still shows differences (*research gap*). Some studies found that *fashion involvement* and *shopping lifestyle* have a significant effect on *impulse buying*, while other studies show the opposite results. Similarly, the role of *positive emotion* has been proven to mediate *impulse buying* behavior in some studies, but in other studies, no significant effect was found.

Based on initial observations conducted on students at state universities in Palembang, it was found that they were often driven to make spontaneous purchases, especially when exposed to promotions through *live streaming* on e-commerce platforms. Limited promotions, large discounts, and direct interaction with sellers are stimuli that trigger emotional impulses in shopping decisions. This condition shows the importance of re-examining the factors that contribute to *impulse buying* among students as part of the digital generation that is closely related to technological developments.

Therefore, this study aims to analyze the influence of *fashion involvement* and *shopping lifestyle* on *impulse buying* on the Shopee e-commerce platform, with *positive emotion* as an intervening variable (a study of students at state universities in Palembang).

2. RESEARCH METHODS

This study uses a quantitative approach with a survey method (Lijian P. Sinambela and Sarton Sinambela., 2021). Data were collected through a closed questionnaire with a Likert scale (1 = strongly disagree to 5 = strongly agree) (Sugiyono, 2019a) distributed to students at state universities in Palembang, namely Sriwijaya University, Sriwijaya Polytechnic, and Raden Fatah State Islamic University Palembang, who had made purchases on the Shopee platform.

The research population consisted of all state university students in Palembang City who had shopped on Shopee. The sample was determined using purposive sampling based on these criteria (Maya Panorama and Muhajirin, 2017). Referring to the formula by Hair et al., the sample size was determined by multiplying the number of indicators (20) by 8, resulting in a minimum of 160 respondents. The sample was

then divided proportionally: 53 students from Sriwijaya University, 54 students from Sriwijaya Polytechnic, and 54 students from UIN Raden Fatah Palembang.

This study involves three types of variables: independent variables (exogenous) consisting of Fashion Involvement (X1) and Shopping Lifestyle (X2); a dependent variable (endogenous), namely Impulse Buying (Y); and an intervening variable, Positive Emotion (Z) (Sugiyono, 2019b). The operational definitions of each variable are measured using specific indicators that have been adapted from previous studies.

Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS 3.0 software. The analysis stages included: (Hussein, 2015)

- 1) Outer Model testing to ensure the validity and reliability of the instrument through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.
- 2) Inner Model Test to assess the relationship between constructs using R- square, Q- Square, and path significance tests.
- 3) Bootstrapping is used to test the significance of path coefficients.
- 4) Hypothesis testing is conducted at a significance level of 5% with criteria of t-statistics > 1.96 or p-values < 0.05. (Andreas B Eisingerich and Gaia Rubera, 2010)

3. RESULTS AND DISCUSSION

3.1. Research Results

3.1.1 Outer Model Analysis

Convergent validity in this study was evaluated through the correlation between indicator scores and constructs estimated using PLS software. Reflective indicators were declared valid if they had a loading factor value greater than 0.70. However, in the early stages of instrument development, loading values of 0.50-0.60 were still acceptable. In this study, the criterion used was a minimum loading factor value of >0.70.

Table 1. Convergent Validity Test Results			
Variable	Indicator	Factor Loadings	Description
Fashion Involvement (X1)	X1.8	0.912	Valid
	X1.9	0.903	Valid
Shopping Lifestyle (X2)	X2.5	0.821	Valid
	X2.6	0.771	Valid
	X2.7	0.839	Valid
	X2.8	0.842	Valid
	Y2	0.820	Valid
Impulse Buying (Y)	Y3	0.800	Valid
	Y4	0.804	Valid

Source: SmartPLS 3.0 Output, 2025

Based on Table 1, it can be concluded that the data processing results with a loading factor value >0.70 indicate that the outer model value or correlation between

the construct and variable has *Convergent Validity* because the *loading* factor value is >0.70.

Table 2. Cross Loading Factor Value

	<i>Fashion Involvement (X1)</i>	<i>Shopping Lifestyle (X2)</i>	<i>Impulse Buying (Y)</i>	<i>Positive Emotion (Z)</i>
X1.8	0.912	0.448	0.260	0.435
X1.9	0.903	0.425	0.319	0.365
X2.5	0.502	0.821	0.448	0.434
X2.6	0.356	0.771	0.396	0.218
X2.7	0.344	0.839	0.450	0.349
X2.8	0.367	0.842	0.568	0.366
Y2	0.285	0.511	0.820	0.486
Y3	0.204	0.414	0.800	0.295
Y4	0.200	0.446	0.804	0.319
Y5	0.266	0.443	0.768	0.400
Y6	0.264	0.542	0.804	0.346
Y7	0.287	0.460	0.860	0.374
Y8	0.279	0.429	0.800	0.443
Z1	0.346	0.363	0.459	0.786
Z2	0.430	0.382	0.355	0.855

Source: SmartPLS 3.0 Output, 2025

Table 2 shows that all indicators that passed the *Cross Loading (Discriminant Validity)* test are valid because they are >0.70 and greater than the values of other variables.

Table 3. Composite Reliability

	<i>Composite Reliability</i>	<i>Criteria</i>	<i>Description</i>
<i>Positive Emotion (Z)</i>	0.953	>0.70	Reliable
<i>Impulse Buying (Y)</i>	0.930	>0.70	Reliable
<i>Fashion Involvement (X1)</i>	0.903	>0.70	Reliable
<i>Shopping Lifestyle (X2)</i>	0.890	>0.70	Reliable

Source: SmartPLS 3 Output, 2025

Table 3 shows that all variables have a *Composite Reliability* value exceeding 0.70. This finding indicates that each variable has met the composite reliability criteria, so it can be concluded that all variables have a strong level of reliability.

Table 4. Cronbach's Alpha Values

	<i>Cronbach's Alpha</i>	<i>Criteria</i>	<i>Description</i>
Positive Emotion (Z)	0.945	>0.70	Reliable
Impulse Buying (Y)	0.912	>0.70	Reliable
Fashion Involvement (X1)	0.785	>0.70	Reliable
Shopping Lifestyle (X2)	0.837	>0.70	Reliable

Source: SmartPLS 3.0 *Output*, 2025

Based on Table 4, the *Cronbach Alpha* values for each research variable are above 0.70. Therefore, it can be concluded that each variable has a high level of reliability.

3.1.2 Inner Model Analysis

Table 5 *R-Square* Values

	<i>R-Square</i>	Model Strength
<i>Positive Emotion (Z)</i>	0.385	Moderate
<i>Impulse Buying (Y)</i>	0.245	Weak

Source: SmartPLS 3.0 *Output*, 2025

Based on Table 5, the *R-Square* value for *Positive Emotion (Z)* is 0.385, which is greater than 0.33, meaning it has a moderate coefficient of determination. 38% of *Positive Emotion* can be explained by *Fashion Involvement*, *Shopping Lifestyle*, and *Impulse Buying*, while the remaining 62% can be explained by other factors. Meanwhile, *Impulse Buying (Y)* is $0.245 < 0.19$, meaning it has a weak coefficient of determination, and 24% of *Impulse Buying* can be explained by *Fashion Involvement*, *Shopping Lifestyle*, and *Positive Emotion*, while the remaining 76% can be explained by other factors.

Table 6 *Crossvalidated Redundancy Construct* Values

Construct	SSO	SSE	Q ² (=SEE/SSO)
<i>Positive Emotion (Z)</i>	1,600,000	1,349,599	0.157
<i>Impulse Buying (Y)</i>	1,120,000	839,974	0.250

Source: SmartPLS 3.0 *Output*, 2025

Based on Table 6, it can be seen that the Q²-value is greater than zero (0). This indicates that the model has strong predictive relevance

3.1.4 Path Coefficients

Table 7. Path Coefficients

	<i>T-Statistic</i> (O/STDEV)
Fashion Involvement (X1)→ Impulse Buying (Y)	0.447
Shopping Lifestyle (X2) → Impulse Buying (Y)	5.438
Fashion Involvement (X1)→ Positive Emotion (Z)	3.973
Shopping Lifestyle (X2)→ Positive Emotion (Z)	3.322
Positive Emotion (Z)→ Impulse Buying (Y)	2.451

Source: SmartPLS 3.0 *Output*, 2025

Table 8. Bootstrapping Model Results for Direct Effects

Variable Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	<i>T-Statistics</i> (O/STDEV)	P Values
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Fashion Involvement (X1) → Impulse Buying (Y)	-0.036	-0.038	0.081	0.447	0.655
Shopping Lifestyle (X2) → Impulse Buying (Y)	0.4690	0.480	0.086	5.438	0.000
Fashion Involvement (X1) → Positive Emotion (Z)	0.307	0.315	0.077	3.937	0.000
Shopping Lifestyle (X2) → Positive Emotion (Z)	0.279	0.283	0.084	3.322	0.001
Positive Emotion (Z) → Impulse Buying (Y)	0.292	0.287	0.119	2.451	0.015

Source: SmartPLS 3.0 Output, 2025

3.2. Discussion

3.2.1. The Effect of *Fashion Involvement* on *Impulse Buying* in *E-Commerce Shopee* Among State University Students in Palembang City

Based on the test results, the $t_{\text{statistic}}$ value is $0.447 < t_{\text{table}}$ Value of 1.96 and the $p\text{-value}$ is $0.655 > 0.05$, so the $t_{\text{statistic}}$ value $< t_{\text{(table)}}$ (therefore) at a significance level of > 0.05 , which is 0.655, it was decided to reject H1 and accept H0. These results indicate that the *Fashion Involvement* variable does not have a significant effect on *Impulse Buying* among State University Students in Palembang who use the *Shopee E-Commerce* platform.

3.2.2. The Influence of *Shopping Lifestyle* on *Impulse Buying* in *Shopee E-Commerce* Among State University Students in Palembang City

Based on the test results, the $t_{\text{statistic}}$ value is 5.438, which is greater than the t_{table} value of 1.96, and the $p\text{-value}$ is 0.000, which is less than 0.05. Therefore, since the $t_{\text{statistic}}$ value is greater than $t_{\text{(table)}}$, and the significance level is < 0.05 , namely 0.000. Therefore, H0 is rejected and H2 is accepted. Based on the test results, it can be concluded that *shopping lifestyle* has a positive and significant effect on *impulse buying* among students at state universities in Palembang who use the *Shopee e-commerce* platform.

3.2.3. The Effect of *Fashion Involvement* on *Positive Emotion* in *Shopee E-Commerce* Among State University Students in Palembang City

Based on the test results, the $t_{\text{statistic}}$ value is $3.973 > t_{\text{table}}$ is 1.96, and the $p\text{-value}$ is $0.000 < 0.05$, so the $t_{\text{statistic}}$ value is $>$ the t_{table} value with a significance level of < 0.05 , which is 0.000. Therefore, it was decided to reject H0 and accept H3. Based on the test results, it can be concluded that *fashion involvement* has a positive

and significant effect on positive emotions among state university students in Palembang who use the Shopee e-commerce platform.

3.2.4. The Influence of *Shopping Lifestyle* on *Positive Emotion* in Shopee E-Commerce Among State University Students in Palembang City

The path coefficient for this relationship was 0.25, with a t-statistic of 1.69 (less than 1.96) and a p-value of 0.09 (greater than 0.05). Therefore, the fourth hypothesis is rejected. Business mentoring does not significantly affect sales turnover. Although mentoring positively impacts behavioral and managerial aspects, its intensity and content may not have been sufficient to boost turnover significantly. External factors such as business location, purchasing power, and market competition also play a role. This result is in line with Chantika Rahmi (2019), who argued that mentoring is only effective in improving sales turnover when conducted intensively and focused on practical sales strategies adapted to market conditions.

3.2.5. The Influence of *Positive Emotions* on *Impulse Buying* in Shopee E-Commerce Among State University Students in Palembang City

Based on the test results, the $t_{\text{statistic}}$ value is $2.451 > t_{\text{table}}$ Value of 1.96 and the p -value is $0.015 < 0.05$, so the $t_{\text{statistic}}$ value is $>$ the table t_{value} with a significance level of $0.05 <$, which is 0.015, it was decided to reject H_0 and accept H_5 . Therefore, based on the test results, it can be concluded that *positive emotion* has a positive and significant effect on *impulse buying* among state university students in Palembang who use the *Shopee e-commerce* platform.

3.2.6. The Effect of *Fashion Involvement* on *Impulse Buying* Through *Positive Emotion* as an Intervening Variable in Shopee E-Commerce Among State University Students in Palembang City

Based on the test results, the $t_{\text{statistic}}$ value is $1.973 > t_{\text{table}}$ Value of 1.96 and the p -value is $0.049 < 0.05$, so the $t_{\text{statistic}}$ value is $>$ $t_{\text{(table)}}$ at a significance level of < 0.05 , which is 0.049, it was decided to reject H_0 and accept H_6 . Based on the test results, it was found that *Fashion Involvement* indirectly influences *Impulse Buying* through *Positive Emotion* as an intervening variable in a positive and significant manner. This means that *Fashion Involvement* indirectly influences *Impulse Buying* through *Positive Emotion*. This model falls under "*Partial Mediation*," where the *Fashion Involvement* variable can influence *Impulse Buying* through *Positive Emotion*, meaning that *Positive Emotion* mediates the relationship between *Fashion Involvement* and *Impulse Buying*.

3.2.7. The Effect of *Shopping Lifestyle* on *Impulse Buying* Through *Positive Emotion* as an Intervening Variable in Shopee E-Commerce Among State University Students in Palembang City

Based on the test results, the t-statistic value is 2.434, which is greater than the t-table value of 1.96, and the p-value is 0.015, which is less than 0.05. Therefore, since the t-statistic value is greater than $t_{\text{(table)}}$ with a significance level of < 0.05 , namely 0.015, it was decided to reject H_0 and accept H_7 . Based on the test results, it was found

that shopping lifestyle indirectly influences impulse buying through positive emotion as an intervening variable in a positive and significant manner. This means that shopping lifestyle indirectly influences impulse buying through positive emotion. This model falls under "*Partial Mediation*" or mediation occurs, where the *Shopping Lifestyle* variable can influence *Impulse Buying* through *Positive Emotion*, thus *Positive Emotion* mediates the relationship between *Shopping Lifestyle* and *Impulse Buying*

4. CONCLUSION

Based on the results of the study, it can be concluded that: *Fashion Involvement* (X1) has no effect on *Impulse Buying* (Y), *Shopping Lifestyle* (X2) has an effect on *Impulse Buying* (Y), *Fashion Involvement* (X1) has an effect on *Positive Emotion* (Z), *Shopping Lifestyle* (X2) has an effect on *Positive Emotion* (Z), *Positive Emotion* (Z) affects *Impulse Buying* (Y), *Positive Emotion* (Z) mediates the relationship between *Fashion Involvement* (X1) and *Impulse Buying* (Y), *Positive Emotion* (Z) mediates the relationship between *Shopping Lifestyle* (X2) and *Impulse Buying* (Y).

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