

THE EFFECT OF HEDONIC MOTIVATION AND VISUAL MERCHANDISING ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATION VARIABLE ON OH SOME STORE CONSUMERS IN SAMARINDA CITY

Nirmala Putri Dinanti¹⁾, Gusti Noorlitaria Achmad²⁾
Universitas Mulawarman^{1,2}
E-mail: lukazoro70@gmail.com

Abstract: This study aims to analyze the influence of hedonic motivation and visual merchandising on impulse buying with positive emotion as a mediating variable among OH SOME Store consumers in Samarinda City. The study used a quantitative approach with a purposive sampling technique on 136 respondents who had shopped at OH SOME Store Samarinda. Data collection was conducted through a questionnaire using a Likert scale and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results showed that hedonic motivation had a positive and significant effect on impulse buying and positive emotion. Positive emotion was also proven to have a positive and significant effect on impulse buying. Meanwhile, visual merchandising did not have a significant direct effect on impulse buying, but had a positive and significant effect on positive emotion. In addition, positive emotion was able to mediate the influence of hedonic motivation and visual merchandising on impulse buying. The implications of this study indicate that retail companies need to create a pleasant shopping experience by strengthening consumers' emotional aspects, developing attractive store visual concepts, and experiential marketing strategies to increase consumer impulse buying.

Keywords: *Hedonic Motivation, Visual Merchandising, Positive Emotion, Impulse Buying, Consumer Behavior*

Submitted: 2026-05-18; Revised: 2026-05-20; Accepted: 2026-05-28

1. Introduction

Globalization has brought about significant changes in the economic sector, particularly in consumer behavior. Consumers now purchase products not only based on need but also on experience, lifestyle, and emotional satisfaction. This situation requires businesses to understand consumer behavior to develop effective marketing strategies. In this development, the modern retail sector has become one of the fastest-growing sectors in Indonesia.

The growth of the retail industry in Indonesia is evident in the increasing number of modern retail stores spread across various regions. Shopping has now become a part of people's lifestyles, both young and old. This development is supported by streamlined business regulations, retail business expansion, and increased investment in trade. Beyond

large cities, modern retail development has also reached developing cities like Samarinda in East Kalimantan.

In Samarinda City, modern retail development is increasing in line with regional economic growth, increased purchasing power, and the impact of the development of the National Capital City (IKN). Currently, there are approximately 250 modern retail stores operating in Samarinda. The presence of modern retail outlets not only provides basic necessities but also offers lifestyle products such as fashion, cosmetics, and household goods that suit today's consumer preferences.

One of the modern retailers developing in Indonesia is OH SOME Store, formerly known as KKV. This company is part of the international expansion of the Chinese KK Group and began operating in Indonesia in 2020. In 2024, KKV officially rebranded as OH SOME Store and is now present in various major cities, including Samarinda through outlets at Samarinda Central Plaza and Big Mall Samarinda.

OH SOME Store targets young consumers, particularly millennials and Generation Z, by offering an engaging and enjoyable shopping experience. Products sold include fashion, cosmetics, skincare, electronics, snacks, toys, and household goods. The store's modern and varied concept is a major draw for young consumers who follow current lifestyle trends.



Figure 1. OH SOME Outlet at SCP Mall and BigMall Samarinda

To attract consumers, OH SOME Store implements an emotion-based marketing strategy through limited-edition products, a pre-order system, and the use of aesthetic visual elements. Furthermore, product prices are competitive and affordable, maintaining an exclusive impression yet easily accessible to consumers. This strategy is designed to create a pleasant shopping experience while increasing consumer purchasing interest.

OH SOME Store also features themed interior designs, including beach, racing, and robotics, to enhance the shopping experience. The company has collaborated with popular characters like SpongeBob SquarePants, Stitch, Winnie the Pooh, and Sanrio, which are applied to both the decor and products. The combination of visual design, product layout, and aesthetic store atmosphere creates an emotional appeal for consumers.

These conditions can encourage impulse buying, which is the spontaneous decision to purchase without prior planning. Attractive product displays, a comfortable store atmosphere, and the availability of exclusive and limited-edition products create a sense of interest and

urgency for consumers to purchase immediately. These purchasing decisions are often influenced by emotional states rather than rational considerations.

One factor influencing impulse buying is hedonic motivation, which is the urge to shop for pleasure, entertainment, and emotional satisfaction. Consumers with hedonic motivation tend to view shopping as a form of entertainment and a pleasurable experience. Previous research has shown that hedonic motivation has a positive influence on impulse buying, thus presenting an opportunity for OH SOME Store to increase its consumers' impulse buying.

In addition to hedonic motivation, visual merchandising and positive emotions also play an important role in influencing impulse buying. Aesthetic store layout, lighting, music, and product displays can create positive emotions such as happiness and enthusiasm in consumers. Based on several previous studies, there is still a research gap related to the role of positive emotions as a mediating variable in the relationship between hedonic motivation and visual merchandising on impulse buying. Therefore, this study was conducted to analyze the influence of hedonic motivation and visual merchandising on impulse buying with positive emotions as a mediating variable in consumers of OH SOME Store in Samarinda City.

2. Research Method

This study uses a quantitative approach with the research object of OH SOME Store consumers in Samarinda City. The variables used consist of hedonic motivation and visual merchandising as independent variables, positive emotion as a mediating variable, and impulse buying as a dependent variable. Operational definitions of variables are used to provide clear guidelines in measuring each variable to avoid differences in interpretation in the study. Indicators of hedonic motivation include shopping pleasure, satisfaction when shopping with loved ones, shopping activities as entertainment, interest in trying new products, and the pleasure of buying products for others. Visual merchandising variables are measured through the attractiveness of store displays, product arrangement, ease of finding products, and the attractiveness of promotional signs. Positive emotions are measured through feelings of calm, comfort of the store environment, interest in exploring products, and satisfaction after shopping. Meanwhile, impulse buying is measured through the urge to buy due to product appearance, buying without long consideration, difficulty resisting the urge to buy, and the desire to buy immediately when feeling pleasure.

The population in this study were all OH SOME Store consumers in Samarinda City. The sampling technique used non-probability sampling with a purposive sampling method, namely the selection of respondents based on certain criteria (Sugiyono, 2023). Respondent criteria included consumers who had shopped at least once at OH SOME Store Samarinda, aged 17–40 years, and domiciled or residing in Samarinda City. The number of samples was determined based on the guidelines of Hair et al. (2024), namely the number of indicators multiplied by 5–10. This study had 17 indicators, resulting in a sample of 136 respondents. The data used consisted of primary and secondary data. Primary data were obtained through the distribution of questionnaires using Google Forms, while secondary data were obtained from journals, books, reports, and official publications (Sugiyono, 2023). This study used a Likert scale with a score range of 1–5 to measure respondents' attitudes and perceptions towards each research statement.

The data analysis technique used was Partial Least Square (PLS) with a Structural Equation Modeling (SEM) approach to test the relationship between variables in the research model (Abdillah & Jogiyanto, 2025). Evaluation of the outer model was carried out through

convergent validity, discriminant validity, and reliability tests. Convergent validity was assessed through a loading factor value of > 0.5 (Jogiyanto, 2009), while discriminant validity was tested using cross loading and Average Variance Extracted (AVE). Reliability tests were carried out using Cronbach's Alpha and Composite Reliability with a minimum value of 0.7, although a value of 0.6 is still acceptable (Abdillah & Jogiyanto, 2025). Furthermore, evaluation of the inner model was carried out using the R-square value to see the ability of the independent variables to explain the dependent variable. This study also conducted a mediation test to determine the role of positive emotion as a mediating variable between hedonic motivation and visual merchandising on impulse buying. Hypothesis testing is carried out using a t-test with the provision that the hypothesis is accepted if the significance value is < 0.05 and rejected if the significance value is > 0.05 (Ghozali & Latan, 2025).

3. Results and Discussion

3.1. Results

Respondent Characteristics

Based on the research results involving 136 respondents who were consumers of OH SOME Store in Samarinda City, the majority of respondents were aged 17–24 years, totaling 75 respondents (55.15%), indicating that the consumers were predominantly young people or Generation Z. In terms of gender, female respondents dominated with 102 respondents (75%), showing that women were more interested in the shopping concept and products offered by OH SOME Store. Based on occupation, most respondents were students, totaling 43 respondents (31.62%), followed by civil servants and private employees. Meanwhile, based on income level, the majority of respondents had an income ranging from Rp1,000,000 to Rp2,000,000, totaling 36 respondents (26.5%). These findings indicate that OH SOME Store consumers are primarily young individuals with shopping characteristics oriented toward lifestyle and entertainment needs.

Table 1. of Respondent Characteristics Summary

Characteristics	Dominant Category	Frequency	Percentage
Age	17–24 Years	75 Respondents	55.15%
Gender	Female	102 Respondents	75.00%
Occupation	Students	43 Respondents	31.62%
Income	Rp1,000,000–Rp2,000,000	36 Respondents	26.50%

Source: Primary data processed, 2025

Answer Index Analysis

The analysis of the response index per variable aims to describe respondents' responses to each question item. This study uses a 1–5 rating scale, with the response index calculated based on the percentage of respondents' response frequency for each score. The index value ranges from 20–100 and is interpreted using the three-box method, namely: 20–46.6 (low), 46.7–73.3 (moderate), and 73.4–100 (high). The research data were obtained from the results of a consumer questionnaire at Oh Some Store Samarinda.

Outer Model Evaluation

a. Convergent Validity

A convergent validity test was conducted to determine the indicator's ability to reflect the research construct. This test was performed using the outer loading and Average Variance

Extracted (AVE) values. An indicator is considered valid if its outer loading is greater than 0.70 and its AVE is greater than 0.50. Based on the test results, all indicators in the Hedonic Motivation, Visual Merchandising, Positive Emotion, and Impulse Buying variables met the convergent validity criteria and were therefore deemed valid and suitable for use in the study.

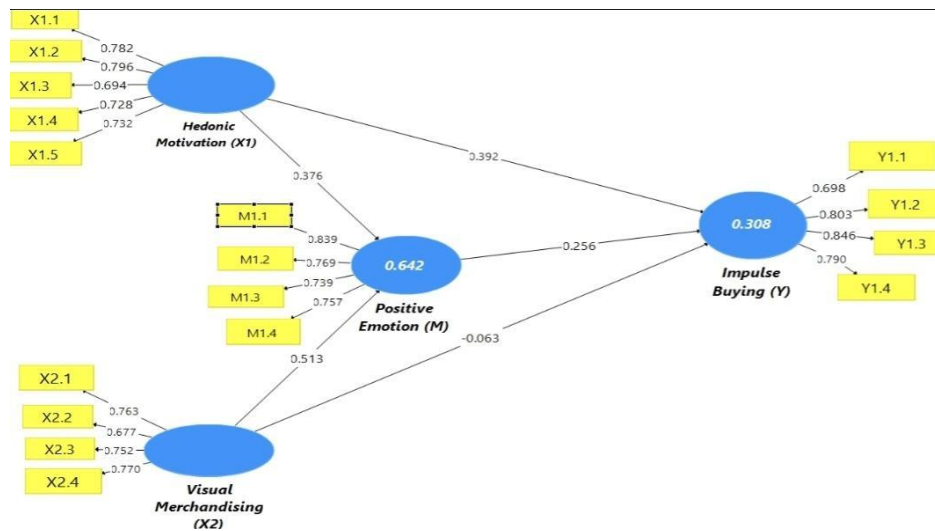


Figure 2. Convergent Validity

b. Discriminant Validity

The discriminant validity test aims to ensure that each construct has distinct characteristics from the other constructs. This test is conducted using cross-loading values, where an indicator is deemed to meet discriminant validity if the loading value for the measured construct is higher than the loading value for the other constructs. The test results show that all indicators have the highest cross-loading values for their respective variables, thus concluding that the model meets discriminant validity.

Table 2. Cross Loading

Variables	Hedonic Motivation (X1)	Visual Merchandising (X2)	Positive Emotion (M)	Impulse Buying (Y)
X1.1	0.782	0.500	0.511	0.366
X1.2	0.796	0.472	0.532	0.364
X1.3	0.694	0.471	0.537	0.348
X1.4	0.728	0.387	0.489	0.488
X1.5	0.732	0.476	0.513	0.405
X2.1	0.542	0.763	0.586	0.390
X2.2	0.274	0.677	0.505	0.210
X2.3	0.477	0.752	0.549	0.246
X2.4	0.498	0.770	0.5630.	0.299
M1.1	0.589	0.720	0.839	0.413
M1.2	0.483	0.604	0.769	0.357
M1.3	0.608	0.542	0.739	0.393

M1.4	0.445	0.388	0.757	0.313
Y1.1	0.364	0.226	0.323	0.698
Y1.2	0.350	0.245	0.320	0.803
Y1.3	0.471	0.305	0.461	0.846
Y1.4	0.453	0.369	0.382	0.790

c. Reliability Test

Reliability testing was conducted to measure the consistency and stability of indicators in measuring research variables. Reliability testing was performed using Composite Reliability and Cronbach's Alpha values. A variable is considered reliable if both Composite Reliability and Cronbach's Alpha values are greater than 0.70. Based on the test results, all variables in this study had reliability values above the established minimum threshold, thus all constructs were deemed reliable and capable of providing consistent measurement results.

Table 3. Construct Reliability dan Validity

Variables	Cronbach's Alpha	Composite Reliability	Information
Heidonic Motivation (X1)	0,801	0,863	Valid
Visuial Meirchandising (X2)	0,736	0,830	Valid
Positivei Eimotion (M)	0,782	0,859	Valid
Impulsei Buiying (Y)	0,794	0,866	Valid

Source: Data processed from SmartPLS3,2022

Inner Model Evaluation

1. R-Square (R²)

The R-Square test was conducted to determine the ability of the independent variables to explain the dependent variable in the research model. The R-Square value indicates the extent of influence of Hedonic Motivation and Visual Merchandising on Positive Emotion and Impulse Buying. Based on the test results, the R-Square value indicates that the research model has a fairly good ability to explain the relationship between the studied variables.

Table 4. R-Square

Variabel	R-Square
Impuse Buying	0,308
Positive Emotion	0,642

Source: SmartPLS3 Data Processing, 2026

Based on Table 4, it can be seen that the R-square value of the Buying Impulse variable is 0.308. This value indicates that the independent variables used in this research model have the ability to explain the buying impulse behavior by 30.8%, while the remaining 69.2% is influenced by other factors outside this research model.

Meanwhile, the R-square value on the positive emotion variable is 0.642, which means that this model interprets that the heidonic motivation and visual merchandising phenomena can be influenced by positive emotion by 64.2%, while the remaining 35.8% is explained by other variables outside the research model. Thus, it can be concluded that the research model has sufficient ability to explain the impulse buying behavior and strong ability to explain the

positive emotion variable. Therefore, this research model is considered worthy of being used in subsequent hypothesis testing analysis.

2. Hypothesis Testing

Hypothesis testing was conducted using bootstrapping techniques to determine the direct and indirect effects between variables. Testing was carried out by looking at the path coefficient, t-statistics, and p-values. The hypothesis was declared accepted if the t-statistics value > 1.96 and p-values < 0.05 . The test results showed that Hedonic Motivation and Visual Merchandising had a positive and significant effect on Positive Emotion and Impulse Buying. In addition, Positive Emotion was also proven to have a positive and significant effect on Impulse Buying and was able to mediate the influence of Hedonic Motivation and Visual Merchandising on Impulse Buying.

Table 5. Results of Hypothesis Testing Using the Path Coefficient Bootstrapping Technique

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics	P Values
<i>Hedonic Motivation (X1)</i> <i>Impulse Buying (Y)</i>	0,392	0,394	0,112	3.514	0.000
<i>Hedonic Motivation (X1)</i> <i>Positive Emotion (M)</i>	0,376	0,380	0,072	5,130	0.000
<i>Positive Emotion (M)</i> <i>Impulse Buying (Y)</i>	0,256	0,259	0,111	2,297	0.022
<i>Visual Merchandising (X2)</i> <i>Impulse Buying (Y)</i>	-0.063	-0,062	0,113	0,557	0.578
<i>Visual Merchandising (X2)</i> <i>Positive Emotion (M)</i>	0,513	0,512	0,075	6,830	0.000
<i>Hedonic Motivation (X1)</i> <i>Positive Emotion (M)</i> <i>Impulse Buying (Y)</i>	0,096	0,100	0,049	1,965	0,050
<i>Visual Merchandising (X2)</i> <i>Positive Emotion (M)</i> <i>Impulse Buying (Y)</i>	0.131	0,132	0,060	2,192	0,029

3.2. Discussion

The Influence of Hedonic Motivation on Impulse Buying

The results of the hypothesis test indicate that Hedonic Motivation has a positive and significant effect on Impulse Buying, with an original sample estimate of 0.392 and a t-statistic of 3.514 (> 1.96), or a p-value of 0.000 (< 0.05). These results align with research by Antariksa & Respati (2021), Helda Lutviari et al. (2025), and Yastuti et al. (2023), which states that Hedonic Motivation has a positive effect on Impulse Buying.

The results of the study indicate that consumers at Oh Some Store in Samarinda City are not only oriented towards fulfilling functional needs, but also seek pleasure and emotional experiences when shopping. The attractive store atmosphere and product diversity encourage consumers to make spontaneous purchases. This is supported by consumer behavior theory which states that Hedonic Motivation is related to the search for pleasure, entertainment, and emotional experiences in shopping activities, thus increasing the tendency for Impulse Buying (Arnold & Reynolds, 2023).

The Influence of Hedonic Motivation on Positive Emotion

The results of the hypothesis test indicate that Hedonic Motivation has a positive and significant effect on Positive Emotion, with an original sample estimate of 0.376 and a t-statistic of 5.130 (>1.96) or a p-value of 0.000 (<0.05). These results align with research by Widiyanto & Rachmawati (2024), Deisma Rahadhini et al. (2022), and Fahri et al. (2022).

Research shows that consumers who shop for pleasure and emotional experiences tend to experience positive emotions during the shopping process. Exploring products and enjoying the store atmosphere creates feelings of pleasure and comfort. Babin et al. (2024) explain that hedonic motivation arises when shopping provides a pleasant experience, while Kotler & Keller (2026) state that emotional factors play a significant role in shaping consumer responses to the marketing environment.

The Influence of Positive Emotion on Impulse Buying

The results of the hypothesis test indicate that positive emotion has a positive and significant effect on impulse buying, with an original sample estimate of 0.256 and a t-statistic of 2.297 (>1.96) or a p-value of 0.022 (<0.05). These results align with research by Rachmad Ramadhani & Ramadhan (2025), D. T. Putri et al. (2025), and Wisesa & Ardani (2022).

The results of the study indicate that consumers at Oh Some Store in Samarinda City tend to make spontaneous purchases when experiencing positive emotions while shopping. Feelings of happiness, comfort, and enthusiasm influence purchasing decisions, leading to purchases being made without careful consideration. This is supported by Mehrabian's (2024) Stimulus-Organism-Response (SOR) theory, which explains that retail environmental stimuli influence consumer emotions and are reflected in purchasing behavior. Furthermore, Babin et al. (2024) stated that a pleasant consumption experience can encourage impulse buying.

a. The Influence of Visual Merchandising on Impulse Buying

The results of the hypothesis test indicate that visual merchandising has no significant effect on impulse buying, with an original sample estimate of -0.063 and a t-statistic of 0.557 (<1.96) or a p-value of 0.578 (>0.05). These results differ from those of Jaini et al. (2022), Thomas (2023), and Sahari et al. (2024).

Theoretically, Visual Merchandising is seen as an environmental stimulus that attracts consumers' attention, but its influence on Impulse Buying is not always direct. Mehrabian's (2024) Stimulus-Organism-Response (S-O-R) model explains that a store's visual appearance is first processed through the consumer's emotional state before producing a behavioral response. The results of the study indicate that Visual Merchandising has not been a dominant factor in driving Impulse Buying among Oh Some Store consumers in Samarinda City, especially in the window display indicator which has the lowest loading factor. This finding is in line with research by Sahari et al. (2024), Abdullah & Artanti (2021), Ariani & Farida (2025), and Nurudin (2022).

b. The Influence of Visual Merchandising on Positive Emotions

The results of the hypothesis test indicate that visual merchandising has a positive and significant effect on positive emotions, with an original sample estimate of 0.513 and a t-statistic of 6.830 (>1.96) or a p-value of 0.000 (<0.05). These results align with research by Rahmania & Novita Sari (2025) and Gunawan et al. (2023).

The results of the study showed that the visual arrangement of the store, color selection, lighting, and product presentation were able to create a pleasant shopping atmosphere, thus forming Positive Emotions in consumers of Oh Some Store, Samarinda

City. Berman & Evans Pearson (2026) explained that elements of the store's interior display can create a certain atmosphere that influences consumers' feelings while shopping.

c. The Influence of Hedonic Motivation on Impulse Buying through Positive Emotion as a Mediating Variable

The results of the hypothesis test indicate that Hedonic Motivation has a positive and significant effect on Impulse Buying through Positive Emotion as a mediating variable, with an original sample estimate of 0.096 and a t-statistic of 2.015 (>1.96) or a p-value of 0.044 (<0.05). These results align with research by Kholis et al. (2023), Ramadania et al. (2022), and Aprilia et al. (2022).

The results of the study indicate that consumers at Oh Some Store in Samarinda City tend to make impulsive purchases when hedonic shopping motivation is accompanied by positive emotions during shopping. Arnold & Reynolds (2023) explained that hedonic motivation is related to the search for pleasure and emotional experiences in shopping activities. Positive emotions act as a psychological mechanism that bridges the influence of hedonic motivation on impulse buying.

d. The Influence of Visual Merchandising on Impulse Buying through Positive Emotion as a Mediating Variable

The results of the hypothesis test indicate that Visual Merchandising has a positive and significant effect on Impulse Buying through Positive Emotion as a mediating variable with an original sample estimate value of 0.131 and a t-statistic of 2.219 (>1.96) or a p-value of 0.027 (<0.05). These results are in line with the research of S. M. Setyawati et al. (2026) and Listriyani & Wahyono (2024).

The results of the study show that consumers at Oh Some Store in Samarinda City tend to make impulse purchases when visual merchandising is able to create positive emotions. Attractive product layout, lighting, colors, and displays provide a pleasant shopping experience, thus encouraging spontaneous purchases. Based on the Stimulus-Organism-Response (S-O-R) theory, the visual appearance of a store influences consumers' emotional states, which then impacts impulsive buying behavior.

4. Conclusion

Based on the research findings, it can be concluded that hedonic motivation and positive emotion play important roles in encouraging impulse buying among consumers at OH SOME Store in Samarinda City. Consumers tend to make spontaneous purchases when they experience pleasure, comfort, and positive emotional experiences while shopping. Visual merchandising was found to have no direct effect on impulse buying; however, it was able to create positive emotions that subsequently encouraged impulsive purchasing behavior. These findings indicate that emotional aspects are the main factors influencing consumer purchasing decisions in modern retail settings. The implications of this study emphasize the importance of marketing strategies that focus on creating enjoyable shopping experiences through attractive store designs, comfortable atmospheres, and creative visual concepts. Therefore, OH SOME Store is recommended to continuously enhance consumers' emotional experiences through innovative visual merchandising, improved store atmosphere, and experiential marketing strategies in order to optimize impulse buying behavior.

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