The Effect Of Hedonic Shopping Motivation On Impulsive Buying Through Positive Emotion With Gender As A Moderator On Tiktok Shop Users

Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Melalui Emosi Positif Dengan Jenis Kelamin Sebagai Moderator Pada Pengguna Tiktok Shop

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ABSTRACT
This research explores the effect of hedonic shopping motivation on impulsive buying behavior, mediated by positive emotions, and gender as a moderating variable among TikTok Shop users in Surabaya. The research sample included 233 TikTok Shop users from Surabaya, mainly aged between 20 and 22 years. A non-probability sampling method was employed, particularly the purposive sampling technique. Data analysis was performed utilizing SmartPLS version 4.1. The results reveal that hedonic shopping motivation positively influences both positive emotions and impulsive buying, with positive emotions acting as a mediating factor in this connection. However, the study found that gender did not significantly moderate these effects, suggesting that male and female users exhibit similar behavioral patterns. These results underline the significance of emotional and experiential dimensions in fostering impulsive buying behaviors on social commerce platforms, indicating that marketers should prioritize enhancing these factors irrespective of gender differences.
Keywords : Hedonic Shopping Motivation, Positive Emotion, Impulsive Buying, Gender

ABSTRAK
Studi ini menganalisis dampak motivasi belanja hedonik terhadap perilaku pembelian impulsif dengan mediasi emosi positif, jenis kelamin sebagai faktor moderasi di kalangan pengguna TikTok Shop di Surabaya. Sampel penelitian mencakup 233 pengguna TikTok Shop di Surabaya, yang sebagian besar berusia antara 20 hingga 22 tahun, dan diambil dengan teknik non-probabilitas melalui metode purposive sampling. Peneliti menggunakan perangkat lunak SmartPLS versi 4.1 dalam penganalisaan data. Temuan penelitian mengindikasikan bahwa motivasi berbelanja hedonik memiliki dampak positif dan signifikan terhadap emosi positif maupun pembelian impulsif, di mana emosi positif berfungsi sebagai mediator dalam hubungan ini. Namun, jenis kelamin tidak terbukti memoderasi hubungan ini secara signifikan, sehingga pola perilaku antara pengguna laki-laki dan perempuan cenderung sama. Temuan ini menegaskan pentingnya dimensi emosional dan pengalaman dalam mendorong perilaku pembelian impulsif di platform perdagangan sosial, sehingga pemasar sebaiknya memprioritaskan peningkatan faktor-faktor tersebut tanpa memandang perbedaan jenis kelamin.
Kata Kunci: Motivasi Belanja Hedonis, Emosi Positif, Pembelian Impulsif, Jenis Kelamin

1. Introduction

The rise of digital technology has transformed daily life in Indonesia, particularly in communication, information access, and shopping habits. Internet users surged from 71.19 million in 2013 to 221.56 million in 2024, a 211% growth (KOMINFO, 2024). This underscores the internet's vital position in Indonesian society, fostering a lifestyle that integrates online activities. Digital innovation has created platforms blending social and commercial uses, with e-commerce expanding significantly. According to BPS (2023), Indonesia hosts around 3.82 million e-commerce businesses, a 27.40% increase from last year. The convenience and cost-effectiveness of online shopping, alongside discounts and promotions, have further fueled this trend (Permana, Cahyani, Wijayanti, & Syamsurizal 2024; Wahyudi, Setyo, & Sari, 2024).

TikTok has surged in popularity in Indonesia, ranking as the second most used platform with 108 million users in 2024 (Search Logistics, 2025). Originally a short video app, it now includes TikTok Shop for direct buying and selling, appealing particularly to Gen Z consumers (Fitriyani, Nugraha, & Ramadhan, 2024). Digital transformation reshapes not just shopping methods, but also consumer behavior, where shopping evolves into entertainment and a means of personal satisfaction (Iftitah, Hidajat, & Widiartanto, 2023). Consumers increasingly engage in shopping for pleasure or trend compliance, leading to impulsive buying which driven by emotion (Fahriansah, Safarida, & Midesia, 2023). Motivation significantly influences purchasing habits, categorizing shopping into utilitarian (goal-oriented) and hedonic (pleasure-seeking) types (Safitri, Hartono, & Istiqomah, 2023). Impulsive buying occurs unconsciously, with women often displaying higher impulsivity than men; they seek rewards or comfort through shopping (Rinonce & Jannah, 2024). However, research by Arroyo & Guaderrama (2022) suggests men and women exhibit similar shopping behaviors. The interplay of psychological factors and gender influences these shopping tendencies, revealing complex motivations behind consumer choices (Nadhira & Lusiria, 2025).

Surabaya, Indonesia's second-largest metropolitan area after Jakarta, is a significant center for economic activity and urban lifestyle (Aritenang, Ginting, & Sakti, 2024). Its large population with high consumption and extensive internet usage presents promising opportunities for e-commerce growth, particularly for platforms like TikTok Shop. Urban communities in Surabaya demonstrate strong consumptive behavior and quickly adapt to digital trends, making them ideal for examining impulsive buying behavior influenced by hedonic shopping motivations and positive emotions (Ritonga & Adiati, 2022). TikTok Shop is witnessing considerable growth in user engagement and local creator promotions. Additionally, the impact of gender as a moderating variable offers insights into behavioral differences in shopping, making Surabaya an essential location for researching impulsive buying dynamics in the digital era.

Research indicates that hedonic shopping motivation greatly affecting impulsive buying behavior, particularly on e-commerce sites and social media platforms like TikTok Shop. (Arnold & Reynolds, 2003; Zhang et al., 2022). Positive emotions experienced during shopping can further enhance unplanned purchases (Liao et al., 2009). TikTok Shop merges entertainment with shopping, offering users a heightened emotional experience that promotes consumer behavior (Zhou et al., 2021; Park & Lin, 2020). Furthermore, gender affects how hedonic motivation, emotions, and impulsive buying are connected, as men and women display distinct shopping habits (Dittmar et al., 2004; Kacen & Lee, 2002). Based on these findings, this study is titled "The Effect of Hedonic Shopping Motivation on Impulsive Buying Through Positive Emotion with Gender as a Moderator on TikTok Shop Users."

2. Literature Review
Hedonic Shopping Motivation

Motivation refers to the inner impulse that compels an individual to behave in a specific way. Shopping motivation is categorized into two main types: hedonic and utilitarian. Hedonic shopping motivation involves the impulse or desire to shop for the purpose of experiencing pleasure and enjoyment. (Isalman, Ilyas, Ramadhani, & Ittaqullah, 2024). As stated by Arnold & Reynolds (2003), referenced in Widagdo & Roz (2020), Hedonic Shopping Motivation have six indicators. First, Adventure Shopping, which is the drive to discover new and exciting things and to enjoy the process of searching while shopping. Second, Idea Shopping, which reflects consumers' desire to learn about the latest trends and fashions. Third, Value Shopping, which refers to the satisfaction and happiness felt when successfully finding discounts, promotions, or other attractive offers. Fourth, Social Shopping, which is the enjoyment derived from shopping with friends or family and making it a socializing event.

Fifth, Relaxation Shopping, which is a form of shopping activity carried out as a means to relieve stress and improve mood. Sixth, Role Shopping, which reflects the happiness experienced when shopping for others, especially when finding what is considered the perfect gift.

Hedonic purchase decisions like these are not accompanied by economic reasons but rather by an unlimited desire for fulfillment. Impulsive buyers tend to seek sensations and pleasure more than non-impulsive buyers, where shopping activities can create a sense of 'high' and being 'out of control' (Coelho, Aniceto, Bairrada, & Silva, 2023).The more a person engages in hedonic shopping motivation, the greater the chance they will participate in impulsive buying. (Yang & Hye-young, 2012; Zurit et al., 2016; Indriana, 2022). This is because when someone shops hedonically, they tend not to consider the value or benefits of the product and only follow consumption patterns that reflect more pleasure, thereby minimizing negative feelings (Rusni & Solihin, 2022) to satisfy psychological needs such as emotional fulfillment, gratification, social status, and other personal feelings (Widagdo & Roz, 2020).

Positive Emotion

Emotion is an inseparable part of daily life in decision-making (Marjam, Edi & Kukuh, 2020). Emotions influence both the physiological and psychological conditions of a person (Bulagang, Weng, Mountstephens, & Teo, 2020). According to Mehrabian & Russell (1974) as cited in Bran & Vaidis (2020), human emotions can be categorized into three main indicators: pleasure, arousal, and dominance. Pleasure describes how happy, delighted, or enthusiastic an individual feels about a situation. Arousal refers to the sense of alertness or curiosity that arises when a person responds to something in their environment. Dominance involves the feeling of being in charge or having the freedom to make decisions within a given scenario. Generally, Emotions are categorized into two types: positive emotions and negative emotions. A consequence of positive emotions is the tendency to engage in impulsive buying (Lee, Can, & Liew, 2023). Positive emotion refers to the consumer's mental state resulting from cognitive and affective evaluations of their consumption (Tyrväinen & Karjaluoto, 2022). Positive emotions include feelings of happiness, joy, satisfaction, and enthusiasm that usually arise when someone feels comfortable in a situation (Marjam, Edi & Kukuh, 2020). These positive emotions can trigger a sudden desire to make a purchase. The more positive emotions a consumer feels, the stronger their inclination is to make impulsive buying. (Setiawan & Ardani, 2022). Moreover, positive emotions effectively encourage individuals to maintain controlled cognition through self-regulation mechanisms in managing their responses, so the urge to make impulsive buying can occur as a response to the pleasurable feelings toward a product or situation (Sun, Li, & Sun, 2023).

Impulsive Buying Behavior

Impulsive buying behavior involves the unplanned purchase of a product upon viewing it, lacking any prior planning (Baladini, Syarief, & Gunaedi, 2021). This unplanned buying behavior occurs without self-control and without careful consideration (Isalman, Ilyas, Ramadhani, & Ittaqullah, 2024). According to Wahyudi (2017), impulsive buying has several characteristics. First is spontaneity, where purchases happen unexpectedly and often in response to visual cues at the point of purchase. Second is power, compulsion, and intensity, which describes the motivation to disregard other factors and act immediately. Third is excitement and stimulation, referring to the sudden desire to buy often accompanied by emotions such as excitement, thrill, or wildness. Fourth is disregard for consequences, where the urge to buy is so strong that potential negative consequences are ignored. Another study by Sombe, Pongtuluran, & Pagiu (2023) highlights the main indicators of impulsive buying behavior as spontaneity, passion or motivation, and disregard for consequences. Utama et al.

(2024) note that individuals tend to be more impulsive when shopping online compared to in-person purchases. This is due to the convenience of online shopping, which eliminates the need to physically visit shopping centers (Denia, Yohana, & Rahmi, 2023). Impulsive purchases made in physical stores or shopping centers are more related to marketing stimuli and personality stimuli. Meanwhile, impulsive buying on marketplaces or online stores is also influenced by interactive visual stimuli on the web marketplace (Lazim et al., 2020; Zhao, Li, Wang, & Chou, 2021)

Gender

Gender originates from the Latin word *genus*, which means type or category (Asriani & Pebrianti, 2021). The term gender was first introduced by Robert Stoller to distinguish human characteristics based on social and cultural definitions from those based on biological physical traits (Fasya, Karwati, & Herwina, 2022). The concept of gender refers to traits inherent to men and women that are shaped by social and cultural factors, which lead to certain assumptions about the roles of men and women in society (Ullrich, Becker, & Scharf, 2022). Gender relates to the social and cultural definitions of men and women, how society differentiates between them, and assigns social roles accordingly. One factor influencing impulsive buying behavior is gender differences. Generally, women tend to make impulsive purchases more often than men. Women tend to be more inclined towards impulsive purchases driven by emotional reasons, whereas men prefer functional products and make more rational purchasing decisions (Guha, 2023). Women tend to view shopping as an enjoyable and recreational activity, while men see it more as a task to be completed efficiently (Chetioui & Bouzidi, 2023). As a result, women are more vulnerable to impulsive buying compared to men.

RELATIONSHIPS BETWEEN VARIABLES AND HYPOTHESES
Relationship Between Hedonic Shopping Motivation and Impulsive Buying

According to studies by Pranata, Riyanto, Hendrawan, & Gunadi (2024), Rasyid & Farida (2023), and Ariffin & Februadi (2022), hedonic shopping motivation has a great impact on impulsive buying behavior. Six indicators of hedonic shopping motivation can influence impulsive buying behavior. Research conducted by Hernita, Istiono, & Nur (2022) and Denia, Yohana, & Rahmi (2023) additionally demonstrates the significant impact of hedonic shopping motivation on impulsive purchasing in marketplaces. Pleasurable shopping experiences may lead to spontaneous and unmanaged purchases (Isalman, Ilyas, Ramadhani, & Ittaqullah, 2024).
H1: Hedonic shopping motivation has a positive and significant effect on impulsive buying.
Relationship Between Hedonic Shopping Motivation and Positive Emotions

Hedonic shopping motivation focuses on the pursuit of pleasure, entertainment, and enjoyable experiences during shopping. Individuals with hedonic motivation do not merely see shopping as a means to fulfill practical needs but more as a recreational activity and a search for emotional enjoyment. According to findings by Rahayu & Sudrajat (2024), when someone shops with hedonic intent, they tend to experience various positive emotions such as pleasure and satisfaction, especially when expressing interest, curiosity, and the desire to experience new things. Research by Cuong (2024), Cahyani & Marcelino (2023), and Kholis, Saifuddin, & Arif (2023) further supports that hedonic motivation significantly contributes to the emergence of positive emotions during shopping. The greater a person's hedonic shopping motivation, the greater the likelihood they will experience positive emotions during the shopping process (Ramadania, Ratnawati, Juniwati, & Afifah, 2022). This holds significant relevance in the context of experiential marketing, where consumers' positive emotions can enhance loyalty and satisfaction toward certain products.
H2: Hedonic shopping motivation has a positive and significant effect on positive emotions.

Relationship Between Positive Emotions and Impulsive Buying

The lack of control over emotions that prompt spontaneous purchases is a factor contributing to impulsive buying (Pranata, Riyanto, Hendrawan, & Gunadi, 2024). Studies conducted by Setiadi & Nurbasari (2025), Kholis, Saifuddin, & Arif (2023), and Alifatuzzahra & Rimiyati (2022) reveal that positive emotions notably and favorably affect impulsive purchasing. The greater the number of positive emotions a person experiences, the higher the likelihood they will partake in impulsive purchasing. This corresponds with the theory by Rook and Gardner (1993) referenced in Alifatuzzahra et al. (2022), This indicates that, unlike negative emotions, people who feel positive emotions are more prone to partake in impulsive buying driven by their boundless feelings, urge for self-gratification, and elevated energy levels. The joy stemming from a shopping lifestyle can promote spontaneous buying choices, commonly referred to as impulsive purchases (Setiadi & Nurbasari, 2025).

H3: Positive emotions have a positive and significant effect on impulsive buying.

Relationship Between Hedonic Shopping Motivation and Impulsive Buying Mediated by Positive Emotions

Hedonic shopping motivation emphasizes pursuing pleasure, entertainment, and a means to escape problems during shopping, rather than merely fulfilling practical needs (Arij, 2021). Individuals driven by this motivation frequently enjoy the shopping experience itself, finding happiness in discovering products, trying new items, or simply being in a charming retail environment. Previous research suggests that hedonic shopping motivation is closely linked to impulsive buying behavior (Rahanatha, Yasa, Giantari, & Ekawati, 2023). According to Ratnawati (2024), enjoyable shopping experiences generate strong positive emotions, which increases the chances of impulse buying. Rook and Gardner (1993) emphasize the considerable effect of emotions on impulsive actions, indicating that impulsive buying are often swayed by fleeting positive emotions. Moreover, studies carried out by Risnandini & Khuzaini (2024) and Kholis, Saifuddin, & Arif (2023) indicate that positive emotions act as a significant mediator in the correlation between hedonic motivation and impulsive buying behavior. Hedonic shopping motivation results in positive emotions that promote impulse buying. Creating positive emotions can be improved by using captivating product presentations and marketplace features.

H4: Positive emotion can significantly mediate the relationship between hedonic shopping motivation and impulsive buying.

Relationship Between Hedonic Shopping Motivation and Impulsive Buying Moderated by Gender

Earlier research conducted by Juanim, Alghifari, & Setia (2024) and Huang, Dastane, Cham, & Cheah (2024) indicates that gender plays such an important moderating role in the relationship between hedonic shopping motivation and impulsive buying. Men and women might possess varying motivations while shopping, along with distinct emotional reactions to hedonic shopping motivation (Lopes, Amaro, & Henriques, 2023). Women generally exhibit a more hedonic approach to shopping compared to men and are more receptive to emotional experiences while shopping, including the pursuit of pleasure, fulfillment, or an escape from issues (Ravenska & Zulvia, 2019). Consequently, hedonic shopping motives, such as the inclination to indulge oneself, have a greater impact on women to engage in unplanned and impulsive shopping. Nonetheless, a study by Wijayanto et al. (2023) indicates the contrary, gender as a moderating variable does not play a notable role in the correlation between hedonic shopping motivation and impulsive buying.

H5: Gender can significantly moderate the relationship between hedonic shopping motivation and impulsive buying.
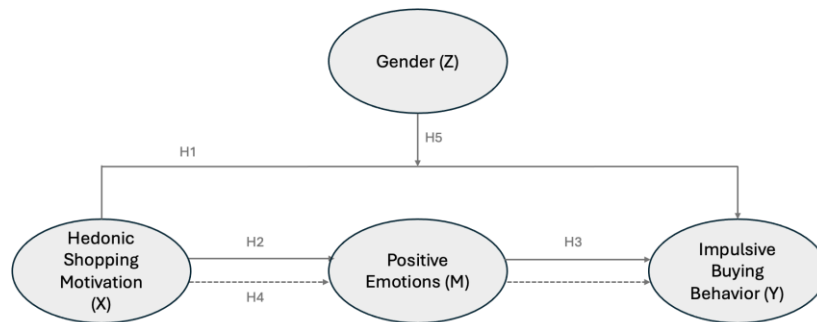
Figure 1. Analysis Model

3. Research Methods

This research employs an explanatory design in conjunction with a quantitative method to confirm a pre-existing theoretical framework. It highlights the importance of comprehending the connections between variables via hypothesis testing. The collected data includes secondary data sourced from a literature review and earlier studies, along with primary data gathered through online surveys using Google Forms. These surveys feature a five-point Likert scale to assess the values, attitudes, opinions, and perceptions of respondents, ranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, to (5) strongly agree.

The participants in this study were TikTok Shop users in Surabaya who had engaged in online shopping. The sample was chosen through a non-probability approach utilizing a purposive sampling method, with the inclusion criteria being TikTok Shop users who are at least 17 years old, irrespective of gender. Quantitative studies that utilize factor analysis or structural equation modeling (SEM) require a sample size based on the quantity of indicators. The PLS-SEM method was utilized, following Hair et al.'s (2010) considering a sample size of at least 10 to 20 times the amount of indicators. This research utilized a traditional method by considering 17 indicators, leading to a sample size of 221 participants. Data processing and analysis were conducted utilizing SmartPLS software version 4.1.

4. Results and Discussions

This study achieved a 100% response rate. A total of 233 respondent data were successfully collected, consisting of 115 female respondents and 118 male respondents, as shown in the following figure:

Table 1. Sample Profile

Profile	Category	Frequency	Percentage
Age	17 - 19 years old	37	15,88%
	20 - 22 years old	110	47,21%
	23 - 25 years old	53	22,75%
	> 25 years old	33	14,16%
Domicile	West Surabaya	92	39,48%
	Surabaya Central	40	17,17%
	South Surabaya	26	11,16%
	East Surabaya	48	20,60%

	North Surabaya	27	11,59%
Gender	Man	118	50,64%
	Woman	115	49,36%
Purchase Frequency	Heavy User (> 7 times)	41	17,60%
	Moderate User (4 - 7 times)	98	42,06%
	Light User (1 - 3 times)	94	40,34%
Category of goods purchased	Office and Study Supplies	10	4,29%
	Electronics and Gadgets	19	8,15%
	Fashion and Accessories	71	30,47%
	Hobbies and Entertainment	36	15,45%
	Household needs and Decoration	16	6,87%
	Beauty and Self Care	56	24,03%
	Food and Beverages	25	10,73%
Payment Method	COD	44	18,88%
	Indomaret or Alfamart	17	7,30%
	TikTok Pay Later	19	8,15%
	Virtual Account (QRIS, Debit & Credit)	153	65,67%
Average expenditure on TikTok Shop	< Rp. 100.000	37	15,88%
	> Rp. 1.500.000	6	2,58%
	Rp. 1.000.000 - Rp. 1.499.000	31	13,30%
	Rp. 100.000 - Rp. 499.000	109	46,78%
	Rp. 500.000 - Rp. 999.000	50	21,46%
Duration of application use	< 1 hour	78	33,77%
	> 2 hours	67	29,00%

	1 - 2 hours	86	37,23%
Top reasons to use TikTok Shop	Shopping Experience Features (Live Shopping)	50	21,46%
	Product Diversity	31	13,30%
	Following Social Environment	15	6,44%
	Promotions and Interesting Programs (Flash Sale, Free Shipping, Cashback, Discount)	119	51,07%
	To Compare Product Prices	18	7,73%

All respondents participating in this questionnaire are users of the TikTok e-commerce application in Surabaya, consisting of 50.64% male and 49.36% female. The age range of users is 15.88% between 17-19 years old, 47.21% between 20-22 years old, 22.75% between 23-25 years old, and 14.16% above 25 years old. The majority of users reside in West Surabaya, accounting for 39.48%. The frequency of purchases on the TikTok e-commerce platform per month is 42.06%, with a purchase frequency of 4-7 times a month. The duration of TikTok application usage is mostly 1-2 hours, with a percentage of 37.23%. The most frequently purchased product category on TikTok is fashion and accessories, accounting for 30.47%. The most frequently used payment method is via Virtual Account (QRIS, Debit & Credit), accounting for 65.67%. The average spending on the TikTok e-commerce platform is mostly at 46.78% in the range of IDR 100,000 – IDR 499,000. The main reason users use the TikTok e-commerce platform is due to attractive promos and programs (Free Shipping, Cashback, Discounts, and Flash Sales), with a percentage of 51.07%. Out of the 233 respondents who completed the questionnaire, all use the TikTok e-commerce platform, and there were no errors in data entry, resulting in a total of 233 respondents whose data could be processed.

Convergent Validity

Convergent validity is the degree of correlation between reflective indicators and the latent construct they measure. It is achieved when indicators consistently reflect the construct. Convergent validity is assessed through outer loading values and overall consistency. A value greater than 0.50 indicates validity, while a value below 0.5 indicates a need for modification. (Ghozali, 2006).

Table 2. Outer Loading

Items	Gender	HSM	IB	PE	Keterangan
m1.1				0,671	**VALID**
m1.2				0,764	**VALID**
m1.3				0,741	**VALID**
m1.4				0,678	**VALID**
x1.2		0,694			**VALID**

x1.3	**0,746**		**VALID**
x1.5	**0,713**		**VALID**
x1.6	**0,681**		**VALID**
x1.7	**0,700**		**VALID**
x1.8	**0,733**		**VALID**
y1.1		**0,749**	**VALID**
y1.10		**0,734**	**VALID**
y1.2		**0,716**	**VALID**
y1.3		**0,637**	**VALID**
y1.4		**0,755**	**VALID**
y1.5		**0,778**	**VALID**
y1.6		**0,754**	**VALID**
y1.7		**0,623**	**VALID**
y1.8		**0,787**	**VALID**
y1.9		**0,735**	**VALID**
z	**1,000**		**VALID**
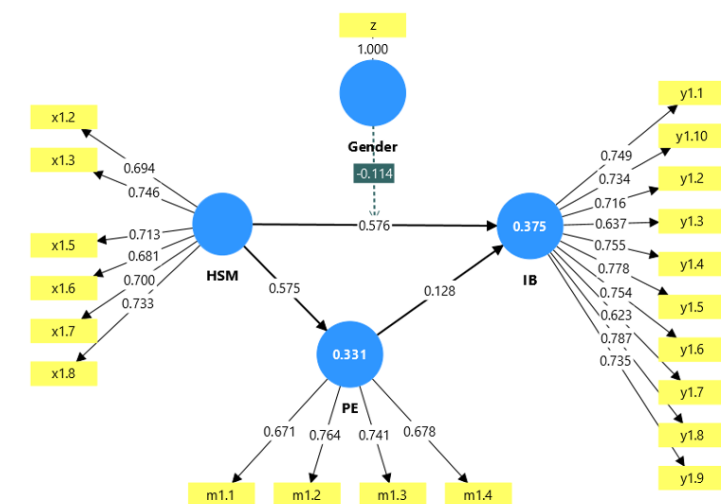
Source : data processed from SmartPLS (2025)

Faizah, Suparti, and Hoyyi (2021) state that when a reflective indicator's loading value (λ) is less than 0.5, it should be removed from the measurement model. Indicators in the constructs above of gender, impulsive buying, positive emotion, and hedonic shopping motivation all have outer loading values above 0.50, with ranges of 0.623 to 0.787. This shows that every item satisfies the requirements for convergent validity and may be used to measure the associated constructs. Though this result is still within the allowed range, Y1.8 (0.787) has the largest correlation to its construct, while Y1.7 (0.623) has the lowest correlation. These results verify that every indicator in the model contributes sufficiently to the explanation of the latent variables that are measured.

Fornell-Larcker Criterion

Table 3. Fornell-Larcker Criterion

Variable	Gender	HSM	IB	PE
Gender	**1,000**			
HSM	0,083	**0,712**		
IB	0,022	0,600	**0,729**	
PE	0,140	0,575	0,425	**0,714**

Source : data processed from SmartPLS (2025)

The Fornell-Larcker Criterion measures the distinctiveness of a construct compared to other constructs within the model. Maulana, Sopandi, Iqbal, and Ipaubla (2024), Fornell and Larcker (1981) indicate that discriminant validity is established when the square root of the Average Variance Extracted (AVE) for every construct in the model surpasses the correlations between that construct and every other construct. According to Table 3, the bold diagonal figures (Gender = 1.000; Hedonic Shopping Motivation (HSM) = 0.712; Impulsive Buying (IB) = 0.729; Positive Emotion (PE) = 0.714 represent the square roots of the AVE for each respective variable. All these values surpass the related inter-construct correlations found in the matching rows and columns. For instance, the square root of AVE for Impulsive Buying (0.729) exceeds its correlations with Hedonic Shopping Motivation (0.600), Positive Emotion (0.425), and Gender (0.022). Likewise, the square root of AVE for Positive Emotion (0.714) exceedn its correlations with the other constructs. The model's discriminant validity guarantees separate constructs and indicators, confirming that every latent variable effectively represents its intended idea without notable cross-construct interference.

Heterotrait-Monotrait Ratio

Table 4. HTMT

Variable	Gender	HSM	IB	PE	Information
Gender					VALID
HSM	0,118				VALID
IB	0,070	0,692			VALID
PE	0,170	0,713	0,500		VALID

Source : data processed from SmartPLS (2025)

HTMT (Heterotrait-Monotrait Ratio) assesses discriminant validity by comparing average correlations among various constructs (heterotrait) and within a asingle construct (monotrait). It is more sensitive than methods like the Fornell-Larcker Criterion. Adequate discriminant validity is indicated by HTMT values below 0.90 (Maulana, Sopandi, Iqbal, & Ipaubla, 2024). Table 4 shows that all HTMT values between constructs, such as HSM and IB at 0.692, HSM and PE at 0.713, and IB and PE at 0.500, are below the 0.90 threshold, confirming no overlap and clear distinction, thus meeting discriminant validity criteria.

Validity of AVE Value

Table 5. AVE Value Validity

Average Variance Extracted (AVE)	
HSM	0,506
IB	0,531

PE	0,510

Source : data processed from SmartPLS (2025)

Average Variance Extracted (AVE) is an essential metric for evaluating convergent validity in measurement frameworks, particularly in confirmatory factor analysis (CFA) and Structural Equation Modeling (SEM). It is determined by averaging the squared factor loadings of every indicator linked to a latent construct, showing the variance accounted for by the construct (Hair et al., 2021). A good AVE value is above 0.5, signifying that the construct explains over 50% of the variance in its indicators, reflecting strong representation and limited measurement error (Hair, Hult, Ringle, & Sarstedt, 2022). Conversely, an AVE below 0.5 indicates inconsistent representation. Based on Table 5, the three variables have AVE values greater than 0.5. Therefore, the constructs in this research model have adequate ability to distinguish themselves from one another. The indicators used effectively represent their intended constructs without overlap or mixing with other constructs (Putri & Warganegara, 2024). This good convergent validity confirms that each construct in the model is unique and accurately measured.

Reliability Test

Table 6. Reliability Test (Cronbach Alpha & Composite Realiability)

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
HSM	0,805	0,808	0,860
IB	0,901	0,908	0,918
PE	0,692	0,695	0,806

Source : data processed from SmartPLS (2025)

Reliability testing is performed to evaluate how well a construct can generate precise and reliable measurements (Yusuf & Sartika, 2021). In this research, reliability is assessed through two approaches: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha assesses the minimum level of internal reliability for a construct, resulting in a relatively conservative value that is affected by the number of indicators employed (Wibowo & Kusdiyanto, 2024). Conversely, Composite Reliability evaluates true reliability by taking into account the weighted input of each indicator, offering a more precise evaluation of the construct's internal consistency. While both approaches aim for the same goal, Composite Reliability is often favored as it provides a more accurate estimation. A construct is considered dependable when the Cronbach's Alpha exceeds 0.6 and the Composite Reliability surpasses 0.7 (Pratiwi, Sanusi, & Hasibuan, 2022). As illustrated in Table 6, every variable has Cronbach's Alpha values that surpass 0.6. Moreover, every variable shows Composite Reliability values exceeding 0.7. Hence, it can be inferred that all gathered information is trustworthy.

R-Square Test (R^2)

Table 7. R-Square Test (R^2)

Variable	R-square
IB	0,375
PE	0,331

Source : data processed from SmartPLS (2025)

According to Ghozali & Latan (2015) as cited in Oktari, Suhartini, Chandra, & Novrina (2025), The R-square (R²) statistic indicates the share of variation in the dependent variable that can be accounted for by the independent variables in the model. This score ranges from 0 to 1, where higher values indicate that the model has greater explanatory power over the observed phenomenon. Based on Hair et al. (2021), R² values can be categorized into three levels: strong (≥ 0.75), moderate (around 0.50), and weak (around 0.25). Thus, R² serves as a critical indicator for assessing the contribution of predictors to the variation in the studied constructs. Table 7 indicates that the structural model reveals both impulsive buying and positive emotions as weakly influenced variables. Impulsive buying is affected by hedonic shopping motivation at 37.5%, with 62.5% is explained by other variables outside this research, while positive emotions are influenced by the same motivation at 33.1%, remaining 66.9% attributable to variables not included in this research. The model shows significant variable relationships but highlights considerable unexplained variance, implying external influences.

F-Square Test (F²)

Table 8. F-Square Test

	F-Square
Gender -> IB	0,002
Gender x HSM -> IB	0,005
HSM -> IB	0,249
HSM -> PE	0,494
PE -> IB	0,017

Source : data processed from SmartPLS (2025)

F-square (F²) assesses the effect of every independent variable on the dependent variable within a specific model (Herutono, Astuti, & Ali, 2024). This measure aids in assessing the significance of a variable and its considerable effect if excluded from the model (Anggraini, Azman, Hasanah, Febrian, & Sholihin, 2023). Generally, an F² value of 0.02 reflects a small effect, 0.15 denotes a medium effect, and 0.35 signifies a large effect (Sarstedt, Ringle, & Hair, 2021). Values lower than 0.02 are typically regarded as unimportant or minor. In Table 8, the F² value reflecting the consequence of hedonic shopping motivation on impulsive buying is 0.249, suggesting a medium to large effect. Furthermore,a significant effect is observed concerning the relationship between hedonic shopping motivation and positive emotion, measured at 0.494. Conversely, the impact of positive emotions on impulsive buying, the significance of gender in such purchases, and the role of gender in influencing the connection between hedonic shopping motivation and impulsive buying exhibit minimal effect, as indicated by F-Square values below 0.02.

Fit Model

Table 9. Model Fit Summary

	Saturated model	Estimated model
SRMR	0,077	0,077
d_ULS	1,383	1,368
d_G	0,418	0,421
Chi-square	526,917	525,574
NFI	0,753	0,753

Source : data processed from SmartPLS (2025)

SRMR, which stands for Standardized Root Mean Square Residual, serves as a vital metric for evaluating the goodness of fit of a structural model in PLS-SEM analysis. This metric assesses the typical variance between the actual covariances and the ones anticipated by the model. A smaller SRMR value signifies a stronger correspondence between the model and the data. A model is deemed suitable if the SRMR value is below 0.10 and exceptionally suitable if it is at 0.08 or lower (Shecillia & Atmaja, 2023). In this model assessment, the SRMR value recorded for both the saturated model and the estimated model is 0.077. As this value falls under the threshold of 0.10 and is near 0.08, the model is considered to satisfy the fit criteria. Thus, it can be inferred that the developed model corresponds closely with the empirical data and is suitable for further analysis and conclusion formulation.

Hypothesis Testing

Table 10. **Hypothesis Testing**

Research Hypotheses	Description	T Statistics	P-Value	Information
H1	Hedonic Motivation Shopping -> Impulsive Buying	6,631	0,000	Accepted
H2	Hedonic Motivation Shopping -> Positive Emotions	12,253	0,000	Accepted
H3	Positive Emotions -> Impulsive Buying	1,750	0,080	Accepted
H4	Hedonic Motivation Shopping -> Positive Emotions -> Impulsive Buying	1,709	0,088	Accepted
H5	Gender x Hedonic Motivation Shopping -> Impulsive Buying	0,895	0,371	Rejected

Source : data processed from SmartPLS (2025)

In this research, T Statistics and P-values were used to assess the impact and significance of independent variables on dependent variables. A variable is considered to have a substantial positive impact if the T Statistic goes beyond 1.65 (two-tailed) and the P-value is under 0.10 (Sholiha & Salamah, 2015). With data collected from 233 participants, the link between hedonic shopping motivation (X) and impulsive buying (Y) produced a T Statistic of 6.631 and a P-value of 0.000. This shows that hedonic shopping motivation (X) has a substantial effect on impulsive buying (Y), as it surpasses the necessary limits of T Statistic > critical T value and P-value < 0.10. Correspondingly, the association between hedonic shopping motivation (X) and positive emotions (M) demonstrated a notable positive correlation, demonstrated by a T Statistic of 12.253 and a P-value of 0.000.

Moreover, positive emotions (M) has a solid impact on impulsive buying (Y), demonstrated by a T Statistic of 1.750 and a P-value of 0.080. Ultimately, the analysis revealed a notable mediating impact of positive emotions (M) on the correlation between hedonic shopping motivation (X) and impulsive buying (Y), presenting a T Statistic of 1.709 and a P-value of 0.088. Thus, it can be inferred that positive emotions (M) act as a favorable mediator in the connection of hedonic shopping motivation (X) and impulsive buying (Y).

DISCUSSION

According to the outcomes of the hypothesis testing carried out in this study, four hypotheses were accepted while one was rejected. The first hypothesis, indicating that hedonic shopping motivation show a positive impact on impulsive buying, was confirmed. This suggests that a rise in hedonic shopping motivation leads to a greater chance of impulsive buying. This result is consistent with studies conducted by Edelia & Anggraini (2022), Fahri, Savitri, & Fadila (2022), Cahyani & Marcelino (2023), and Mashilo, Dalziel, & Redda (2025), as

they all discovered that a rise in hedonic shopping motivation results in heightened impulsive purchasing. Shoppers driven by hedonic motivations are inclined to make spontaneous buys to keep up with trends, alleviate stress, enjoy shared experiences, or take advantage of appealing deals like discounts.

The second hypothesis, which posited that hedonic shopping motivation significantly enhances positive emotion, was also accepted. This indicates that the inclination for consumers to act on impulse is fueled by the sense of joy they feel while shopping. This finding aligns with studies conducted by Fahri, Savitri, & Fadila (2022), Kholis, Saifuddin, & Arif (2023), and Cahyani & Marcelino (2023), all of which found that hedonic shopping motivation significantly and positively affects positive emotions. Individuals with hedonic inclinations often experience joy when they obtain different discounts and promotional deals, improving their shopping experience.

The third hypothesis, suggesting that positive emotion significantly influences impulsive buying in a favorable manner, was also accepted. This aligns with studies conducted by Dewi & Adi (2023), Adriyanto, Octavia, & Romadon (2024), Cahyani & Marcelino (2023), and Fahri, Savitri, & Fadila (2022), which all concluded that positive emotions significantly influence impulsive purchasing. Shoppers often purchase items because it makes them feel joy, resulting in them spending additional time in retail spaces and heightening the chances of impulse buys. The fourth hypothesis, indicating that hedonic shopping motivation, mediated by positive emotion, has a significant and positive effect on impulsive buying, was likewise accepted. A study conducted by Fahri, Savitri, & Fadila (2022) said that hedonic shopping motivation has a significant positive influence on impulsive buying, with positive emotions acting as a mediator. This indicates that as consumers engage in more hedonic behavior, they experience greater happiness while shopping, leading to spontaneous purchases. Additional studies conducted by Kholis, Saifuddin, & Arif (2023) and Cahyani & Marcelino (2023) similarly demonstrated that hedonic shopping motivation, influenced by positive emotions, significantly and positively impacts impulsive buying.

However, the fifth hypothesis, suggesting that gender-moderated hedonic shopping motivation would influence impulsive buying, was not supported. This may be understood as indicating that there is no meaningful distinction in hedonic shopping motivation related to impulsive buying behavior between men and women. This finding contrasts with earlier research by Juanim, Alghifari, & Setia (2024) and Huang, Dastane, Cham, & Cheah (2024), who found that gender significantly moderates the relationship between hedonic shopping motivation and impulsive buying. Nonetheless, the present result aligns with the study conducted by Paramitha, Sulhaini, & Saufi (2022), which indicated that gender does not notably moderate the influence of hedonic shopping motivation on impulsive purchasing. The research indicated that shopping is enjoyable for both genders; however, men typically purchase digital items, electronics, and fashion online, whereas women tend to favor kitchenware and fashion products. Moreover, a study by Gatot, Saraswati, Musfar, Jushermi, & Marzolina (2023) also found no effect of hedonic shopping motivation, moderated by gender, on impulsive buying behavior.

5. Conclusion

This research finds that four of the five hypotheses are accepted or valid, whereas one is dismissed. (1) The motivation for hedonic shopping significantly and positively influences impulsive buying made by users of TikTok Shop. (2) Positive emotions among TikTok Shop users are positively and significantly affected by hedonic shopping motivation. (3) Positive emotions significantly influence impulsive buying among users of TikTok Shop. (4) Positive emotions serve as a mediator in the correlation between hedonic shopping motivation and impulsive purchasing among TikTok Shop users. (5) Gender does not notably influence the

correlation between hedonic shopping motivation and impulsive buying among users of TikTok Shop. In general, the results suggest that people with greater hedonic shopping motivation often feel more positive emotions, which subsequently drives them to participate in impulsive purchasing. Gender does not notably influence the link between hedonic shopping motivation and impulsive buying, suggesting that both males and females equally take pleasure in shopping experiences. While this study has yielded significant findings, it is crucial to recognize and highlight various limitations that must be taken into account for upcoming research.

1. The sample distribution in this study is still limited, as it only focuses on the city of Surabaya. Expanding the sample to a wider area may yield different results due to broader perspectives on impulsive buying behavior in the use of the TikTok Shop application.
2. The literature remains very limited, especially regarding the discussion of gender as a moderating variable in the correlation between hedonic shopping motivation and impulsive buying. However, this topic is very interesting and deserves further exploration in future research.
3. The introduction of new variables, the insertion of additional variables, or the use of additional indicators beyond those already studied may reveal new relationships and provide more diverse results regarding the factors that can influence impulsive buying.

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