

THE INFLUENCE OF VISUAL APPEAL, DISCOUNT PRICE, AND PERCEIVED INTERACTIVITY ON IMPULSE BUYING WITH PERCEIVED ENJOYMENT AS A MEDIATING VARIABLE

(Study on Marketplace Consumers in Semarang City)

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Abstract

This study aims to analyse the effect of visual appeal, discount price, and perceived interactivity on impulse buying with perceived enjoyment as a mediating variable. This research was conducted to determine the factors that encourage consumers to make impulse purchases in the marketplace, especially in Semarang City. The population used in this study are all Marketplace consumers in Semarang City whose numbers are unknown. The sample used was 100 respondents using purposive sampling technique. The research method used is quantitative with a survey approach, where data is collected through questionnaires distributed to Marketplace consumers. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique with SmartPLS 4. The results of this study indicate that perceived interactivity has no effect on impulse buying, while visual appeal, discount price, and Perceived enjoyment on impulse buying. Based on the results of the specific indirect effect, Perceived enjoyment is able to mediate visual appeal, discount price, and perceived interactivity on impulse buying. In future research it is recommended to use other variables related to consumer emotional factors. It is also recommended that companies improve attractive visual displays, provide more competitive discounts, and develop more responsive interactive features that can be an effective strategy to encourage impulse buying..

Keywords: Visual appeal, discount price, perceived interactivity, perceived enjoyment, impulse buying

Introduction

The internet is a medium of communication technology that is very important in human life today (Damanik et al., 2022). Based on the report of the Indonesian Internet Service Providers Association (APJII, 2024), the number of internet users in Indonesia in 2024 reached 221.56 million people, with an internet penetration rate of 79.5%. In addition, around 63.52% of e-commerce businesses have used the internet as a digital marketing medium (E-Commerce Statistics, 2021). Marketplace is a platform for marketing products digitally by bringing together sellers and buyers to interact with each other (Darussalam & Arief, 2018).

With the advancement of information technology and the tremendous expansion of e-commerce, online impulse buying has grown rapidly (Kathuria & Bakshi, 2024). The ease of access to 24-hour online commerce has driven the growth of online commerce activities while increasing impulse buying behaviour (Harahap, 2023). The utilisation of online shopping overcomes the limitations often found in physical stores, which in turn increases consumers' tendency to make impulse purchases (Kathuria & Bakshi, 2024). Impulse buying is increasing 14% annually, with 75% of consumers making impulse purchases (Lee, 2022).

One of the factors that can influence impulse buying is perceived enjoyment. Perceived Enjoyment describes the extent to which consumers feel satisfied when shopping online on a website, based on the site's ability to provide happiness, without considering the results that will be obtained (Ulann et al., 2016). In addition, visual appeal also plays an important role in attracting consumer attention. Aesthetically pleasing and attractive displays can enhance a more pleasant shopping experience, thereby encouraging impulse buying behaviour (Xue et al., 2024). A factor that also influences impulse buying is sales promotion, one of which can be done through providing discount prices. Discount price is one of the strategies applied by business actors to encourage consumers to make purchases (Muarti & Kurniawati, 2023). In addition, Perceived Interactivity is also one of the factors that can cause unplanned purchases or impulse buying. In marketing Perceived Interactivity refers to the ability of consumers to interact and play an active role in the marketing experience provided by a brand or company (Valdio & Berlianto, 2023).

The world of fashion is currently growing quite rapidly. The desire of people in various circles to always look stylish and up to date is very large. Along with the development of the fashion world, the market potential

in the fashion business is becoming increasingly broad, not only domestically, but also overseas markets (Xiang et al., 2016). Based on research conducted by GoodStats, clothing, shoes and accessories included in the fashion commodity are the best-selling items purchased online with a percentage of 70.13%. This data proves that fashion products are favoured by the public.

In the context of marketplaces in Indonesia, competition between e-commerce platforms is getting tougher. Based on the Grow and Bless (2024) report, Shopee leads with the highest number of monthly web visitors, at 237 million, followed by Tokopedia and Lazada. One of the fastest growing e-commerce is Zalora, which focuses on the online fashion industry. Zalora offers various visually appealing features as well as competitive discount programmes. However, despite implementing various strategies to increase impulse buying, the number of visitors to Zalora still fluctuated during the period September 2024-January 2025 (SimilarWeb, 2025). This suggests that although visual appeal, discount price, and interactivity have been optimised, their influence on impulse buying may not be fully effective.

Based on the phenomenon of gaps that exist and become the background for further research to understand visual appeal, discount price, and perceived interactivity on impulse buying which is mediated by perceived enjoyment. So research on this matter is considered necessary to be re-examined so that research is interested in researching 'The Effect of Visual Appeal, Discount Price, and Perceived Interactivity on Impulse Buying Through Perceived Enjoyment (Study on Marketplace Consumers in Semarang city)'.

Theory and Hypothesis

Visual appeal is one of the main factors that consumers pay attention to when browsing social commerce websites (Zheng et al., 2019). Research on the relationship between visual appeal and impulse buying was conducted by Nguyen et al. (2024) has a positive and significant effect on impulse buying. This is supported by research Budi et al. (2023) which shows that visual appeal has a positive and significant effect on impulse buying.

H1: Visual Appeal has a positive effect on impulse buying

Visual appeal acts as a stimulus that influences consumers' affective and cognitive reactions in the form of perceived enjoyment (organism), thereby encouraging impulsive behaviour such as impulse buying (response) (Zheng et al., 2019). Research on the relationship between visual appeal and impulse buying through perceived enjoyment conducted by Xiang et al. (2016) shows that perceived enjoyment successfully mediates the effect of visual appeal on impulse buying. This is supported by Fajar & Bambang (2024) which shows that visual appeal has a positive and significant effect on impulse buying through perceived enjoyment.

H2: Perceived enjoyment mediates the positive relationship of visual appeal on impulse buying.

Price Discount can trigger sudden impulse purchases because low price offers can influence consumer perceptions regarding the products offered because they get benefits. The phenomenon of impulse buying has a positive impact / influence on producers (Ittaqullah et al., 2020). Research on the relationship between Price Discount and Impulse Buying conducted by Suhud and Herstanti (2017) shows that Price Discount has a significant positive effect on Impulse Buying. These results are supported by research conducted by Rani and Catherine (2023) which shows that Price Discount has a significant positive effect on Impulse Buying.

H3: Price Discount has a positive effect on impulse buying

Price Discount is included in the strategy set by producers to provide stimulus to consumers. Environmental stimuli / stimuli, such as Price Discount can trigger positive emotions in consumers so that they encourage consumers to make unplanned purchases (Muhammad Arief Gunawan, 2023). Research on the relationship between Price Discount on Impulse Buying through Perceived enjoyment conducted by (Muhammad Arief Gunawan, 2023) shows that Perceived enjoyment successfully mediates the effect of Price Discount on Impulse Buying. This is supported by research conducted by Yi (2023) which shows that Price Discount has a significant positive effect on Impulse Buying through Perceived enjoyment.

H4: Perceived enjoyment mediates the positive relationship of Price Discount on impulse buying.

Perceived interactivity plays an important role in shaping consumer experiences and perceptions. Perceived interactivity includes stimuli that can create a sense of fun and engagement among audiences, which ultimately influences impulse purchases (Enjelina & Masnita, 2024). Research on the relationship between Perceived interactivity on Impulse Buying conducted by Yoon (2016) shows that Perceived interactivity has a significant positive effect on Impulse Buying. These results are supported by research conducted by Masitoh et al. (2024) which shows that Perceived interactivity has a significant positive effect on Impulse Buying.

H5: Perceived interactivity has a positive effect on impulse buying

Perceived interactivity is perceived to refer to the user's ability to directly change the form and content of the mediated environment in real time (Do et al., 2020). Impulse buying can occur when buyers find satisfying feelings in interactive functions (Bressolles et al., 2007). Research on the relationship between perceived interactivity and impulse buying conducted by Fajar & Bambang (2024) shows that perceived enjoyment successfully mediates the effect of perceived interactivity on impulse buying. Similar research conducted by

Muhammad Arief Gunawan (2023) shows that visual appeal variables have a positive and significant effect on impulse buying through perceived enjoyment.

H6: Perceived enjoyment mediates the positive relationship between Perceived interactivity and impulse buying.

Perceived enjoyment is defined as the extent to which an activity is perceived as enjoyable without considering the expected performance outcomes (Zhou & Feng, 2017). Research on the relationship between perceived enjoyment and impulse buying conducted by Enjelina & Masnita (2024) shows that perceived enjoyment has a positive effect on impulse buying. These results are supported by Dwitya & Hartono (2023) which shows that perceived enjoyment has a positive effect on impulse buying.

H7: Perceived enjoyment has a positive effect on impulse.

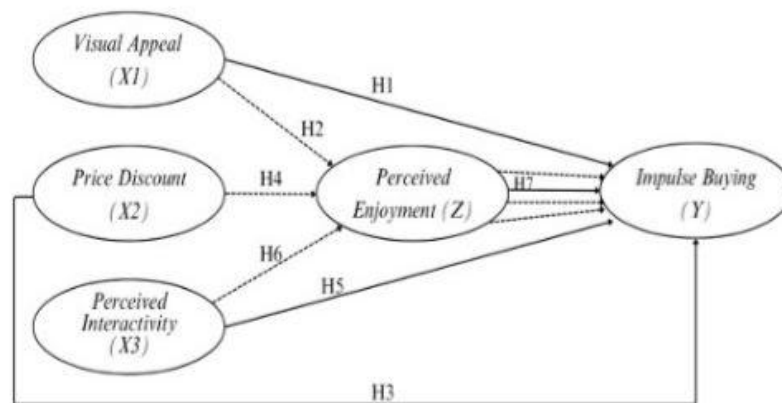


Figure 1
Research Model

Methods

This research uses quantitative methods with convenience sampling techniques. The population in this study were Some product users in Semarang City who had made purchases through e-commerce, with a sample size of 100 respondents according to the characteristics, namely at least 17 years old because it was considered capable of providing information correctly and accurately (Syafri & Besra, 2019), domiciled in Semarang City and had purchased Some products through e-commerce. The data analysis technique in this study used descriptive statistical analysis and Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS software version 4.

Results and Discussions

A total of 100 respondents who were willing to participate in this study came from all sub-districts in Semarang City. The majority of respondents were students aged 17-50 years. Of these respondents, 68% were female and 32% were male.

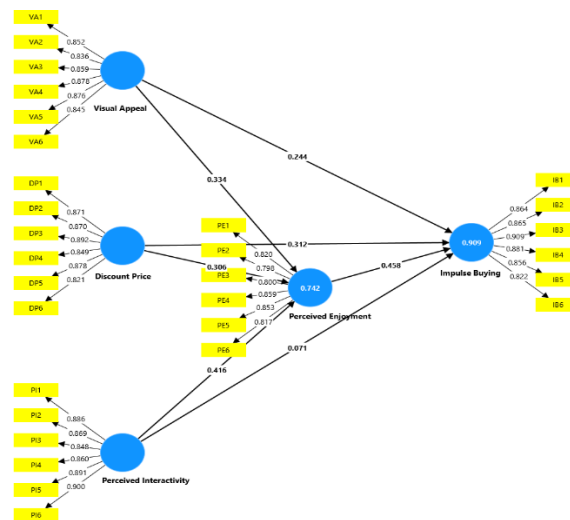


Figure 2
Outer Research Model

Source: Data Processing Result, 2024

This study used 15 indicators, each consisting of 2 statement items. After analyzing the data using SEM-PLS, the researcher deleted several statement items that did not meet the validity criteria (outer loading < 0.70). Based on the results, the researcher retained 30 valid statement items with outer loading > 0.70 and AVE values for each variable > 0.50 for further analysis. Although the researcher reduced the number of statement items, this study still represents all indicators of each variable.

Table 1 Convergent Validity Test

Variabel	Item Pertanyaan	Nilai Loading (Outer Loading)	Average Variance Extracted (AVE)
Visual Appeal	VA1	0.852	0.732
	VA2	0.836	
	VA3	0.859	
	VA4	0.878	
	VA5	0.876	
	VA6	0.845	
	DP1	0.871	0.746
	DP2	0.870	
	DP3	0.892	
	DP4	0.849	
	DP5	0.878	
	DP6	0.821	
	PI1	0.886	0.767
	PI2	0.869	
	PI3	0.848	
	P14	0.860	
	P15	0.891	
	P16	0.900	
	PE1	0.820	0.680
	PE2	0.798	
	PE3	0.800	
	PE4	0.859	
	PE5	0.853	
	PE6	0.817	
	IB1	0.864	0.751

	IB2	0.865	
	IB3	0.909	
	IB4	0.881	
	IB5	0.856	
	IB6	0.822	

Source: Data Processing Result, 2024

Based on table 1, it can be concluded that the correlation value of each variable with its indicator is greater than the correlation value of the variable with other indicators for each variable. Therefore, all indicators in this study are declared to have good discriminant validity.

Tabel 2 Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability
<i>Visual Appeal</i>	0.928	0.944
<i>Discount price</i>	0.932	0.946
<i>Perceived Interactivity</i>	0.906	0.952
<i>Perceived enjoyment</i>	0.932	0.927
<i>Impulse buying</i>	0.933	0.948

Source: Data Processing Result, 2024

All variables in this study are declared reliable because they have Cronbach's Alpha, and Composite Reliability values greater than 0.70. This value shows that each statement in each variable is consistent, so the results tend to remain stable if the study is conducted again at a different time.

Table 3 Summary of the hypothesis

Variable	Original Sample	T Statistics	P value	Information
<i>Visual Appeal (X₁)–Impulse buying (Y)</i>	0,244	2,875	0,004	Accepted
<i>Discount price (X₂) – Impulse buying (Y)</i>	0,312	3,870	0,000	Accepted
<i>Perceived interactivity (X₃) – Impulse buying (Y)</i>	0,071	0,904	0,366	Rejected
<i>Perceived enjoyment (Z) –Impulse buying (Y)</i>	0,458	3,664	0,000	Accepted
<i>Visual Appeal (X₁) – Perceived enjoyment (Z) – Impulse buying (Y)</i>	0,153	2,925	0,020	Accepted
<i>Discount price (X₂) – Perceived enjoyment (Z) – Impulse buying (Y)</i>	0,140	2,327	0,042	Accepted
<i>Perceived interactivity (X₃) – Perceived enjoyment (Z) – Impulse buying (Y)</i>	0,190	2,029	0,003	Accepted

Source: Data Processing Result, 2024

The Influence of Visual Appeal on Impulse Buying

Based on the hypothesis testing, the original sample value was 0.244, with a t-statistic of 2.875 > 1.96 and a p-value of 0.004 < 0.05. This indicates that visual appeal has a positive and significant influence on impulse buying. These findings support previous research conducted by Nguyen et al. (2024), which revealed a positive and significant effect of visual appeal on impulse buying.

The Influence of Visual Appeal on Impulse Buying through Perceived Enjoyment

Based on the hypothesis testing, the original sample value was 0.153, with a t-statistic of 2.925 > 1.96 and a p-value of 0.020 < 0.05. This suggests that visual appeal has a positive and significant effect on impulse buying through perceived enjoyment. This finding is consistent with previous research by Lee et al. (2022), which stated that perceived enjoyment mediates the relationship between visual appeal and impulse buying.

The Influence of Discount Price on Impulse Buying

Based on the hypothesis testing, the original sample value was 0.071, with a t-statistic of $0.904 < 1.96$ and a p-value of $0.366 > 0.05$. This indicates that discount price has a positive but not significant effect on impulse buying. This finding is consistent with the study by Suhud and Herstanti (2017), which stated that price discounts have a significant positive effect on impulse buying.

The Influence of Discount Price on Impulse Buying through Perceived Enjoyment

Based on the hypothesis testing, the original sample value was 0.140, with a t-statistic of $2.327 > 1.96$ and a p-value of $0.042 < 0.05$. This means that discount price has a positive and significant effect on impulse buying through perceived enjoyment. This finding supports previous research by Hoang et al. (2024), which stated that perceived enjoyment mediates the relationship between discount price and impulse buying.

The Influence of Perceived Interactivity on Impulse Buying

Based on the hypothesis testing, the original sample value was 0.071, with a t-statistic of $0.904 < 1.96$ and a p-value of $0.366 > 0.05$. This indicates that perceived interactivity has a positive but not significant effect on impulse buying. This is supported by a study conducted by Y. Y. Lee et al. (2022), which found that perceived interactivity does not significantly affect impulse buying.

The Influence of Perceived Interactivity on Impulse Buying through Perceived Enjoyment

Based on the hypothesis testing, the original sample value was 0.190, with a t-statistic of $2.029 > 1.96$ and a p-value of $0.003 < 0.05$. This implies that perceived interactivity has a positive and significant effect on impulse buying through perceived enjoyment. This aligns with a study conducted by Do et al. (2020), which found that perceived enjoyment mediates the relationship between perceived interactivity and impulse buying.

The Influence of Perceived Enjoyment on Impulse Buying

Based on the hypothesis testing, the original sample value was 0.458, with a t-statistic of $3.664 > 1.96$ and a p-value of $0.000 < 0.05$. This indicates that perceived enjoyment has a positive and significant effect on impulse buying. This finding is in line with the study by Dwitya & Hartono (2023), which demonstrated a positive and significant effect of perceived enjoyment on impulse buying.

Limitations and Recommendations

This study has a limitation in the variables used, where *perceived interactivity* shows the smallest effect size and falls into the weak category. Therefore, it is recommended that future research include additional variables, either as independent or mediating variables, to broaden the understanding of factors influencing impulse buying.

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