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THE EFFECT OF TIME AVAILABILITY, SOCIAL PRESENCE, AND EMOTIONAL CONDITION ON IMPULSE BUYING BEHAVIOR AT SOCIOLLA STORE MANADO TOWN SQUARE

PENGARUH KETERSEDIAAN WAKTU, KEBERADAAN ORANG LAIN, DAN KONDISI EMOSIONAL TERHADAP PERILAKU PEMBELIAN IMPULSIF DI SOCIOLLA STORE MANADO TOWN SQUARE

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Abstract. This study aims to examine the effect of time availability, social presence, and emotional condition on impulsive buying behavior. This research is descriptive quantitative research. Quantitative method is research system which is systematically, detailed, and planned clearly from the planning up to the research design (Sugiyono, 2016). In this study, the unit of analysis to be studied is an individual, namely respondents who have shopped at Sociolla Store Manado Town Square. Data analysis technique in this research is Partially Least Square (PLS). The result of this research shows that the magnitude of the effect of the time availability variable on emotional condition is positive 0.163 or 16.3%, which means that the availability of time has a positive effect on emotional condition by 16.3% in this study. From the magnitude of the social presence variables on emotional condition is 0.272 or 27.2%, which means that the social presence has a positive influence on emotional condition by 27.2% in this study. the effect of emotional condition on impulsive buying behavior, the P value is 0.018, which is smaller than the upper limit of 0.05 so that this hypothesis can be said to be significant.

Keyword: Impulse Buying Behavior, Time Availability, Social Presence, Emotional Condition

Abstrak. *Penelitian ini bertujuan untuk menguji pengaruh ketersediaan waktu, kehadiran sosial, dan kondisi emosional terhadap perilaku pembelian impulsif. Penelitian ini merupakan penelitian kuantitatif deskriptif. Metode kuantitatif adalah sistem penelitian yang dilakukan secara sistematis, terinci, dan terencana dengan jelas mulai dari perencanaan hingga desain penelitian (Sugiyono, 2016). Dalam penelitian ini, unit analisis yang akan diteliti adalah individu, yaitu responden yang pernah berbelanja di Sociolla Store Manado Town Square. Teknik analisis data dalam penelitian ini adalah Partially Least Square (PLS). Hasil penelitian ini menunjukkan bahwa besarnya pengaruh variabel ketersediaan waktu terhadap kondisi emosional adalah positif 0,163 atau 16,3% yang berarti ketersediaan waktu memiliki pengaruh positif terhadap kondisi emosional sebesar 16,3% dalam penelitian ini. Dari besarnya variabel social presence terhadap emotional condition adalah 0.272 atau 27.2% yang berarti bahwa social presence memberikan pengaruh positif terhadap emotional condition sebesar 27.2% dalam penelitian ini. pengaruh emotional condition terhadap perilaku impulsive buying diperoleh nilai P value sebesar 0.018 lebih kecil dari batas atas 0.05 sehingga hipotesis ini dapat dikatakan signifikan.*

Kata Kunci: *Perilaku Pembelian Impulsive, Ketersediaan Waktu, Kehadiran Social, Kondisi Emosional*

INTRODUCTION

Research Background

The cosmetic industry which runs the beauty business including skin care is a very promising business in Indonesia. Even after Indonesia went through the Pandemic, the cosmetics industry experienced a major rebound because skyrocketing demand gave rise to domestic and foreign products and gave birth to new products, which are growing rapidly in various regions. One of the leading cosmetic commerce is Sociolla or PT. Social Bella Indonesia. Sociolla, which is an e-commerce in the beauty sector, has an increase in

transactions in the ecosystem by 50% compared to before the Covid-19 pandemic, this increase in transactions is because the beauty industry is proof as one of the sectors that has survived well during the Covid-19 pandemic (Dailysocial.id, 2021). When compared to other competing beauty companies such as Sephora which also sells beauty products, the number of monthly web visits Sociolla on iPrice data in Q3 2021 is 1,836,700. Meanwhile, Sephora has 244,600 monthly web visits on iPrice data in Q3 2021 (Iprice.co.Id, 2021) which can be concluded that Sociolla is able to survive in the beauty industry.

The increase in impulse buying behavior is related to changes in people's shopping patterns, from fulfilling their daily basic and complimentary needs to seeking pleasure from buying a product. Such purchasing behavior is the fertile ground for marketers to increase sales significantly (The Economic Times, 2022; Xiao and Nicholson, 2013), even though it can negatively affect people psychologically and financially (Dittmar and Drury, 2000; Fenton-O'Creevy et al., 2011). Impulse buying has been studied from several viewpoints (Mandolfo and Lamberti, 2021), including socio-demographics (Ugbomhe et al., 2021)), environmental stimuli (Zhang and Shi, 2022), and marketing strategies (Mandolfo and Lamberti, 2021).

However, these studies were conducted beyond Indonesia's context. Most recent empirical studies in Indonesia include the relationships between positive emotion (Setiawan and Ardani, 2022), fashion involvement and sales promotion (Padmasari and Widyastuti, 2022), hedonic shopping motivation (Ranasari and Fajrianthi, 2021), and shopping Lifestyle (Padmasari and Widyastuti, 2022) with impulsive buying. These past studies, however, focused on direct effects and failed to address mediation analyses.

Today's society has switched from a cognitively controlled vision with models focused on information processing to an emotionally controlled vision. Bandyopadhyay et al., (2021) found that impulsive consumption was a way of inducing an emotionally satisfying sensation for customers who sought spontaneous gratification or pleasure in their buying acts. Such a finding supports the fact that the tendency toward immediate consumption has transformed the lives of today's consumers. In the light of the above, it can be said that impulsive consumers are often unable to resist intense internal desires to make frequent purchases and spend unnecessarily – even though they cannot afford to do so or have little need of the product they buy. Additionally, when impulsive buying fails to recognize the object's true value when shopping, its negative effects are not disrupted. On the other hand, it creates problems in a person's life, frequent failures to manage their time, and an internal need to buy. According to Pellegrino, Abe, and Shannon (2022) impulsive shopping is viewed negatively as a component of a person's purchasing behavior negatively portrays that impulsive shopping is bad for both the person and society. The same time, concept marketing is based on informing customers about a product's features and enhancing them in such a way that their interest is piqued resulting in increased purchases.

Research Objective

This study aims to examine the effect of time availability, store atmosphere, social presence, and emotional condition on impulsive buying behavior at Sociolla Store Manado Town Square.

THEORETICAL FRAMEWORK

Time Availability on Emotional Condition

Mowen and Minor (2002) states that the time owned by consumers to make purchases will affect how consumers organize their strategies. In other research conducted by Foroughi et al., (2014) also states that the time owned by consumers will affect purchasing decisions that are not planned by these consumers. From research conducted by Fauziyah and Fatmawati (2017) found that the availability of respondents' time in purchasing fashion products at Matahari Dept. Store does not influence the emotional state of consumers. The same results were also obtained by Graa, Dani-elkebir and Bensaid (2014) research on 687 consumers in western Algeria. However, different results were obtained from research conducted by Dey and Srivastava, (2017) who conducted research on 333 young respondents who were interested in buying apparel products from various brands in the southern region of India found that the time owned by young people in India had a positive influence on the emotional state of respondents when respondents made decisions to make purchases (Badgaiyan, Verma, and Dixit, 2016).

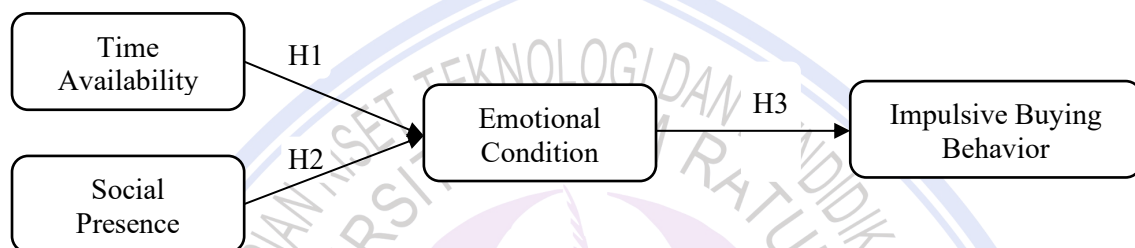### Social Presence on Emotional Condition

It cannot be denied that the presence of other people when shopping can influence consumer purchasing decisions for a product, whether planned or unplanned. From the results of previous research conducted by

Baker et al (2016) on the Pakistani people found the influence of the presence of family, which is also a culture that exists in Pakistan, on the emotional state of consumers in determining their purchasing decisions. Similar results were also found by research conducted by Badgaiyan, Verma, and Dixit (2016) on the influence of the presence of friends and children when consumers will decide to buy a product. The presence of friends and children can have a positive influence on the emotional state of consumers in deciding to buy products. In contrast to the results of research conducted by Fauziyah and Fatmawati (2017) which states that the presence of other people can be said to have no significant effect on emotional state.

Emotional Condition Influence on Impulsive Buying Behavior
        Research conducted by Graa, Dani-elkebir, and Bensaid (2014) on respondents in western Algeria found that emotional states have a positive influence on impulsive buying. Likewise, research conducted by Barros et al., (2019) state that emotional states have a positive influence on impulsive purchases. In research conducted by Fauziyah and Fatmawati (2017), it was found that emotional states can be said to have a significant influence on impulsive buying behavior.

Conceptual Framework

Research Hypothesis
H_1: Time availability influencing emotional condition.
H_2: Social Presence influencing emotional condition
H_3: Emotional condition positively influencing impulse buying behavior

RESEARCH METHOD

Research Approach
        This research is descriptive quantitative research. Quantitative method is research system which is systematically, detailed, and planned clearly from the planning up to the research design (Sugiyono, 2014). Quantitative research is scientific research that explains phenomena and correlates data generated from research methods that are numbers collected from structured questions (Babin and Zikmund, 2015). Research that has quantitative methods is suitable for descriptive and causal research.

Population and Sample
        The unit of analysis to be studied is an individual, namely respondents who have shopped at Sociolla Store Manado Town Square. The minimum sample to be 100 respondents.

Data Collection Method
        The questionnaire will be used to collect primary data. The questionnaire will be developed based on the research variables, both dependent and independent (Sugiyono, 2014). In this study, the questionnaire consists of questions that are carefully collected from the measured variable attributes and their operational definitions. A Likert scale will be used in this item. The answers that can be selected by the sample range from Strongly Agree (SS) to Strongly Disagree (STS). This is considered a technique that can prevent bias as each respondent gets different questions.

Data Analysis Method
        Data analysis technique in this research is Partially Least Square (PLS). The use of PLS as a data analysis method is because the research data is not required to be normally distributed and can produce

independent latent variables directly based on cross-products involving the dependent latent variable as predictive power. For this research, data analysis activities are assisted through SmartPLS 3.0 software.

RESULT AND DISCUSSION

Research Result
Measurement Model

The first step is to test the measurement model (outer model) to test whether the collected data has met the validity and reliability requirements of the indicators and variables in this study. In this study, the validity test was carried out by looking at convergent validity and discriminant validity. In convergent validity testing, it is stated that each variable used in research should have a high correlation. The convergent validity value evaluated is obtained from the AVE which is greater than 0.5 and the outer loading value which is greater than 0.7.

Table 1. Construct Validity Table

Average Variance Extracted (AVE)		
Time Availability	0.678	Valid
Social Presence	0.674	Valid
Emotional Condition	0.652	Valid
Impulse Buying Behavior	0.841	Valid

Source: Data Processed, 2024

Based on the table 1, the AVE value generated in processing the variable data used has a value above 0.5. This value states that the variables used in this study can be said to be valid so that they can proceed to the next data processing process. Next is to test the validity of each indicator representing each variable where the lower limit of value used is greater than 0.7.

Table 2. Outer Loading Table

	Time Availability	Social Presence	Emotional Condition	Impulse Buying Behavior
TA1	0.754			
TA2	0.870			
TA3	0.826			
TA4	0.900			
TA5	0.757			
SP1		0.783		
SP2		0.858		
SP3		0.812		
SP4		0.815		
SP5		0.836		
EC1			0.759	
EC2			0.874	
EC3			0.763	
EC4			0.795	
EC5			0.840	
IBB1				0.895
IBB2				0.951
IBB3				0.912
IBB4				0.984
IBB5				0.837

Source: Data Processed, 2024

From the results of the table 2, the existing indicators are valid because the value obtained is above the lower limit of 0.7. After the outer loading requirements are met, then the convergent validity test can be carried out by testing the cross loading to assess the correlation between the indicator and the variable it

represents. The value of the indicator relationship must be higher and must not be correlated higher between indicators and other variables.

Table 3. Cross Loading Table

	Time Availability	Social Presence	Emotional Condition	Impulse Buying Behavior
EC1	0.082	0.188	0.759	0.020
EC2	0.153	0.195	0.874	0.057
EC3	0.164	0.165	0.763	0.026
EC4	0.125	0.310	0.795	0.028
EC5	0.031	0.202	0.840	-0.001
IBB1	0.005	0.069	-0.003	0.895
IBB2	0.027	0.007	0.016	0.951
IBB3	0.005	0.001	-0.003	0.912
IBB4	0.036	0.031	0.040	0.984
IBB5	0.022	0.016	0.011	0.837
SP1	0.131	0.783	0.207	0.040
SP2	0.084	0.858	0.214	-0.055
SP3	0.132	0,812	0.227	0.041
SP4	0.142	0.815	0.203	-0.036
SP5	0.181	0.836	0.267	0.084
TA1	0.754	0.017	0.047	0.024
TA2	0.870	0.250	0.131	0.089
TA3	0.826	0.030	0.088	-0.090
TA4	0.900	0.151	0.171	0.084
TA5	0.757	0.128	0.058	-0.071

Source: Data Processed, 2024

From the table 3, each indicator used in this study can be said to be valid because the cross-loading value obtained exceeds 0.7 and the correlation value of the indicator with the variable represented is higher than the correlation between the indicator and other variables.

Table 4. Fornell-Larcker Table

	Time Availability	Social Presence	Emotional Condition	Impulse Buying Behavior
Time Availability	0.824			
Social Presence	0.165	0.821		
Emotional Condition	0.142	0.275	0.808	
Impulse Buying Behavior	0.036	0.023	0.034	0.917

Source: Data Processed, 2024

Next is to test the variables with the Fornell-Larcker test tool to see the discriminant validity of a variable. From the table 4, all variables in this study are said to be valid by looking at the numbers in the table above exceeding 0.7 and the relationship between variables is higher than the relationship with other variables. Next, to support these results, the HTMT value can also be used.

Table 5. HTMT Table

	Time Availability	Social Presence	Emotional Condition	Impulse Buying Behavior
Time Availability				
Social Presence	0.168			
Emotional Condition	0.148	0.297		
Impulse Buying Behavior	0.080	0.055	0.054	

Source: Data Processed, 2024

From the table 5, all variables have a good HTMT values. Next, we will test the reliability using composite reliability because this approach has a higher value than the Cronbach's alpha approach. The lower limit for the composite reliability value should be higher than 0.7. The following are the results of the reliability test with the composite reliability approach.

Table 6. Composite Reliability

	Cronbach's Alpha	Composite Reliability
Time Availability	0.890	0.913
Social Presence	0.879	0.912
Emotional Condition	0.868	0.903
Impulse Buying Behavior	0.969	0.963

Source: Data Processed, 2024

From the table 6, the composite reliability value of each variable obtained exceeding the upper limit of 0.7 so that these variables can be said to be reliable.

Structural Model

The structural model is a model of testing the causal relationship between independent variables and the dependent variable. The structural research model is tested using the determinant coefficient (R^2) test and multicollinearity test. The determinant coefficient test is conducted to test the amount of influence of the independent variable on the dependent variable. The R^2 value is said to be good when the value obtained is getting higher close to 1. This high value explains the ability of the independent variable to explain the dependent variable. The following is the coefficient of determination (R^2) value.

Table 7. Composite Reliability

	R Square	R Square Adjusted
Emotional Condition	0.851	0.663
Impulsive Buying Behavior	0.756	0.755

Source: Data Processed, 2024

From the table 7, the R2 value on the emotional condition variable is 0.851, meaning that this value explains that the time availability, and social presence can explain the emotional condition variable by 85.1%. and variants of other ANOVA variants. Meanwhile, the R2 value for Impulse Buying is 0.756. This means that the variables of time availability, social presence, and emotional condition can explain impulse buying behavior by 75.6%. The next stage is to test with Goodness-of-Fit (GoF) where this test tool is used to see how well the theoretical structure is determined to represent reality as conveyed by the data collected. To determine GoF in a study, it is necessary to test the standardized room mean residual (SRMR), normal fit index (NFI), and RMS theta by determining the value limit on SRMR below 0.1. If the SRMR value is obtained above 0.1, it can be said that there is a problem with the research fit. For the value of the normed fit index (NFI) which is used to see incremental fit with a value range of 0 to 1 where the value for a perfect fit model is 1. (Hair et al., 2018). Then the value of the RMS-tetha with a limit value below 0.12 indicates good fit (Hair et al., 2019).

Table 8. Goodness of Fit Table

	Saturated Model	Estimated Model		
SRMR	0.067	0.066		Fit
d_ULS	0.937	0.925		Fit
d_G	1.180	1.180		Fit
Chi-Square	440.552	440.601		Fit
NFI	0.744	0.744		Fit
rms Theta			0.208	Marginal Fit

Source: Data Processed, 2024

Based on the results shown in the table 8, it is found that the SRMR value for the Saturated Model and Estimated Model obtained a value of 0.067 and 0.066. This means that the value obtained is included in the category of practical rules where the value limit is <0.1 so that it can be said that the research model does not have a research fit problem or this research model can be said to be good. Then the NFI value in the Saturated

Model and Estimated Model of 0.744 and 0.744 is in the category between 0 to 1. The results show that the research model is almost perfect because it is close to the value of 1. Meanwhile, the rms-tetha obtained a value of 0.208 where this value means that there is a model fit because the resulting value is close to the value of 0.12. Thus, with indicators on SRMR, NFI, and rms-tetha that have entered the good category, this research model can be said to be good. Next is to see the relationship test between variables or hypotheses by looking at the Path Coefficient table.

Table 9. Path Coefficient Table

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
Time Availability to Emotional Condition	0.163	1.331	0.184	Accepted
Social Presence to Emotional Condition	0.272	2.872	0.004	Accepted
Emotional Condition to Impulse Buying Behavior	0.298	2.373	0.018	Accepted

Source: Data Processed, 2024

In the first hypothesis, namely the effect of time availability on emotional condition, the P value is 0.184 where this value is bigger than the upper limit of 0.05 so that this hypothesis can be said to be not significant. The magnitude of the influence of the time availability variable on emotional condition is positive 0.163 or 16.3%, which means that the availability of time has a positive influence on emotional condition by 16.3% in this study. The rest can be explained by other factors that are not yet in this study. From this value, it can be stated that the first hypothesis, namely the availability of time has a positive effect on emotional condition, is accepted.

In the second hypothesis, namely the effect of social presence on emotional condition, the P value is 0.004 where this value is smaller than the upper limit of 0.05 so that this hypothesis can be said to be significant. The magnitude of the influence of social presence variables on emotional condition is positive 0.272 or 27.2%, which means that social presence has a positive influence on emotional condition by 27.2% in this study. The rest can be explained by other factors that are not yet in this study. From this value, it can be stated that the second hypothesis, namely the social presence has a positive effect on emotional condition, is accepted.

In the third hypothesis, namely the effect of emotional condition on impulsive buying behavior, the P value is 0.018, which is smaller than the upper limit of 0.05 so that this hypothesis can be said to be significant. From this value, it can be stated that the third hypothesis, namely the emotional condition has a positive and significant effect on impulsive buying behavior, is accepted. The magnitude of the influence of the emotional condition variable on impulsive buying behavior is 0.298 or 29.8%, which means that emotional condition influence impulsive buying behavior by 29.8% in this study. The rest can be explained by other factors that are not yet in this study.

Discussion
The Influence Of Time Availability On Emotional Condition

The first hypothesis, namely time availability, influences emotional condition is accepted. These results are different from the results obtained from Fauziyah and Fatmawati (2017) research on respondents of Matahari Dept Store fashion products in Yogyakarta. Although respondents know what they want to buy when they are present at the Sociolla store, respondents do not have to rush to immediately pick up the items they want to buy and then take them to the cashier to be paid immediately. However, respondents always take the time to look at other products provided at Sociolla stores. This result is supported by the research from Alqutub (2023), which concluded that indicate a positive impact of time availability on impulse buying behavior, suggesting that individuals with more spare time are more likely to engage in impulsive purchases.

The Influence Of Social Presence On Emotional Condition

The results obtained in the second hypothesis which states that the presence of other people influences emotional condition are supported. These results are in line with research conducted by Fauziyah and Fatmawati (2017) The presence of other people for respondents in this study had a significant influence on the formation of the respondents' emotional condition. Respondents who have visited Sociolla store Mantos know the products they want to buy.

Finally, the third hypothesis which states that emotional condition has a positive and significant effect on impulsive buying behavior is accepted. These results are in line with previous research conducted by Graa, Dani-elkebir and Bensaid (2014) and Barros et al., (2019). The emotional state factor has a considerable influence on impulsive purchasing decisions. Respondents, who are mostly students with a good emotional state, can result in impulsive purchases at Sociolla store Mantos. With the support of existing free time and a good social presence provided by Sociolla, it can form a good emotional state which ultimately influences impulsive purchasing decisions for respondents.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result with the analysis and discussion presented in the previous section regarding the effect of time availability, social presence, and emotional condition on impulsive buying behavior at Sociolla store Manado Town Square, can be concluded as follows:
1. The time availability positively affects the emotional condition
2. Social presence has a positive effect on emotional condition
3. Emotional condition has a positive and significant effect on impulsive buying behavior

Recommendation

There are some recommendations that can be recommended based on the overall research of this research, which are:
1. The Sociolla shop owner or management must consider to accommodate consumer with a big store area because feels better to shop and create impulse buying behavior with certain level of social presence in the store.
2. Future researcher to study the inter-variables relationship like this research an improving it with another research object or maybe other related variables for better understanding the scope of this subject or this research.

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