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Mediation Model of Impulse Buying on the Relationship between Brand Image, Price Discounts on Purchasing Decisions (Case study of Shopee users in Kediri)

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ABSTRACK

This study aims to examine the role of impulse buying as a mediating variable in the relationship between brand image and price discounts on purchasing decisions among Shopee users in Kediri. The research employs a quantitative approach using a survey method. Data were collected from Shopee users through structured questionnaires, with respondents selected using purposive sampling techniques. The data were analyzed using Structural Equation Modeling (SEM) to test both direct and indirect relationships among variables. The results indicate that brand image and price discounts have a significant positive effect on impulse buying behavior. Furthermore, brand image and price discounts also directly influence purchasing decisions. Impulse buying is proven to significantly affect purchasing decisions and partially mediates the relationship between brand image, price discounts, and purchasing decisions. These findings suggest that improving brand image and offering attractive price discounts can enhance consumers' tendency to make impulse purchases, which ultimately leads to higher purchasing decisions. This study provides practical implications for e-commerce platforms and sellers, particularly in designing marketing strategies that focus on strengthening brand perception and offering promotional pricing to stimulate consumer purchasing behavior.

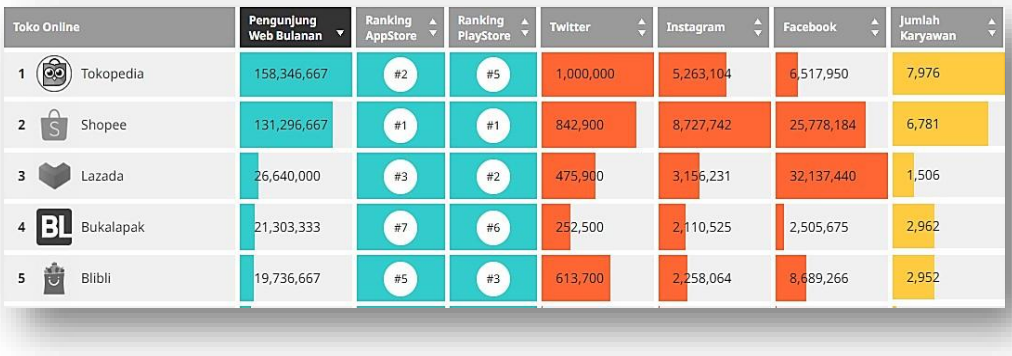
INTRODUCTION

In general, technological developments in this digital era are increasingly modern and advanced, along with developments in time and technology, almost all people have to live a more practical and advanced life in their activities. One of them is the increasing popularity of internet use among the public. As technological advances greatly influence people's lives, the trend of online shopping, known as e-commerce, is increasingly popular among today's society because of the many online sites and social media. Doing business and buying and selling

becomes easier. Convenience and time management are the most important choices for meeting all daily needs. According to David Baum (1999) E-commerce is a set of technologies, applications and dynamic business processes to connect companies, consumers and society through electronic transactions and the exchange of goods, services, information, which is carried out electronically (Awaliyah & et al, 2023).

The pandemic situation, which has not improved at the beginning of 2021, is considered encouraging in terms of its spread. E-commerce is becoming more common this year based on market insights statistics, the number of online marketing or e-commerce users in Indonesia will reach 178.94 million in 2022 compared to 2021 which was 158.65 million users, the number

This increased by 12.79% seeing its development, the number of e-commerce users in Indonesia continues to increase. According to the KHS e-economy report, the growing trend in the number of e-commerce users is expected to continue in the next four years as well. In 2020 Google found that in Indonesia alone, 93% of respondents responded to returning to using digital services such as e-commerce even after the Covid pandemic. This reduces the possibility of exposure to Covid-19 and saves energy and time. This is the most important factor for people when making online shopping purchases.



	Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1	Tokopedia	158,346,667	#2	#5	1,000,000	5,263,104	6,517,950	7,976
2	Shopee	131,296,667	#1	#1	842,900	8,727,742	25,778,184	6,781
3	Lazada	26,640,000	#3	#2	475,900	3,156,231	32,137,440	1,506
4	Bukalapak	21,303,333	#7	#6	252,500	2,110,525	2,505,675	2,962
5	Blibli	19,736,667	#5	#3	613,700	2,258,064	8,689,266	2,952

Figure 1.1 Shopee Visitor
Data Source: Iprice Insights

Shopee offers a variety of products such as fashion products, electronics, kitchen equipment, food and drinks, even products for daily needs. Shopee also has many products that make its users more comfortable using Shopee for daily needs such as credit installments, credit, BPJS, ticket purchases and others. Shopee offers convenience for consumers who cause unplanned purchases.

Impulse buying is an Impulse or unplanned consumer attitude or action in order to think long and hard about the product they want to buy (Amanda T & Edwar, 2015). There are also factors that influence impulse buying, namely products with low price characteristics, sales and marketing, and Loundon and Bitta Dalam consumers (Pramono & Wibowo 2019). There is also a phenomenon related to impulse buying on Shopee of the C2C (Customer to Customer) type, making people often shop online. This happens because Shopee continues to promote e-

commerce via celebgram. Not only that, celebgrams often share promo posts and snapgrams for existing products on shopee. With promotions by celebgrams such as discount prices, cashback and free shipping, it can attract the desire of consumers, especially millinial consumers in Kediri City, to make unplanned purchases. (Jurnal & Zakaria, n.d.)

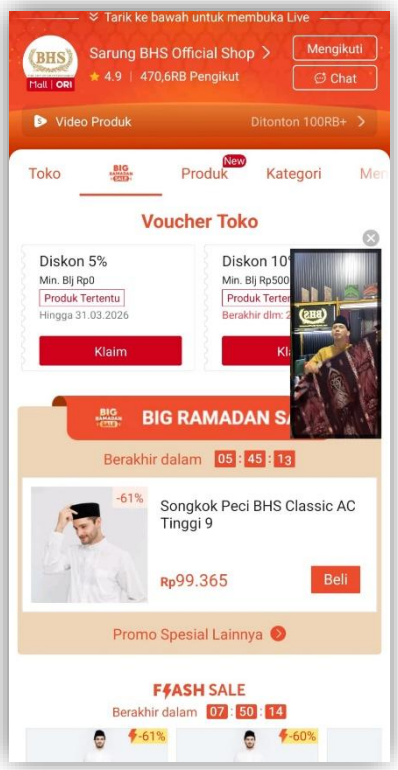


Figure 1.2 Shopee Live Official Store
Data Source: Shopee in 2025

One of the strong factors that influences impulse buying is discounts. Discounts are formal prices given by companies to consumers on a soft basis in order to increase sales of a product or service (Kotler & Keller, 2009 p. 93). According to Belch & Belch in (Andriany & Arda, 2019), discount promotions offer several benefits, namely: they can trigger consumers to buy in large quantities, participate in competitors' promotions, and support trade in large quantities. Likewise the factors influencing discounts, namely excess capacity, declining market share due to intense competition, and favoring the market through lower fees (Saladin, 2003, p. 151).

Another factor that influences impulse buying is product quality. Product quality is the product's ability to fulfill its functions. Product quality includes durability, capability, convenience, and other attributes that determine the value of a product (Arianty et al., 2016, p. 105). Factors that influence product quality are performance, features (product diversity), reliability, conformance, durability, serviceability, asthetics, and perceived quality, Tjiptono and Chandra in (Arianty, 2015). There is also a phenomenon related to product quality, namely that consumers are still thinking about uncertainty and the effects of being deceived, such as

products or goods that do not match those in the photos or drawings and explanations from the seller. And if the product has better quality than competing products, consumers tend to choose to purchase that product. The impact is that consumers want to make unplanned purchases.

In this study, researchers used discounts and product quality as independent variables and impulse buying as the dependent variable. Based on the description above, the researcher is interested in conducting research with the title Brand Image Mediation Model on the Relationship of Shopee Live Streaming, Price Discounts, and Product Quality to Impulse Buying.

RESEARCH METHODS

This research uses descriptive quantitative research methods where this research aims to describe or explain something systematically and according to objective facts. In accordance with the views of Sugiyono (2017), quantitative research methods, meaning research methods based on the philosophy of positivism, are used to research certain populations or samples, collect data using research instruments, data analysis is descriptive, with the aim of directing predetermined hypotheses. In this research, primary data is in the form of a questionnaire aimed at the Kediri community in general and random interviews with Shopee marketplace users. The population in this research is the Kediri community in general, numbering 300,046 people.

According to Hair et al., (2019), if the sample used is large in number and makes it difficult for researchers to obtain the right model, then adjust it to a sample size of 100 to 200, then it would be appropriate to use the Structural Equation Model (SEM) in carrying out interpretive estimates. The population referred to in this case is the entire community who have experience in buying a product on the Shopee marketplace suddenly which is influenced by discounts, brand image and quality.

This research uses a respondent sampling technique, taken using a non-probability sampling technique with purposive sampling. The criteria for respondents are those who have made online purchases through the marketplace at least twice in the last month. In this study, the sample was between 100 and 400 respondents, so that the estimated interpretation using SEM obtained the correct sample size, namely 180 respondents. In this research, there are criteria for respondents, namely that individuals or people make online purchases in small amounts at least 2 times a month through the marketplace. The analysis technique used for this research is SPSS and SEM (Strucural Equation Modeling).

In determining the sample size in this research, the Lemeslow formula was used with an error rate of 5% because it is difficult to determine the correct sample size. The sampling technique uses a purposive sampling technique, namely a technique for determining samples with certain considerations (Sugiyono, 2017). The criteria for respondents taken as samples are Shopee users who often carry out spontaneous product purchase transactions which are influenced by brand image and price discounts.

$$n = \frac{Z^2 P(1-P)}{d^2}$$

Information:
n = Sample Size N = Population Size
Z= Normal distribution level, 95% significance level= 1.96
P= Maximum estimate 0.5
d = maximum error that can be correlated is set at 10%

$$n = \frac{1{,}96^2 . 0{,}5(1 - 0{,}5)}{0{,}1^2}$$

$$= \frac{3{,}8416.0{,}25|}{0{,}01}$$

$$= 96{,}04 = 100$$

The data analysis technique uses the Structural Equation Model (SEM) PLS (Partial Least Square) approach with the help of the Smart PLS 3.0 application. The PLS approach aims to predict the dependent variable by involving many independent variables. There are two stages of evaluation of the research model used, namely the measurement model (outer model) and the structural model (inner model).

Table 3.1 presents the model evaluation.

Model Evaluation	Criteria
External Model	
Convergent Validty	Loading Factor Value > 0,70
Average Extract Variance (AVE)	AVE Score > 0,5
Composite Reability (CR)	Composite Reability Score> 0,70
Validitas Diskriminatif	Nilai beban silang > 0,70
Internal Model	
R-Kuadrat	R-Square Score 0,75 (strong), 0,50 (moderat), 0,25 (weak)

Significance Test	p-value score < 0,05
Effect Size	Effect Size Score 0,35 (score), 0,15 (moderat), 0,02 (weak)

Source: Data Processed (2026)

RESULTS AND DISCUSSION

A. Descriptive Statistical Analysis

The results of descriptive statistical analysis explain the characteristics of research respondents which are presented in Table 2.1

Table 4.1 Responden Profil

Charasteristic Respondent		**Respondent Total**	
Description	Groups	Totals	Presentation
Gender	Male	64	62%
	Female	36	38%
Age	< 20 years	18	12%
	20-29 years	34	42%
	30-39 years	29	27%
	40-49 years	10	10%
	> 50 years	9	7%
I have been a Shopee user for a long time	< 1 years	168	60,7%
	1 – 3 years	74	25,2%
	4 – 6 yeras	54	15%

Source: Data Processed (2026)

B. Outer Model Test

Testing the outer model uses four measurements, namely: Convergent Validity, Average Variance Extracted (AVE), Composite Reliability (CR), and Discriminant Validity. The results of the Convergent Validity Test of Model 1 are presented in Figure 4.1.

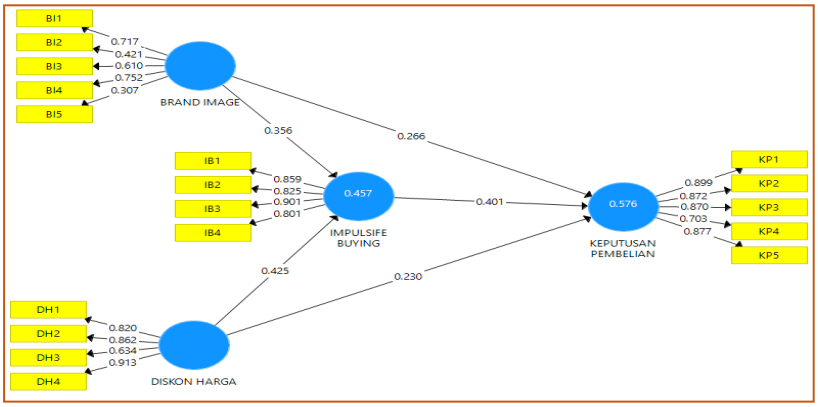


Figure 4.1 Convergent Model Validity Test Results 1
Source: Data Processed (2026)

The results of the convergent validity test on outer model 1 do not meet the criteria for a good model. This shows that there are several indicators in the Brand Image variable whose latent value is less than 0.6

Table 4.1 Matriks Outer Loading Model 1

	Brand Image	Discount	Impulse Buying	Buying Decision
BI1	**0,717**			
BI2	**0,421**			
BI3	**0,610**			
BI4	**0,752**			
BI5	**0,307**			
DH1		**0,820**		
DH2		**0,862**		
DH3		**0,634**		
DH4		**0,913**		
IB1			**0,859**	
IB2			**0,825**	
IB3			**0,901**	
IB4			**0,801**	
KP1				**0,899**
KP2				**0,872**
KP3				**0,870**
KP4				**0,703**

KP5				**0,877**

Source: Data Processed (2026)

Some indicators marked in red must be removed to obtain a good model. After the process of removing invalid indicators was carried out, a second model was produced which is presented in Figure 4.2.

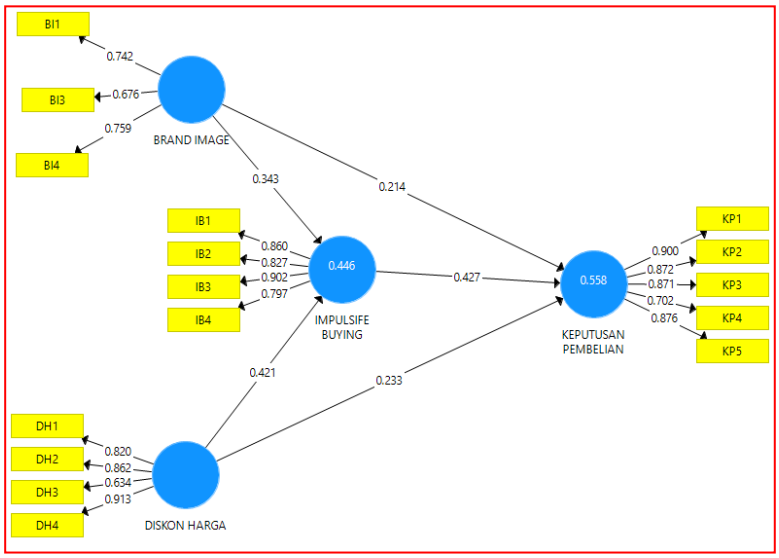


Figure 4.2 Convergent Model 2 Validity Test Results
Source: Data Processed (2026)

Table 4.2 Matriks Outer Loading Model 2

	Brand Image	Discount	Impulse Buying	Buying Decision
BI1	**0,742**			
BI3	**0,676**			
BI4	**0,759**			
DH1		**0,820**		
DH2		**0,862**		
DH3		**0,634**		
DH4		**0,913**		

IB1			**0,860**	
IB2			**0,827**	
IB3			**0,902**	
IB4			**0,797**	
KP1				**0,900**
KP2				**0,872**
KP3				**0,871**
KP4				**0,702**
KP5				**0,876**

Source: Data Processed (2026)

From the results of the matrix table above, all indicators in each variable are declared valid after discarding several indicators whose value is less than 0.6

Table 4.3 AVE and CR Values

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
BRAND IMAGE_	**0,558**	**0,565**	**0,710**	**0,528**
PRICE DISCOUNT_	**0,829**	**0,879**	**0,885**	**0,663**
IMPULSE BUYING	**0,869**	**0,872**	**0,910**	**0,718**
PURCHASING DECISION	**0,900**	**0,911**	**0,927**	**0,718**

Source: Data Processed (2026)

The Average Variance Extracted (AVE) test results for each latent variable show an AVE value > 0.5 and a Composite Reliability value > 0.70, meaning the model has met convergent validity. The results of testing the cross loading values are presented in table 4.3.

Table 4.4 Cross Loading Value

	Brand Image	Discount	Impulse Buying	Buying Decision
BI1	0,742	0,307	0,376	0,424
BI3	0,676	0,380	0,314	0,381
BI4	0,759	0,445	0,510	0,447
DH1	0,437	0,820	0,467	0,493
DH2	0,521	0,862	0,533	0,505
DH3	0,188	0,634	0,316	0,248
DH4	0,477	0,913	0,584	0,624
IB1	0,447	0,584	0,860	0,537
IB2	0,486	0,415	0,827	0,511
IB3	0,464	0,528	0,902	0,571
IB4	0,505	0,496	0,797	0,690
KP1	0,547	0,609	0,656	0,900
KP2	0,513	0,526	0,606	0,872
KP3	0,441	0,485	0,546	0,871
KP4	0,380	0,402	0,479	0,702
KP5	0,539	0,502	0,607	0,876

Source: Data Processed (2026)

The results of the cross loading test on each latent variable show that there are several indicators whose cross loading value is <0.70, meaning that the model does not meet discriminant validity. However, there are indicators that are still within the acceptable threshold of between 0.4 and 0.5.

C. Inner Model Test

Testing the inner model uses three measurements, namely: R-Square, significance test (hypothesis testing), and effect size. The R-Square test results are presented in table 4.5.

Table 4.5 Inner Model test

	R Square	R Square Adjusted	Criteria
IMPULSE BUYING	0,446	0,434	Weaknes
PURCHASING DECISION	0,558	0,544	Moderat

Source: Data Processed (2026)

The results of hypothesis testing are carried out by looking at the P values which are presented in table 4.6.

Table 4.6 Research Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Criteria
BRAND IMAGE_ -> IMPULSE BUYING	0,343	0,342	0,103	3,316	**0,001**	**Accepted**
BRAND IMAGE_ -> BUYING DECISION	0,214	0,224	0,101	2,117	**0,035**	**Accepted**
PRICE DISCOUNT_ -> IMPULSVE BUYING	0,421	0,432	0,094	4,494	**0,001**	**Accepted**
PRICE DISCOUNT _ -> BUYING DECISION	0,233	0,238	0,090	2,579	**0,010**	**Accepted**

IMPULSE BUYING -> BUYING DECISION	0,427	0,418	0,118	3,619	**0,001**	**Accepted**

Source: Data Processed (2026)

The results of hypothesis testing are carried out by looking at the P values which are presented in table 4.6

1. **Brand Image Influences Impulse Buying.**

   Based On The Above Analysis, A P Value Of 0.01 < 0.05 Is Obtained So The First Hypothesis Is Accepted. It can be concluded that brand image has a positive and significant effect on Impulse buying among shop users. A strong brand image can encourage high levels of Impulse buying. A strong and positive brand image can be considered a unique intangible resource for Shopee users. Brand image that is synonymous with a particular brand with competitive quality and price is an important component in this research process.

2. **Brand Image Influences Buying Decision.**

   Based On The Above Analysis P Value Of 0.035 < 0.05 is obtained so the second Hypothesis is accepted it can be concluded that brand image has a positive and significant effect on purchasing decisions among shop users. A strong brand brand image can be considered a unique intangible resource for Shopee users. A brand image that is identical to a particular brand with competitive quality and prices is an important component in this research process.

3. **Price Discount Influences Impulse Buying.**

   Based on the above analysis P Value Of 0.01 < 0.05 is obtained so the third hypothesis is accepted. It can be concluded that price discounts have a significant and influential effect on Impulse buying. Price discounts have a strong influence in the process of Impulse buying activity, this is because in every decision consumers make as Shopee users, they tend to spontaneously purchase a product when there is a discount on that product.

4. **Price Discount Influences Buying Decision**

   Based on the analysis above, a P value of 0.01 < 0.05 is obtained. So the fourth hypothesis is accepted. It can be concluded that price discounts have a significant effect and influence purchasing decisions. Price discounts have a strong influence in the process of purchasing decision activities, this is because in every decision taken by consumers as Shopee users when purchasing a product, they tend to consider the aspect of discounts or price cuts in each decision.

5. **Impulse Buying Influences Buying Decision**

Based on the analysis above, a P value of 0.001 <0.05 is obtained. So the fifth hypothesis is accepted. It can be concluded that Impulse buying has a significant and influential effect on purchasing decisions. The behavior of spontaneously purchasing a product has a strong influence on the process of purchasing decision activities, this is because in every decision that consumers make when carrying out shopping activities at Shopee, they often do not realize it or in this case make purchases spontaneously.

Conclusion

From the results of the author's research, spontaneous product purchasing behavior or what is called impulse buying as a mediation model has quite a strong influence on the decision making process when carrying out product purchasing activities.

1. Brand Image Influences Impulse Buying, Based On The Above Analysis, A P Value Of 0.01 < 0.05 Is Obtained So The First Hypothesis Is Accepted. It can be concluded that brand image has a positive and significant effect on Impulse buying among shop users. A strong brand image can encourage high levels of Impulse buying.
2. Brand Image Influences Buying Decision, Based On The Above Analysis P Value Of 0.035 < 0.05 is obtained so the second Hypothesis is accepted it can be concluded that brand image has a positive and significant effect on purchasing decisions among shop users.
3. Price Discount Influences Impulse Buying, Based on the above analysis P Value Of 0.01 < 0.05 is obtained so the third hypothesis is accepted. It can be concluded that price discounts have a significant and influential effect on Impulse buying.
4. Price Discount Influences Buying Decision
   Based on the analysis above, a P value of 0.01 < 0.05 is obtained. So the fourth hypothesis is accepted. It can be concluded that price discounts have a significant effect and influence purchasing decisions.
5. Impulse Buying Influences Buying Decision
   Based on the analysis above, a P value of 0.001 <0.05 is obtained. So the fifth hypothesis is accepted. It can be concluded that Impulse buying has a significant and influential effect on purchasing decisions.

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