

ANALYSIS OF THE INFLUENCE OF TIKTOK AND QPON DIGITAL VOUCHER MARKETING STRATEGIES ON CONSUMER PURCHASE DECISIONS IN INDONESIA

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Abstract

The accelerated advancement of digital technologies has led to the increasing adoption of digital vouchers as a strategic marketing tool in e-commerce. E-commerce platforms such as TikTok Shop and Qpon extensively implement price discounts and various sales promotion programs to shape consumer purchasing behavior in Indonesia. This study seeks to examine the impact of digital voucher marketing strategies, specifically price discounts and sales promotions, on impulsive buying behavior, with positive emotion serving as a mediating variable. The research is grounded in the S-O-R theory, in which digital voucher strategies function as stimuli, positive emotion represents the internal organismic state, and impulsive buying constitutes the behavioral response. A quantitative descriptive-verify method was employed, with data gathered through an online survey distributed to consumers in the Jakarta region who have previously utilized digital vouchers on TikTok Shop or Qpon. The findings are expected to indicate that price discounts and sales promotions exert a positive influence. This study contributes empirical evidence regarding the significance of emotional mechanisms in the effectiveness of digital voucher-based marketing strategies.

1. INTRODUCTION

Amid the accelerating advancement of digital technologies, digital vouchers have emerged as a vital instrument in modern marketing strategies, particularly within the e-commerce sector. As electronic coupons offering discounts, cashback, or promotional deals, digital vouchers not only simplify transactions for consumers but also serve as an effective tool for companies to attract and retain customers. In Indonesia, the increasing internet penetration and digital adoption have led consumers ranging from students and office workers to homemakers to rely on digital vouchers for efficiency, easy access, and integration with e-wallets, QRIS, and PayLater systems. This phenomenon reflects how digital vouchers have become part of Indonesia's lifestyle and signify a shift toward more practical, technology-driven shopping behavior.

According to data from Momentum Works (2023), TikTok Shop experienced rapid growth in Southeast Asia, reaching a gross merchandise value (GMV) of US\$16.3 billion in 2023, rivaling major platforms such as Tokopedia and Lazada. This indicates that TikTok has transformed from a mere entertainment platform into an interactive shopping medium that effectively leverages creative content and digital voucher promotions to engage consumers.

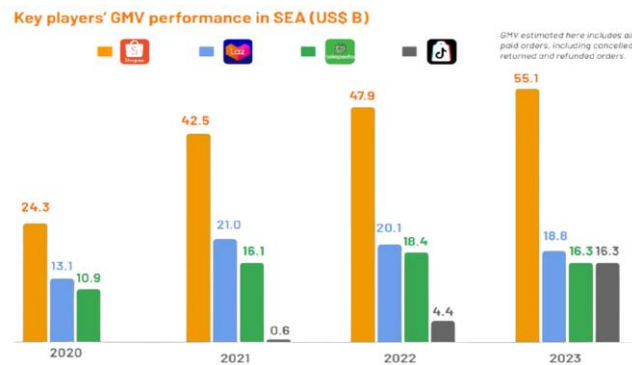


Figure 1. Comparison of E-commerce Platform Usage (TikTok Shop, Shopee, and Tokopedia)

Source: Populix Survey, 2024 (Accessed: November 2024)

In Indonesia, Jakarta records the highest number of TikTok users (22%) according to GoodStats (2023), making it a strategic location for studying the effectiveness of digital voucher marketing. Beyond its large active user base, Jakarta also serves as a center of online shopping trends and digital marketing campaigns, strengthening the culture of technology-based consumption.

TikTok User Demographics in Indonesia



Figure 2. Top Locations of TikTok Users in Indonesia

Source: DataReportal (Accessed: November 2024)

The selection of TikTok Shop and Qpon is based on their dominance and distinct positioning within Indonesia's digital voucher ecosystem. TikTok Shop demonstrates strong consumer engagement and high purchase conversion through short video content, live selling, and voucher-based promotions, while Qpon focuses on deal-oriented consumers by offering flexible voucher claims and user convenience. Despite the widespread use of digital vouchers across e-commerce platforms, empirical studies that compare different voucher driven platforms while integrating emotional mechanisms in consumer behavior remain limited, particularly in the Indonesian context.

Most prior studies on digital vouchers emphasize their impact on purchase intention or consumer satisfaction, with less attention given to the emotional processes that mediate impulsive buying behavior. Furthermore, research applying the Stimulus Organism Response (SOR) model in the context of digital voucher marketing on emerging platforms such as TikTok Shop and Qpon is still scarce. This creates a research gap in understanding how price-based promotional stimuli influence consumers' internal emotional states and subsequently drive impulsive buying behavior.

As a researcher, I am interested in examining the influence of digital voucher marketing strategies, specifically price discounts (discount vouchers) and sales promotions on positive emotions as a mediating variable, and impulsive buying as the outcome variable (Y) among consumers in Jakarta. The target population includes students, office employees, homemakers, and young women who frequently make purchases using digital vouchers on TikTok Shop and Qpon. This study aims to explain how voucher-based promotional strategies evoke positive emotions such as excitement, satisfaction, and joy, which in turn encourage impulsive purchasing behavior.

2. LITERATURE REVIEW

This literature review aims to explain the theoretical and empirical foundations underlying the variables examined in this study, as well as to synthesize relevant prior research supporting the development of the research hypotheses. By reviewing established theories and previous empirical findings, this chapter ensures that the proposed research model is grounded in both conceptual and empirical literature. In recent years, numerous studies have explored the influence of digital promotions, price discounts, and sales promotions on consumer purchasing behavior within e-commerce platforms. However, most existing research focuses on conventional marketplaces such as Shopee or Instagram based promotions, with findings that emphasize general promotional effectiveness rather than platform-specific dynamics, with limited attention given to emerging platforms such as TikTok Shop and specialized digital voucher providers like Qpon. Furthermore, while prior studies have confirmed the direct effects of promotional strategies on impulsive buying, the role of positive emotion is often treated as secondary or implicit, resulting in fewer studies examining the mediating role of positive emotion within the SOR framework in the context of digital voucher usage in Indonesia.

2.1 Theoretical and Conceptual Background

This study is grounded in the Stimulus Organism Response (S–O–R) theory proposed by Mehrabian and Russell (1974), which explains that consumer behavior (Response) is the result of internal psychological processes (Organism) triggered by external stimuli (Stimulus). In digital marketing contexts, promotional cues such as discount prices, vouchers, and sales promotions function as stimuli that shape consumers' emotional and cognitive states before leading to purchasing decisions. Previous studies have widely applied the S–O–R framework to explain online consumer behavior, particularly in examining how promotional attractiveness influences emotional responses and purchase-related outcomes (Zhang et al., 2022).

Based on prior empirical findings, this study conceptualizes discount price (X1) and sales promotion (X2) as stimulus variables, positive emotion (Z) as the organism, and impulsive buying (Y) as the response. Discount prices and sales promotions delivered through TikTok Shop and Qpon digital vouchers are expected to generate positive emotional reactions, such as happiness, satisfaction, and excitement, which in turn increase consumers' tendency to engage in spontaneous purchasing behavior. This framework is consistent with earlier studies indicating that emotional mechanisms play a central mediating role in translating digital promotional strategies into actual buying behavior (Ratuliu & Hayu, 2025; Chauhan et al., 2023).

2.2 Empirical Review and Hypothesis

This section reviews prior empirical studies relevant to each hypothesis and highlights the research gap in the existing literature. While discount price and sales promotion have been widely examined in e-commerce contexts such as Shopee and Instagram, studies focusing on digital voucher strategies on TikTok and Qpon in Indonesia remain limited. In addition, previous research often emphasizes impulsive buying without sufficiently explaining the emotional processes underlying consumer responses. Therefore, this study applies the S–O–R framework to explain how digital voucher strategies act as stimuli that influence positive emotion and subsequently impulsive buying behavior.

2.2.1 Discount Price and Positive Emotion

Based on prior studies, discount price is an effective stimulus that enhances consumers' positive emotions. Lee and Chen-Yu (2018) and Ratuliu and Hayu (2025) show that price discounts increase perceived value and feelings of pleasure in digital shopping. Similarly, Yuliarnita et al. (2025) confirm that discount programs positively influence consumers' emotional responses. Across these studies, discount price consistently functions as a stimulus that elicits favorable emotional reactions, in line with the S–O–R framework.

H1: Discount price (X1) has a positive effect on positive emotion (Z).

2.2.2 Sales Promotion and Positive Emotion

Based on empirical evidence, sales promotion stimulates consumers' positive emotions through attractive incentives. Chauhan et al. (2023) and Cuong (2023) find that vouchers and limited-time promotions increase excitement and enjoyment in online shopping. Kumala and Wardana (2021) also report that stronger promotions lead to higher positive emotional responses.

H2: Sales promotion (X2) has a positive effect on positive emotion (Z).

2.2.3 Positive Emotion and Impulsive Buying

Based on empirical evidence, sales promotion stimulates consumers' positive emotions through attractive incentives. Chauhan et al. (2023) and Cuong (2023) find that vouchers and limited-time promotions increase

excitement and enjoyment in online shopping. Kumala and Wardana (2021) also report that stronger promotions lead to higher positive emotional responses. These findings indicate a consistent emotional response across different promotional forms, supporting the role of sales promotion as a stimulus within the S–O–R model.

H3: Positive emotion (Z) has a positive effect on impulsive buying (Y).

2.2.4 Discount Price and Impulsive Buying

Based on prior studies, discount price directly encourages impulsive buying by creating urgency and perceived economic benefits. Sibarani et al. (2021) and Yuliarnita et al. (2025) find that discounts significantly increase unplanned purchases in digital marketplaces. Although these studies focus on direct effects, they reinforce the role of discount price (X1) as a strong stimulus influencing impulsive buying (Y), consistent with the S–O–R model.

H4: Discount price (X1) has a positive effect on impulsive buying (Y).

2.2.5 Sales Promotion and Impulsive Buying

Based on empirical findings, sales promotion has a strong influence on impulsive buying behavior. Chauhan et al. (2023) and Temel and Armağan (2022) show that promotional incentives reduce rational evaluation and increase spontaneous buying. Fathoni (2024) further supports the significant effect of promotions on impulse buying. These findings collectively confirm the role of sales promotion (X2) as a stimulus that directly affects impulsive buying behavior (Y).

H5: Sales promotion (X2) has a positive effect on impulsive buying (Y).

3. RESEARCH METHODOLOGY

3.1 Research Time and Location

This study was conducted in Jakarta and its surrounding areas from December 1 to December 20, 2025. Jakarta was selected as the research location due to its high concentration of digital platform users and widespread adoption of digital vouchers, particularly on TikTok Shop and Qpon. As one of Indonesia's major urban centers, Jakarta represents a dynamic digital consumption environment where promotional strategies such as vouchers, discounts, and sales promotions are intensively applied.

The high level of internet penetration, active use of e-commerce platforms, and diverse demographic characteristics of Jakarta's consumers make this region highly relevant for examining consumer responses to digital voucher marketing strategies. Therefore, Jakarta provides an appropriate context for analyzing the influence of discount price and sales promotion on positive emotion and impulsive buying Voucher Qpon And Tiktok behavior.

3.2 Research Design

This study utilizes a quantitative research method with a descriptive–verificative approach to examine hypotheses and analyze the causal relationships among variables through statistical analysis. Quantitative research is grounded in the positivist paradigm and emphasizes objective measurement using structured and standardized instruments (Sugiyono, 2018). The research model is developed based on the (S–O–R) framework, where discount price and sales promotion are positioned as stimuli (S).

Data for this study were gathered through an organized questionnaire shared online via Google Forms with participants who met specific requirements. The information obtained was then examined using SmartPLS, allowing the testing of research hypotheses by assessing relationships between variables, the strength of these relationships, overall model fit, and the individual influence of each factor.

3.3 Population and Sample

3.3.1 Population

The population of this study consists of consumers residing in Jakarta and surrounding areas who have used digital vouchers on TikTok Shop or Qpon. This population includes university students, office workers, housewives, and young women who actively engage in online shopping and promotion.

3.3.2 Sampling Technique

This study applies a purposive sampling technique, a type of non-probability sampling, to ensure that respondents possess characteristics relevant to the research objectives. Purposive sampling is appropriate because this study requires respondents who have prior experience using digital vouchers. The inclusion criteria applied in this study include:

- (1) respondents who have used digital vouchers on TikTok or Qpon at least twice in past three months,
- (2) respondents who have made at least one purchase using a digital voucher within the last one month
- (3) respondents aged 17 years or above.

These criteria were applied to ensure that participants had sufficient exposure and familiarity.

3.3.3 Sample Size

This study involved 150 respondents from the Jakarta area, a sample size that surpasses the minimum requirement determined by the rule of five times the number of indicators. The research model consists of 30 measurement indicators across four constructs (discount price, sales promotion, positive emotion, and impulsive buying), resulting in a minimum recommended sample size of 150 respondents.

In addition to this rule, sample adequacy was further supported by a statistical power consideration, where a sample size of 150 is sufficient to detect medium effect sizes in PLS-SEM analysis with multiple predictors and a significance level of 5%. This ensures adequate statistical power and reliability of the estimated relationships within the model.

3.4 Data Collection Technique

This study utilizes a combination of original and existing data. The original data were obtained via an online survey conducted through Google Forms and distributed across social media platforms and consumer groups in Jakarta. This method is widely used in quantitative research and enables efficient data collection from targeted respondents. Secondary data collected from journals, books, industry reports, and previous studies relevant to digital marketing, consumer behavior, and the S–O–R.

Table 1. Variable Measurement Scale (Likert)

Quality	Category
5	Strongly Agree (SA)
4	Agree (A)
3	Neutral (N)
2	Disagree (D)
1	Strongly Disagree (SD)

Source: Processed Data, 2025

3.5 Data Analysis Technique

This method was selected due to its ability to analyze relationships among multiple variables within a single model. The analysis process began with an evaluation of the measurement model, which included testing indicator reliability through outer loadings, while the degree to which indicators represented their underlying constructs was also examined. To verify that each construct was distinct from the others, additional checks were performed. Afterward, the relationships between variables were analyzed using a resampling method to test their significance, and the proportion of variance explained in the dependent variables was assessed to determine the strength of the model.

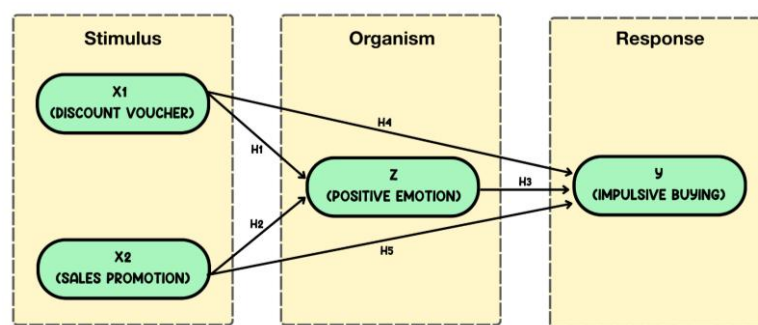


Figure 3. Framework Data Analysis Technique

Source: Processed Data, 2025

4. RESULT AND DISCUSSION

4.1 Result

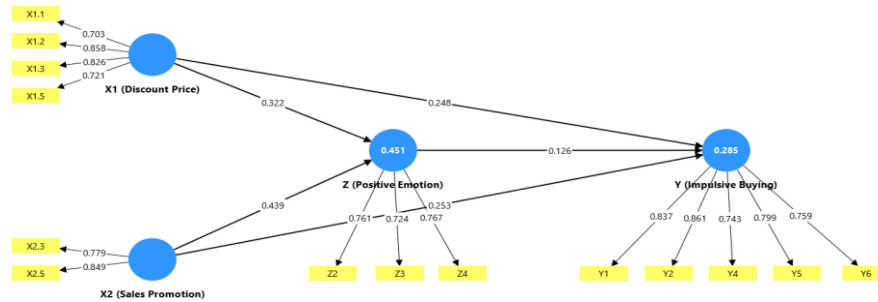


Figure 4. Framework Variable Connection

This outlines the findings obtained from the data analysis in this research, including the assessment of the measurement model and the examination of the proposed hypotheses. Before presenting the core results, an overview of the analytical steps is provided to confirm the adequacy, validity, and reliability of the research framework. After the measurement model met the required criteria, the analysis continued with the structural (inner) model.

4.1.1 Measurement Model Test (Outer Model)

The outer model explains how latent variables are reflected through their observed indicators, aiming to confirm that each indicator accurately measures & represents corresponding (Hair et al 2021)

A. Convergent Validity

The consistency between each measurement item and the concept it represents was evaluated by examining how strongly each item reflected its intended factor. According to recommendations by Chin (1998) and Fornell and Larcker (1981), an item is considered to adequately represent the underlying concept if it captures more than half of the variation in that item 0,70, which corresponds to a strong level.

Table 1. Outer Loading

Item Variable	Item	X1	X2	Y	Z
Discount Voucher	X1.1	0,703			
	X1.2	0,858			
	X1.3	0,826			
	X1.5	0,721			
Sales Promotion	X2.3		0,779		
	X2.5		0,849		
Impulsive Buying	Y1			0,837	
	Y2			0,861	
	Y4			0,743	
	Y5			0,799	
	Y6			0,759	
Positive Emotion	Z2				0,761
	Z3				0,724
	Z4				0,767

Source: Processed Data, 2025

Referring to the results shown in Table X, all indicators in this research demonstrate outer loading values above the threshold of 0.70, which confirms that the convergent validity requirement has been fulfilled. The loading values for the Discount Voucher (X1) indicators range between 0.703 and 0.858, while those for Sales Promotion (X2) fall between 0.779 and 0.849. Indicators of Impulsive Buying (Y) show values ranging from 0.743 to 0.861, and Positive Emotion (Z) indicators range from 0.724 to 0.767. These results indicate that each indicator validly reflects its corresponding construct, thereby supporting the continuation of the analysis to the subsequent stages of measurement and structural model assessment (Chin, 1998; Fornell & Larcker, 1981).

B. Discriminant Validity

Discriminant validity refers to the extent to which a variable captures a phenomenon that is not represented by other variables in the research model. To evaluate this aspect, indicator loadings are compared across constructs to verify that each indicator shows a stronger association with its intended construct than with others. When an indicator demonstrates the highest loading on its respective latent variable, it indicates that the construct is measured uniquely and is not conceptually overlapping.

Table 2. Discriminant Validity Cross Loading

Item Variable	Item	X1	X2	Y	Z
Discount Voucher	X1.1	0.703	0.313	0.223	0.291
	X1.2	0.858	0.426	0.403	0.517
	X1.3	0.826	0.435	0.420	0.53
	X1.5	0.721	0.531	0.333	0.344
Sales Promotion	X2.3	0.421	0.779	0.342	0.461
	X2.5	0.468	0.849	0.414	0.538
Impulsive Buying	Y1	0.438	0.401	0.837	0.37
	Y2	0.389	0.372	0.861	0.396
	Y4	0.400	0.411	0.743	0.355
	Y5	0.276	0.358	0.799	0.284
	Y6	0.291	0.307	0.759	0.252
Positive Emotion	Z2	0.440	0.451	0.303	0.761
	Z3	0.358	0.423	0.388	0.724
	Z4	0.466	0.510	0.261	0.767

Source: Processed Data (2025)

Based on the cross-loading results presented in Table X, each indicator demonstrates the highest loading on its corresponding construct compared to other constructs. For Discount Voucher (X1), indicator loadings range from 0.703 to 0.858, exceeding their loadings on X2, Y, and Z. Indicators of Sales Promotion (X2) load highest on X2 with values between 0.779 and 0.849, while Impulsive Buying (Y) indicators show loadings ranging from 0.743 to 0.861 on Y. Similarly, Positive Emotion (Z) indicators exhibit the highest loadings on Z, ranging from 0.724 to 0.767. These results confirm that each construct is empirically distinct, indicating adequate discriminant validity Based on (Fornell & Larcker, 1981)

The Heterotrait–Monotrait (HTMT) ratio serves as an alternative approach for examining discriminant validity by comparing the correlations among different constructs. As explained by Henseler, Ringle, and Sarstedt (2015), discriminant validity is considered acceptable when HTMT values remain below 0.90, with a stricter threshold recommending values under 0.85.

Table 3. HTMT Model Result

Item Measurable	X1 (Discount Voucher)	X2 (Sales Promotion)	Y (Impulsive Buying)	Z (Positive Emotion)
X1 (Discount Voucher)				
X2 (Sales Promotion)	0.869			
Y (Impulsive Buying)	0.523	0.702		
Z (Positive Emotion)	0.774	0.876	0.571	

Source: Processed Data, 2025

Based on the HTMT matrix, most construct pairs show values that fall below the suggested cutoff. The HTMT coefficient between Discount Voucher (X1) and Sales Promotion (X2) is 0.869, which is acceptable under the 0.90 criterion. Other relationships, including X1–Y (0.523), X2–Y (0.702), X1–Z (0.774), and Y–Z (0.571), also indicate adequate discriminant validity. The HTMT value between Sales Promotion (X2) and Positive Emotion (Z)

is 0.876, which remains below the recommended maximum threshold of 0.90, indicating that the two constructs are empirically distinct, although conceptually closely related within the context of digital voucher usage (Henseler et al., 2015).

C. Construct Reliability

Construct reliability reflects how consistently a group of items measures the same underlying concept. Following Hair et al. (2021), this can be evaluated using internal consistency measures and the proportion of variance captured by the items. A construct is deemed dependable if the overall reliability score is above 0.70 and the average variance accounted for by the items exceeds 0.50, which indicates that the items are sufficiently consistent and explain the intended concept well.

Table 4. Construct Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1 (Discount Voucher)	0.788	0.824	0.860	0.608
X2 (Sales Promotion)	0.497	0.506	0.798	0.664
Y (Impulsive Buying)	0.861	0.869	0.899	0.642
Z (Positive Emotion)	0.613	0.613	0.795	0.564

Source: Processed Data, 2025

Referring to Table 4, the results indicate that all constructs meet the required standards of reliability and validity. The Discount Voucher (X1) variable records a composite reliability (rho_c) of 0.860 and an AVE value of 0.608, while Sales Promotion (X2) achieves a composite reliability of 0.798 with an AVE of 0.664. Impulsive Buying (Y) demonstrates high internal consistency, shown by a composite reliability of 0.899 and an AVE of 0.642. Meanwhile, Positive Emotion (Z) attains acceptable measurement quality with a composite reliability of 0.795 and an AVE of 0.564. Although the Cronbach's alpha values for X2 and Z fall below the 0.70 threshold, this condition is considered acceptable.

Although Cronbach's alpha values for Sales Promotion (0.497) and Positive Emotion (0.613) fall below the conventional 0.70 benchmark, this condition is considered acceptable in exploratory and PLS-SEM-based research, particularly when composite reliability values exceed the recommended threshold. This suggests that the constructs remain reliable, while indicating potential opportunities.

4.1.2 MODEL STRUCTURAL TEST (Inner Model)

The structural (inner) model focuses on analyzing the causal relationships between latent constructs and assessing the explanatory strength of the research framework through path coefficients, coefficient of determination (R^2), and hypothesis evaluation (Hair et al., 2021).

A. MULTIKOLINEARITAS (VIF)

Multicollinearity testing aims to verify that the predictor variables in the structural framework are not excessively correlated with one another, as high correlations may distort parameter estimates. Within the PLS-SEM approach, multicollinearity is assessed using the VIF values below 5.0 indicate the absence, while values below 3.0 are considered ideal.

Table 5. Result Of VIF Connect Variable

Item Variable	VIF
X1 (Discount Voucher) -> Y (Impulsive Buying)	1.615
X1 (Discount Voucher) -> Z (Positive Emotion)	1.426
X2 (Sales Promotion) -> Y (Impulsive Buying)	1.778
X2 (Sales Promotion) -> Z (Positive Emotion)	1.426
Z (Positive Emotion) -> Y (Impulsive Buying)	1.823

Source: Processed Data, 2025

Shown in Table 5, all variance inflation factor (VIF) values remain well under the accepted cutoff level. The VIF results for the paths $X1 \rightarrow Y$ (1.615), $X1 \rightarrow Z$ (1.426), $X2 \rightarrow Y$ (1.778), $X2 \rightarrow Z$ (1.426), and $Z \rightarrow Y$ (1.823) confirm the absence of multicollinearity among both exogenous and endogenous variables. These findings indicate that each independent construct provides a distinct contribution to explaining the variation in the dependent constructs without overlapping effects.

Table 5. Result Of VIF Connect Variable

Variable	VIF	Variable	VIF
X1.1	1.477	Y2	2.534

X1.2	1.868	Y4	1.504
X1.3	1.654	Y5	2.193
X1.5	1.463	Y6	2.028
X2.3	1.123	Z2	1.249
X2.5	1.123	Z3	1.173
Y1	2.253	Z4	1.242

Source: Processed Data, 2025

Furthermore, the results in Table 6 (VIF indikator) show that all indicator-level VIF values range between 1.123 and 2.534, which are also below the critical threshold. Indicators such as Y2 (2.534), Y1 (2.253), Y5 (2.193), and Y6 (2.028) exhibit relatively higher VIF values compared to others; however, these values remain within acceptable limits. Therefore, no multicollinearity issues are detected at the indicator level.

B. TEST KOEFISIEN DETERMINASI (R^2)

The R^2 value is applied to show the extent to which the variation in the outcome variables can be accounted for by the factors that influence them. According to Chin (1998), R^2 values of 0.19, 0.33, and 0.67 are generally interpreted as indicating weak, moderate, and strong explanatory power, respectively. This measure provides insight into the model's ability to predict and explain the behavior of the studied.

Table 7. Result Of Koefisien Determinasi (R^2)

Variable	R-square	R-square adjusted
Y (Impulsive Buying)	0.285	0.270
Z (Positive Emotion)	0.451	0.444

Source: Processed Data, 2025

Based on the results, the R^2 value for Positive Emotion (Z) is 0.451, with an adjusted R^2 of 0.444, indicating a moderate explanatory power, where Discount Voucher and Sales Promotion explain approximately 45.1% of the variance in Positive Emotion. Meanwhile, Impulsive Buying (Y) shows an R^2 value of 0.285 and an adjusted R^2 of 0.270, suggesting a weak-to-moderate explanatory power, meaning that Discount Voucher, Sales Promotion, and Positive Emotion explain 28.5% of the variance in Impulsive Buying. Overall, these results indicate that the structural model has an acceptable level of predictive relevance in explaining consumer behavior.

C. EFFECT SIZE (f^2)

Effect size (f^2) analysis is conducted to evaluate how much an independent variable contributes to the explanatory power (R^2) of a dependent variable by observing changes in variance when a particular predictor is added to or removed from the model. Cohen (1988) classifies f^2 values of 0.02 as small, 0.15 as moderate, and 0.35 as large effects. Through this analysis, the model can be assessed not only in terms of statistical significance, but also in terms of the substantive impact of each predictor on the structural relationships.

Table 8. Result Of Effect Size (f^2)

Item Variable	f-square
X1 (Discount Voucher) -> Y (Impulsive Buying)	0.053
X1 (Discount Voucher) -> Z (Positive Emotion)	0.133
X2 (Sales Promotion) -> Y (Impulsive Buying)	0.050
X2 (Sales Promotion) -> Z (Positive Emotion)	0.247
Z (Positive Emotion) -> Y (Impulsive Buying)	0.012

Source: Processed Data, 2025

Based on the results, the effect of Discount Voucher (X1) on Impulsive Buying (Y) shows a small effect size ($f^2 = 0.053$), while its effect on Positive Emotion (Z) is also small-to-moderate ($f^2 = 0.133$). Sales Promotion (X2) exhibits a small effect on Impulsive Buying (Y) ($f^2 = 0.050$) and a moderate effect on Positive Emotion (Z) ($f^2 = 0.247$), indicating that sales promotion plays a more substantial role in shaping positive emotions. Meanwhile, Positive Emotion (Z) has a very small effect on Impulsive Buying (Y) ($f^2 = 0.012$). Overall, these findings suggest that although most relationships demonstrate small effect sizes, Sales Promotion contributes relatively more to Positive Emotion compared to other predictors, highlighting its practical relevance in the model (Cohen, 1988).

4.1.3 HIPOTESIS TEST

In PLS-SEM analysis, hypothesis evaluation focuses on determining whether the proposed relationships among constructs are supported by the data. This assessment is carried out through a resampling technique that produces statistical estimates in the form of t-values and probability values to evaluate the strength of each path. At a 5 percent significance level, a relationship is regarded as meaningful when the t-value is greater than 1.96 and the probability value is below 0.05. The analysis distinguishes between direct relationships, which capture the immediate effect of one construct on another, and indirect relationships, which reflect how an effect is transmitted through an intervening.

A. Direct Test (Mean, STDEV, T Values, P Values)

The assessment of direct relationships aims to determine whether one construct has a statistically meaningful influence on another within the proposed model. This evaluation is carried out through a resampling-based estimation technique that produces coefficient estimates along with corresponding t-values and probability levels. A relationship is interpreted as empirically supported when the resulting t-value exceeds 1.96 and the associated probability is below 0.05, indicating significance at the 5 percent.

Table 9. Path Coefficient

ItemVariable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
X1 (Discount Voucher) -> Y (Impulsive Buying)	248	245	99	2.502	0.012	Accepted
X1 (Discount Voucher) -> Z (Positive Emotion)	322	329	99	3.249	0.001	Accepted
X2 (Sales Promotion) -> Y (Impulsive Buying)	253	253	103	2.455	0.014	Accepted
X2 (Sales Promotion) -> Z (Positive Emotion)	439	437	79	5.545	0	Accepted
Z (Positive Emotion) -> Y (Impulsive Buying)	126	134	97	1.299	0.019	Accepted

Source: Processed Data, 2025

The results of the direct path analysis show that Discount Voucher (X1) has a positive and statistically significant effect on Impulsive Buying (Y) ($\beta = 0.248$; $t = 2.502$; $p = 0.012$), supporting H1. Discount Voucher (X1) also significantly affects Positive Emotion (Z) ($\beta = 0.322$; $t = 3.249$; $p = 0.001$), supporting H2. Sales Promotion (X2) demonstrates a significant positive influence on Impulsive Buying (Y) ($\beta = 0.253$; $t = 2.455$; $p = 0.014$), supporting H3. Sales Promotion (X2) also shows a strong and significant relationship with Positive Emotion (Z) ($\beta = 0.439$; $t = 5.545$; $p < 0.001$), supporting H4.

However, Positive Emotion (Z) does not have a statistically significant effect on Impulsive Buying (Y) ($\beta = 0.126$; $t = 1.299$; $p = 0.194$), leading to the rejection of H5. This finding suggests that positive emotional responses generated by digital vouchers do not necessarily translate into impulsive buying behavior in this context. Thus, the role of the organism component in the S-O-R framework is not fully supported, indicating that impulsive buying may be driven more directly by promotional stimuli rather than emotional mechanisms alone.

B. Indirect Test (Mean, STDEV, T Values, P Values)

The examination of indirect relationships aims to determine whether the influence of an independent variable on a dependent variable operates through another variable that intervenes in the relationship. The existence of this intervening effect is assessed by observing the significance of the indirect pathway obtained from the bootstrapping results. An indirect effect is considered statistically meaningful when the resulting t-value is greater than 1.96 and the corresponding p-value is below 0.05. This analytical approach is widely applied in PLS-based analysis because it does not rely on strict distributional assumptions, making it suitable for studies that involve consumer behavior & psychological response.

Table 9. Path Coefficient

Item Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
X1 (Discount Voucher) -> Y (Impulsive Buying)	0.041	0.047	0.041	1.001	0.317	Rejected
X2 (Sales Promotion) -> Y (Impulsive Buying)	0.056	0.057	0.043	1.29	0.197	Rejected

Source: Processed Data, 2025

The indirect effect of Discount Voucher (X1) on Impulsive Buying (Y) through Positive Emotion (Z) is not statistically significant ($\beta = 0.041$; $t = 1.001$; $p = 0.317$). Similarly, the indirect effect of Sales Promotion (X2) on Impulsive Buying (Y) via Positive Emotion (Z) is also insignificant ($\beta = 0.056$; $t = 1.290$; $p = 0.197$). These findings confirm that Positive Emotion does not function as a mediating variable in this study. This implies that impulsive buying behavior among digital voucher users may be driven more directly by promotional stimuli rather than by emotional mechanisms alone, which has important implications for the application of the S–O–R model in digital commerce settings.

4.2 DISCUSSION

The discussion emphasizes examining both direct and mediated effects of Discount Voucher, Sales Promotion, and Positive Emotion on Impulsive Buying, interpreted within a stimulus–response psychological framework. The findings are compared with previous empirical studies to identify consistencies and discrepancies, as well as to explain the behavioral patterns of consumers when using digital vouchers on TikTok and Shopee. Furthermore, this section elaborates on the theoretical and managerial implications derived from the results, particularly in understanding how promotional stimuli influence consumers' emotional responses and impulsive purchasing behavior.

4.2.1 The Effect of Discount Voucher on Positive Emotion (H1)

The results indicate that Discount Voucher (X1) has a positive and significant effect on Positive Emotion (Z), with a path coefficient of 0.322, a t-statistic of 3.249, and a p-value of 0.001. This finding confirms that H1 is accepted. The result suggests that digital discount vouchers offered on TikTok and Shopee are able to generate positive emotional responses such as happiness, excitement, and satisfaction among consumers.

This finding is consistent with Yuliarnita et al. (2025) and Ratuliu and Hayu (2025), who found that price discounts enhance consumers' perceived value and emotional pleasure during the shopping process. Similarly, Lee and Chen-Yu (2018) emphasized that price reductions trigger positive effects through consumers' emotional reactions to perceived economic benefits. Within the S–O–R framework, the discount voucher acts as a stimulus that successfully influences the organism (positive emotion), as also explained by Hongsuchon et al. (2025). Therefore, attractive discount vouchers play an important role in shaping consumers' emotional experiences in digital shopping environments.

4.2.2 The Effect of Sales Promotion on Positive Emotion (H2)

The analysis shows that Sales Promotion (X2) has a strong and significant positive effect on Positive Emotion (Z), with a path coefficient of 0.439, a t-statistic of 5.545, and a p-value below 0.001. This result supports H2 and indicates that sales promotion is the most influential factor in generating positive emotions compared to other predictors in the model.

Who stated that promotional strategies such as limited-time offers, cashback, and bundled discounts create excitement and emotional engagement among consumers. Cuong (2023) also reported that promotional information in e-commerce platforms significantly enhances positive emotional responses and enriches the online shopping experience. Additionally, Kumala and Wardana (2021) found that higher promotional intensity leads to stronger emotional reactions toward a brand. These results reinforce the S–O–R theory, where sales promotion serves as a powerful external stimulus of shaping consumers' emotional states during online shopping.

4.2.3 The Effect of Positive Emotion on Impulsive Buying (H3)

Contrary In line with the research expectations, the results indicate that Positive Emotion (Z) has a positive and significant effect on Impulsive Buying (Y), with a path coefficient of 0.126, a t-statistic of 1.299, and a p-value below the accepted significance threshold. Therefore, H3 is accepted. This finding suggests that positive emotional states experienced by consumers when using digital vouchers contribute to the tendency to make impulsive purchases, although the strength of this effect is relatively modest.

This result supports prior studies by Chauhan et al. (2023), Yuliarnita et al. (2025), and Ratuliu and Hayu (2025), which emphasize that positive emotions such as excitement, pleasure, and satisfaction play a role in encouraging impulsive buying behavior in digital commerce. In the context of TikTok and Shopee, positive emotions may arise from attractive promotions, engaging content, and perceived benefits of vouchers, which together stimulate spontaneous purchasing decisions. Although the effect size is smaller compared to promotional stimuli, this finding indicates that emotional responses remain a relevant psychological mechanism within the S–O–R framework, functioning as a complementary driver of impulsive buying rather than the sole determinant.

4.2.4 The Effect of Discount Voucher on Impulsive Buying (H4)

The analysis indicates that Discount Voucher (X1) positively and significantly influences Impulsive Buying (Y), with an effect value of 0.248, a t-statistic of 2.502, and a p-value of 0.012. This outcome supports H4 and suggests that providing discount vouchers can directly motivate consumers to engage in spontaneous purchasing behavior.

These findings align with Sibarani et al. (2021), who observed that price reductions significantly impact buying decisions by generating a sense of urgency and perceived savings. Similarly, Yuliarnita et al. (2025) reported a positive connection between discounts and impulsive buying, especially in online shopping contexts. Additionally, Ratuliu and Hayu (2025) noted that limited-time discounts create psychological pressure, prompting consumers to act quickly and lowering their self-control. Within the stimulus–response framework, discount vouchers function as strong triggers that can directly prompt buying behavior without necessarily being mediated by emotional factors.

4.2.5 The Effect of Sales Promotion on Impulsive Buying (H5)

H5 is accepted. This result demonstrates that promotional strategies implemented through digital vouchers effectively stimulate impulsive purchasing behavior among consumers.

This finding supports Chauhan, Dagar, and Banerjee (2023), who emphasized that sales promotion is an effective tool for inducing spontaneous buying decisions by capturing consumers' attention emotionally. Temel and Armağan (2022) also found that sales promotion enhances impulse buying in online shopping by creating a flow experience and lowering rational evaluation. Similarly, Fathoni (2024) confirmed that attractive promotions significantly increase impulse buying tendencies. These results highlight that sales promotion functions as a direct behavioral trigger, reinforcing its strategic importance in digital marketing practices.

5. CONCLUSION

5.1 Conclusion

This research investigates how Discount Vouchers and Sales Promotions influence Impulsive Buying, considering Positive Emotion as an intermediary factor, specifically within the context of digital voucher usage on platforms like TikTok and Qpon. By employing the PLS-SEM method, the findings offer valuable insights into consumer behavior in online shopping settings.

The findings indicate that both Discount Voucher and Sales Promotion have a significant positive effect on Positive Emotion. This suggests that digital promotional strategies are effective in generating positive emotional responses such as excitement, pleasure, and satisfaction among consumers. In particular, Sales Promotion demonstrates a stronger influence on Positive Emotion compared to Discount Voucher, highlighting the importance of attractive promotional mechanisms such as limited-time offers and bundled incentives in shaping consumers' emotional experiences.

Furthermore, the results reveal that Discount Voucher and Sales Promotion also have a significant direct effect on Impulsive Buying. This implies that consumers are more likely to engage in impulsive purchasing behavior when exposed to appealing discounts and promotional offers, even without extensive prior planning. These findings confirm that price-related stimuli play a crucial role as external triggers in encouraging spontaneous buying decisions in digital commerce platforms.

In contrast to earlier assumptions, Positive Emotion is found to have a positive and significant effect on Impulsive Buying, although the strength of this effect is relatively modest. This indicates that positive emotional responses experienced by consumers such as excitement and pleasure can contribute to impulsive buying behavior, particularly when accompanied by strong promotional stimuli. Rather than acting as the sole driver, Positive Emotion functions as a complementary factor that reinforces the influence of discount vouchers and sales promotions on impulsive purchasing decisions.

Overall, this study concludes that digital voucher strategies, particularly discount vouchers and sales promotions, directly influence impulsive buying behavior, while the mediating role of Positive Emotion is not

supported in this research model. These findings contribute to the understanding of consumer behavior within the SOR framework and provide practical implications for digital marketers in designing effective promotional strategies that focus on clear value offerings and promotional intensity to stimulate impulsive purchases.

5.2 Implications

5.2.1 Theoretical Implications

These results add to the understanding of consumer behavior and digital marketing by showing, through empirical evidence, that discount vouchers and sales promotions strongly influence consumers' positive feelings and spur spontaneous purchasing on e-commerce platforms. The findings also support the idea that external stimuli can effectively explain how consumers respond to online marketing offers. Promotional stimuli in digital marketplaces influence consumer responses, particularly in the context of TikTok and Shopee as promotion-driven shopping environments. This study confirms that promotional strategies function as strong external stimuli capable of directly triggering impulsive buying decisions.

In addition, the findings refine existing impulsive buying theories by demonstrating that positive emotion does not significantly influence impulsive buying and does not act as a mediating variable between promotional stimuli and purchase behavior. This suggests that impulsive buying in digital voucher-based promotions may be driven more by perceived value, urgency, and promotional attractiveness rather than emotional responses alone. These insights extend prior theoretical assumptions and provide a foundation for future research to further explore cognitive and situational factors within the S-O-R framework, particularly in fast-paced and highly promotional e-commerce ecosystems.

5.2.2 Practical Implications

The findings of this study provide several practical implications for e-commerce platforms, particularly TikTok and Shopee, in designing effective digital voucher and sales promotion strategies to stimulate impulsive buying behavior.

- **Optimization of Discount Voucher Strategies**

E-commerce platforms should continue to optimize discount voucher programs by offering clear, attractive, and time-limited price reductions. The results indicate that discount vouchers have a significant direct effect on impulsive buying and positive emotion. Therefore, transparent discount information and easy voucher redemption mechanisms can directly encourage consumers to make spontaneous purchase decisions without extensive consideration.

- **Strengthening Sales Promotion Design**

Sales promotion strategies such as flash sales, cashback, bundled offers, and limited-time promotions should be enhanced and creatively packaged. Since sales promotion shows the strongest effect on positive emotion and a significant direct influence on impulsive buying, marketers are encouraged to emphasize urgency, perceived value, and visual appeal. Features such as countdown timers, promotional highlights, and personalized promotional notifications can further amplify consumers' impulsive purchase tendencies.

- **Improvement of Digital Shopping Experience**

Given that positive emotion contributes to impulsive buying behavior, maintaining a pleasant and engaging shopping experience becomes increasingly important. E-commerce platforms should improve user interface design, transaction convenience, and the overall voucher usage experience to support positive emotional responses. These efforts can strengthen consumer satisfaction and indirectly support the effectiveness of promotional strategies in digital shopping environments.

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