

What role do credit cards play in impulse buying?

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Rizaldi, H., Arifiyanto, M., & Hidayah, N. L. (2024). What role do credit cards play in impulse buying?. Economics and Business International Conference Proceeding, 1(2), 1144-1156.



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Received: July 20, 2024
Accepted: July 25, 2024
Published: August 1, 2024

ABSTRACT

This research aims to determine the mediating role of credit card use on the relationship between hedonic motivation and promotional programs on the impulse purchases of online and offline store consumers. This quantitative research was conducted in Pekalongan, Central Java, Indonesia, with a total of 92 credit card user respondents collected using purposive random sampling. The data was processed using Partial Least Square, the results that hedonic motivation has no effect on impulsive buying, promotional programs has a positive and significant effect on impulsive buying, hedonic motivation and promotional programs has a positive and significant effect on credit card use, credit card use has a positive and significant effect on impulsive buying, credit card use has a full mediating role in the relationship between hedonic motivation and impulsive buying and partial mediation in the relationship between promotional programs and impulsive buying.

Keywords: Credit card; impulse buying; hedonic motivation; promotion; payment

INTRODUCTION

Technological developments have shifted paper-based payment systems to cards and electronic-based instruments (Purnamawati and Panjawa, 2021), including the use of credit cards. Credit cards are a popular means of payment used by people throughout the world, including in Indonesia. This non-cash payment system is in demand because of its convenience and flexibility. Payment using a credit card, apart from making it easier for users, also has an impact on high money circulation in the long term, especially in Indonesia (Sasikarani et al., 2022). Credit cards have a special attraction for people because of the many benefits they can get from using them (Alexander and Kristiani, 2009). The thing that attracts credit card use is the lifestyle (Dewi and Aksari, 2019) which can then be seen through hedonic motivation. When people don't have a certain amount of cash, they can still make purchases, by deferring payment to the end of the transaction period or paying using the installment method. Apart from that, the promotional program given to credit card users is also an attraction for impulsive buying (Putra and Santika, 2018) so that it can improve the economy by increasing the number of transactions. Based on this description, it can be seen that credit cards have become an important part of the financial lives of many people in Indonesia. In recent years, credit card usage has increased significantly in the country. This can be seen in table 1.

Table 1. Number of Cards, Number of Transactions, and Value of Credit Card Transactions 2019-2022

| Tahun | Jumlah Kartu | Jumlah Transaksi | Nilai Transaksi |
|--------------|---------------------|-------------------------|------------------------|
| 2019 | 17.487.057 | 340.248.590 | 332.644.750 |
| 2020 | 16.940.040 | 268.209.725 | 231.553.111 |
| 2021 | 16.513.623 | 277.051.232 | 237.748.510 |
| 2022 | 17.198.882 | 337.486.259 | 315.695.642 |

Source: Asosiasi Kartu Kredit Indonesia

<https://www.akki.or.id/index.php/credit-card-growth> diakses 25 September 2023

Based on table 1 above, it can be seen that the number of credit cards circulation in 2022 will increase from the previous year to 17,198,882 cards. The number of credit card transactions increased from the previous year to 337,486,259 transactions. Meanwhile, the value of credit card transactions also increased from the previous year to Rp315,695,642. This shows progress use of credit cards in Indonesia as a means of non-cash payment.

This research aims to investigate the relationship between hedonic motivation and promotional programs on impulse buying through the use of credit cards. At the same time investigating the mediating role of credit card use in this relationship so that it can be seen how much credit card use has a serious impact on impulse buying.

LITERATURE REVIEW

Hedonic Motivation (HM)

Hedonic motivation is an internal factor that seeks to satisfy the need for pleasure, enjoyment, seeking experience, entertainment, excitement and socialization during the shopping process (Mamuaya and Pandowo, 2018).

Hedonic motivation is a form of getting satisfaction or pleasure in life (Cantikasari and Basiya, 2022). So in business, hedonic motivation can help companies design effective marketing strategies to attract consumers who seek satisfaction and pleasure in life. Companies can develop hedonic motivation in consumers by offering products or services that provide satisfaction and pleasure, as well as designing marketing strategies that emphasize consumer experience and satisfaction.

Hirschman, E. C. & Holbrook (1982) explained that the results of hedonic motivation in shopping are fantasies of various types of emotional experiences that come from purchasing a product. This is because there is an emotional impulse when deciding to purchase, so that purchasing decisions are not based on desires or needs.

Promotion Program (PP)

Promotion is the activity of marketing and selling products by providing variations to encourage consumer perceptions with the aim of increasing the attractiveness of making transactions (Belch and Belch, 2015). Promotion can also be defined as an effort to provide information about a product or service with the aim of encouraging consumers to immediately make a purchase (Kotler and Armstrong, 2012). Based on this definition, it can be seen that promotion is a series of company activities to communicate or introduce products to a predetermined target market.

Promotion has objectives including increasing sales volume in both the short and long term, increasing brand popularity, preventing loyal customers from switching to competitors, increasing and maintaining consumer loyalty, and gaining new customers. Some examples of promotions in sales include coupons, cashback, discounts or discounts, package or bundling prices, and prize draws (Hajjat, 2021).

Based on this, it can be seen that the price aspect plays an important role in promotional activities. As explained by Vishnu and Raheem (2013), the most decisive promotion to make consumers interested is the price aspect, such as a price reduction can increase thoughts of buying a product even though they don't actually need it, this is then related to impulse buying.

Credit Card Use (CC)

Consumers have more and more choices and alternative means of payment, especially those related to technology (Park and Burns, 2005), including the use of credit cards. One reason is the ease of transactions (Koulayev et al., 2016).

In addition, credit cards offer two different functions to consumers, namely as a means of payment and a source of credit (Canner and Lockett, 1992). Credit cards as a means of payment function to delay payments, so that consumers or credit card users can pay for the amount used after the end of a predetermined period. Meanwhile, credit cards as a source of credit mean that consumers or credit card users can make payments in stages which are usually in the form of installments.

More than that, credit cards for some groups are used to meet lifestyle needs, not just necessities. This is what can be related to hedonic motivation and impulsive buying.

Impulse Buying (IB)

Impulse buying plays an important role in increasing sales volume, both in the short term and in the long term for company promotional purposes (Muruganatham and Bhakat, 2013). The importance of the impulse buying aspect is based on the company's goal of maintaining the continuity of sales of their products or services, so that they are not easily lost by the increasing number of competitors. This is also supported by circumstances

that illustrate that impulse buying is a very interesting phenomenon in the market and has become a focal point for marketing activities (Graa et al., 2014).

Mowen and Minor (2002) explain that impulsive buying is a purchasing decision that was not previously consciously acknowledged from previously formed considerations or buying intentions, but rather a sudden impulse full of desire, to buy something directly, without much involvement. considerations. This often happens because of consumers' emotional feelings when shopping.

Research Hypothesis

Hedonic motivation can trigger impulsive purchases, namely purchases made without planning and based on emotional impulses (Cantikasari and Basiya, 2022). Meanwhile, research conducted by Sari and Hermawati (2020) reported that hedonic motivation had no effect on impulsive buying. Based on this, a hypothesis can be put forward:

H1. Hedonic motivation has no effect on impulse buying.

Research conducted by Fernanda (2019) explains that promotional programs have a positive influence on impulsive purchases. This was also confirmed by Mulyana and NI (2020) in their research on promotions for impulsive purchases. Based on these reasons, the following hypothesis can be proposed:

H2. Promotion programs has a positive effect on impulse buying.

Although there is not much literature that discusses the influence of hedonic motivation on the use of credit cards, there is a lot of marketing literature that discusses the influence of hedonic motivation on the use of payment attributes similar to credit cards such as paylaters and the like. Like research conducted by Dewi (2020); Linuwih (2022); Zigari et al., (2023) where all reported a positive relationship. Based on this, the following hypothesis can be formulated:

H3. Hedonic motivation has a positive effect on credit card use

Research conducted by Akbar et al., (2019) reported that promotional programs influenced the use of credit cards positively and significantly in making purchase transactions, apart from that Risti and Usman (2017) also explained the same thing. Based on this description, the following hypothesis can be proposed:

H4. Promotion programs has a positive effect on credit card use

Putra and Santika (2018) reported the results of their research that promotional programs had a positive effect on impulse buying. Apart from that, research conducted by Putra and Suma (2018) also explains that impulsive purchases are influenced by the use of credit cards. Based on this, the following hypothesis can be put forward:

H5. The use of credit cards has a positive effect on impulse buying.

There is still little marketing literature that discusses the mediating role of credit card use in the relationship between hedonic motivation and promotional programs on impulsive purchases, so based on previous research conducted by Dewi (2020); Linuwih (2022); Zigari et al., (2023); Akbar et al., (2019); Risti and Usman (2017); Putra and Santika (2018); Putra and Suma (2018) can put forward the following hypothesis:

H6. Credit card use mediates the relationship between hedonic motivation and impulse buying.

H7. Credit card use mediates the relationship between promotion programs and impulse buying.

RESEARCH METHOD

This is quantitative research, to test and determine the causal relationship between variables, including to determine the role of mediating variables (Baron and Kenny, 1986). Data was collected through a survey distributed through a questionnaire of an electronic form using a purposive random sampling method with respondent criteria including having and using a credit card for transactions, actively shopping both through offline and online stores, and following developments in promotional programs organized by service providers credit card. Questionnaires were distributed in Pekalongan. The sample size was determined based on calculating parameter estimates in Hair et al., (2010) with four times the number of parameters.

$$\text{number of parameter} = \Sigma \text{indicator} + \Sigma \text{path coefficient}$$

In this research, there are 16 indicators and 7 path coefficients, so there are 23 parameters. Based on these criteria, the minimum sample size required for this research is:

$$\begin{aligned} \text{sample size} &= (\Sigma \text{indicator} + \Sigma \text{path coefficient}) \times 4 \\ &= (16 + 7) \times 4 = 92 \end{aligned}$$

Respondents' answers are expressed on a 7 Likert Scale. Data collected from respondents' answers were processed using the SmartPLS 4.0.9.8 application program.

RESULTS

Based on the results of the answers collected from 92 respondents, the identity characteristics of respondents can be classified as follows:

Table 2. Age of Respondents

| Age of Respondent | Percentage |
|-----------------------------|------------|
| ≤ 20 years old | 3% |
| 21 years old - 30 years old | 29% |
| 31 years old - 40 years old | 38% |
| 41 years old - 50 years old | 20% |
| > 50 years | 10% |

Source: Primary data (processed)

Based on table 2, it can be seen that the majority of respondents in this study were in the age range of 31 years old to 40 years old. This data is used to see differences in behavior in purchasing activities in each respondent's age range.

Table 3. Respondents Profession

| Profession | Percentage |
|----------------------|------------|
| Student | 9% |
| Government Employees | 24% |
| Employees | 25% |
| Businessman | 39% |
| Other | 3% |

Source: Primary data (processed)

Based on table 3, it can be seen that the majority of respondents in this study work as businessman. This data is used to see differences in purchasing behavior and credit card use for each respondent based on their profession.

Table 4. Average Respondents Income

| Income | Percentage |
|-------------------------------|-------------------|
| ≤ Rp3.000.000 | 7% |
| Rp 3.000.001 – Rp 9.000.000 | 18% |
| Rp 9.000.001 – Rp 15.000.000 | 21% |
| Rp 15.000.001 – Rp 21.000.000 | 48% |
| > Rp 21.000.000 | 6% |

Source: Primary data (processed)

Based on table 4, it can be seen that the majority of respondents in this study had an income level of between Rp15.000.001 to Rp21.000.000. This data is used to see differences in purchasing behavior and credit card use based on different income level ranges.

Table 5. Credit Card Provider

| Credit Card Provider | Percentage |
|-----------------------------|-------------------|
| Visa Card | 46% |
| Master Card | 39% |
| UnionPay | 5% |
| JCB | 10% |

Source: Primary data (processed)

Based on table 5, it can be seen that the majority of respondents in this study used Visa Card credit cards as a means for transactions. This data is used to see differences in respondents' shopping behavior by utilizing credit card facilities based on the type of card used.

Table 6. Respondents Shopping Type

| Shopping Type | Percentage |
|----------------------|-------------------|
| Online | 53% |
| Offline | 47% |

Source: Primary data (processed)

Based on table 6, it can be seen that the majority of respondents in this study carried out transactions using credit cards online. This data is used to see differences in behavior in using credit cards for transactions both online and offline.

Table 7. Cronbach's Alpha, Composite Reliability, and AVE

| Variable | CA | CR | AVE |
|-----------------|-----------|-----------|------------|
| CC | 0,955 | 0,955 | 0,881 |
| HM | 0,958 | 0,958 | 0,888 |
| IB | 0,948 | 0,949 | 0,866 |
| PP | 0,968 | 0,968 | 0,913 |

Source: Primary data (processed)

The criteria used in this research are that each variable is said to meet the validity requirements if it has a Cronbach's Alpha (CA) value > 0.7 Composite Reliability (CR) > 0.7 and an AVE value > 0.5. Based on table 7, it can be seen that all variables in this study as a whole have met the validity test requirements.

Table 8. R-Square

| Variable | R-Square | Adjusted R-Square |
|-----------------|-----------------|--------------------------|
| CC | 0,878 | 0,875 |
| IB | 0,914 | 0,911 |

Source: Primary data (processed)

Based on the data in table 8, it can be seen that the Credit Card Use (CC) variable can be explained by the Hedonic Motivation (HM) and Promotion Program (PP) variables, 87.5% of which is explained by other variables. Apart from that, it can also be seen that the Impulse Buying (IB) variable can be explained by the Hedonic Motivation (HM), Promotional Program (PP), and Credit Card Use (CC) variables, the remaining 91.1% of which is explained by other variables.

Table 9. F-Square

| Variable | f-Square |
|-----------------|-----------------|
| CC -> IB | 0,283 |
| HM -> CC | 0,247 |
| HM -> IB | 0,039 |
| PP -> CC | 0,150 |
| PP -> IB | 0,120 |

Source: Primary data (processed)

The criteria used in this study to assess f-Square are as follows, 0.02 (small influence), 0.15 (medium influence), and 0.35 (large influence). So, based on the data in table 9, it can be seen that Credit Card Use (CC) on Impulsive Buying (IB), Hedonic Motivation (HM) on Credit Card Use (CC), Hedonic Motivation (HM) on Impulsive Buying (IB) and Promotional Programs (PP) on Credit Card (CC) Use has a moderate influence. Meanwhile, the Promotion Program (PP) on Impulsive Buying (IB) has little effect.

Table 10. Path Coefficient

| Variable | Path Coefficient |
|-----------------|-------------------------|
| CC -> IB | 0,447 |
| HM -> CC | 0,533 |
| HM -> IB | 0,198 |
| PP -> CC | 0,416 |
| PP -> IB | 0,334 |

Source: Primary data (processed)

Based on the data in table 10, it can be seen that all variable relationships have a positive direction.

Table 11. Significancy Test Result

| Variable | T-Statistic | P-Value | Result |
|-----------------|--------------------|----------------|-----------------|
| CC -> IB | 4.485 | 0.000 | Significant |
| HM -> CC | 4.181 | 0.000 | Significant |
| HM -> IB | 1.791 | 0.073 | No. Significant |
| PP -> CC | 3.243 | 0.001 | Significant |
| PP -> IB | 3.071 | 0.002 | Significant |

Source: Primary data (processed)

The criteria used in this research are that variable relationships are said to be influential if the T-Statistics value is > 1.96 and the P-Value is < 0.05. Based on the data in table 11, it can be seen that the use of credit cards (CC) on impulse purchases (IB), hedonic motivation (HM) on the use of credit cards (CC), promotional programs (PP) on the use of credit cards (CC), and promotional programs (PP) has a significant effect on Impulsive Buying (IB). Meanwhile, Hedonic Motivation (HM) on Impulsive Buying (IB) has no effect.

Table 12. Indirect Effect (Mediation)

| Variable | T-Satatic | P-Value | Result |
|-----------------|------------------|----------------|---------------|
| HM -> CC -> IB | 3.079 | 0.002 | Significant |
| PP -> CC -> IB | 2.568 | 0.010 | Significant |

Source: Primary data (processed)

The criteria used in this research to determine the role of mediation are, if the direct relationship has an influence and the indirect relationship has no influence then no mediation occurs, if the direct relationship has an influence and the indirect relationship has an influence then partial mediation occurs, whereas If the direct relationship has no effect and the indirect relationship has an effect then full mediation occurs. Based on the data in table 12, it shows that there is an indirect relationship between Hedonic Motivation (HM) on Impulsive Buying (IB) through the Use of Credit Cards (CC) and an indirect relationship between Promotional Programs (PP) on Impulsive Buying (IB) through Use of Credit Cards (CC). have a significant influence. So it can be seen that Credit Card Use (CC) has a full mediating role in the relationship between Hedonic Motivation (HM) and Impulsive Buying (IB), while in the relationship between Promotional Programs (PP) and Impulsive Buying (IB), Credit Card Use (CC) has partial mediation role.

DISCUSSION

Hedonic Motivation (HM) on Credit Card Use (CC)

Based on the results of data processing, it can be seen that hedonic motivation has a positive and significant influence on credit card use.

Respondents' responses regarding this matter were that using a credit card is very useful when there is a desire to buy a product that was not previously planned. It often happens when using online shopping applications such as e-commerce and when going on tourist or business trips out of town, where cash is not always enough to buy a desired product suddenly. The use of credit cards is also used to fulfill one's social or friendship lifestyle without having to use predetermined or planned spending funds. Apart from that, according to the responses of respondents, especially those who work as civil servants and entrepreneurs, one of the reasons for their willingness to use a credit card is because they want to buy products that are not previously planned or that are not included in the

monthly shopping list, whether this is due to necessity or simply desire. Based on the respondents' responses, it can be seen that hedonic motivation is closely related to credit card use.

The results of this research are in accordance with the researchers' expectations based on marketing literature put forward, among others, by Dewi (2020); Linuwih (2022); Zigari et al., (2023) who discussed the influence of the relationship between hedonic motivation and non-cash payment systems with payment delay features, such as using credit cards.

Promotion Program (PP) on Credit Card Use (CC)

Based on the results of data processing, it can be seen that promotional programs have a positive and significant effect on credit card use.

Respondents' responses regarding this include the convenience and benefits when using a credit card through the promotional program facilities provided such as cashback, discounts, buy one get one free, vouchers, zero percent installments, loyalty points, mile points to enjoy free plane ticket services, raffles, prizes, and many other special promotional programs that can only be obtained using a credit card. The credit card providers that provide the most promotional program facilities include Visa Card and Master Card. Meanwhile, for JCB and UnionPay, there are still many promotional programs that respondents cannot take advantage of because many shops, both online and offline, are not willing to accept payments using these cards.

The results of this research are in line with research conducted by Akbar et al., (2019) which states that promotional programs have an effect on credit card use. Apart from that, the results of this research also support the statement of Risti and Usman (2017) in their research who reported that promotional programs have a positive and significant influence on credit card use.

Hedonic Motivation (HM) on Impulse Buying (IB)

Based on the results of data processing, it can be seen that hedonic motivation has no influence on impulsive buying.

Respondents' response to this was that hedonic motivation was not the cause of the urge to purchase. Respondents stated that when making a transaction they should consider other factors such as needs and desires that have been planned beforehand, not reasons related to hedonic motivation. Apart from that, respondents also stated that the urge to purchase was due to several reasons, including discounts, cashback, raffles and other types of promotional programs. Respondents in the age range up to 30 years are very sensitive to prices and promotional programs, especially those who work as students and employees. Meanwhile, respondents in the age range of 31 years to 40 years and others for all types of professions carry out transactions based on need.

The results of this research are in line with research conducted by Sari and Hermawati (2020) which states that hedonic motivation has no effect on impulsive buying.

Promotion Program (PP) on Impulse Buying (IB)

Based on the results of data processing, it can be seen that promotional programs have a positive effect on impulse buying.

Respondents' responses regarding this matter were the encouragement or motivation to buy a product, whether due to need or just a desire, even the sudden desire to make a transaction was mostly caused by promotional program factors offered by the shop. This is often experienced by respondents, especially when using online shop applications such as e-commerce. Promotional programs that greatly influence consumers'

purchasing impulses include discounts, cashback, vouchers and prize draws. However, of these promotional programs, the main reasons for respondents to encourage purchasing were discounts and cashback. This promotional program offer is very easy to obtain when shopping using a credit card, especially in online stores such as e-commerce. Respondents who work as students, civil servants and employees are very interested and feel they have benefited from this promotional program so that it is not uncommon for them to buy products that were not previously planned or even beyond their needs. This is very influential for respondents who have an income range of Rp9.000.001 up to Rp15.000.000.

The results of this research are in line with what Fernanda (2019) stated that promotional programs have a positive effect on impulse buying. The results of this research also confirm the results of research conducted by Mulyana and NI (2020) that impulsive purchases are influenced by promotional programs.

Credit Card Use (CC) on Impulse Buying (IB)

Based on the results of data processing, it can be seen that the use of credit cards has a positive and significant effect on impulsive purchases.

Respondents' responses regarding this matter were that one of the motivations for making unplanned purchases or impulsive purchases was the use of credit cards. By using this payment facility, there are many benefits that can be obtained compared to making conventional payments or cash payments. The advantages obtained by respondents include the system of delaying payments so that they can make payments at a later date without having to provide a certain amount of cash when making a transaction. Apart from that, you can take part in the installment program, especially for respondents who work as entrepreneurs with an income level of more than Rp21.000.000. This is used in connection with capital or business financing so that financial cash flow conditions remain safe and run smoothly. Meanwhile, respondents who work as students, government employee and employees benefit more when shopping, especially in online stores using credit cards, due to promotional programs such as buy one get one free, cashback, discounts and prize draw vouchers.

The results of this research are in line with research conducted by Putra and Suma (2018) which states that the use of credit cards has a positive and significant effect on impulsive purchases. Apart from that, the results of this research are also in line with research conducted by Putra and Santika (2018) who reported that one of the factors influencing impulse buying is the use of credit cards.

Mediating Role of Card Use (CC)

Based on the results of data processing, it can be seen the influence of direct relationships and the influence of indirect relationships. In the direct relationship between hedonic motivation and impulse buying, there is no significant influence, while in the indirect relationship between hedonic motivation and impulsive buying through the use of credit cards, there is a positive and significant influence. So it can be interpreted that the use of credit cards has a full mediating role in this indirect relationship. Meanwhile, in the direct relationship between promotional programs and impulse purchases, there is a positive and significant influence, likewise, the indirect relationship between promotional programs and impulsive purchases through the use of credit cards has a positive and significant influence. So it can be interpreted that the use of credit cards has a partial mediating role in this indirect relationship.

Respondents' responses regarding this matter were that hedonic motivation in shopping was not a reason for impulsive purchases. When deciding to buy a product or service

based on desires and needs, it becomes an impulse buying activity that is more influenced by the promotional program offered on the product or service. So it can be interpreted that impulse buying is not based directly on hedonic motivation for shopping, but rather whether or not a promotional program is included. Meanwhile, there are many promotional programs offered and provided for credit card users, including zero percent installments, loyalty points, miles, discounts, cashback, buy one get one free, and other promotional programs, making respondents willing to make purchases without prior planning, even those that are not included in their needs and desires though. Based on this, it can be seen that the role of credit card use is that the many promotional programs offered stimulate consumers to make impulse purchases. Meanwhile, even without the use of a credit card, impulse purchases will occur if the product or service offered has an attractive promotional program. So it can be seen that the use of credit cards is highly considered by consumers with the availability of attractive and diverse promotional programs. This is the main attraction of choosing credit cards as a means of payment.

CONCLUSION

The conclusion of this research is that hedonic motivation has no effect on impulse buying, because there are still needs and desires taken into consideration when deciding to buy a product. Promotional programs have a positive and significant effect on impulse buying. Meanwhile, the role of credit card use is based more on the promotional programs offered such as discounts, cashback, zero percent installments, loyalty points, miles, prize draws and other promotional programs.

Based on the findings in this research, recommendations can be made for credit card service providers to improve services and variations in promotional programs because they are one of the attractions for consumers in choosing to use this payment system. For entrepreneurs providing products, both goods and services, they can consider improving non-cash payment services, especially accepting payments using credit cards, both Visa Card, Master Card, JCB and UnionPay, so that they can reach and serve payments more widely for credit card holders from various sources providers.

The novelty element resulting from this research is that hedonic motivation, especially in terms of meeting lifestyle needs, does not always directly give rise to and influence impulse buying. Consumers still consider their needs and desires and most importantly the promotional programs offered. So promotional programs still play an important role in stimulating impulse buying.

Further research is recommended to identify the types and variations of promotional programs that are most popular with credit card holders and users in stimulating and generating impulse purchases, so that credit card service providers and product providers can find out more in designing maximum and targeted promotional programs.

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