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# Hedonic Shopping Behavior During the Covid-19 Pandemic

**Eka Adiputra[1], Dina Alafi Hidayatin[2]**
STIE Cendekia Bojonegoro[1,2]
Jl. Cendekia No.22 Ngampel, Kapas, Kabupaten Bojonegoro, Jawa Timur 62181 Indonesia
Correpondence Email: ekaadiputra.stiecendekia@gmail.com
ORCID ID: 0000-0002-7427-7606

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**ABSTRACT**

People need money during the Covid-19 pandemic as it is today because of the large number of layoffs and unemployment. The government provides cash assistance to people affected by the pandemic. Cash assistance is to ease the economic burden on the community, but it is indicated that the assistance is used to meet hedonic needs. The purpose of this study is to determine whether social assistance funds are used to meet the needs of life or only for hedonic desires. This study was conducted to analyze the effect of hedonic shopping and money available on impulse buying with positive emotion as an intervening variable. The number of samples in the study was 213 respondents. This study uses Partial Least Square (PLS) analysis. The results showed that the effect of hedonic shopping on impulse buying through positive emotion was positively related (os=0.112; p<0.05). The effect of money available on impulse buying through positive emotion is positively related (os=0,270; p<0,05). Positive emotion will further strengthen hedonic shopping and money available in impulse buying. It is recommended that people who receive cash assistance avoid being in the store for too long because they are afraid that they will receive a store stimulus. Initially, maybe people with funds will not do impulse buying, but if they get comfort, tranquillity, and warmth in the store (positive emotion), they will tend to do impulse buying. It is better for people to determine in advance the products they will buy.

**Keywords: Cash Assistance, Consumption, Covid-19, Hedonic Shopping Behavior, Impulse Buying.**

## INTRODUCTION

Consumptive nature is one of the driving forces for consumers to make purchases. A person may not be aware that they have made a large purchase. Consumptive nature will lead to hedonic shopping, which in turn will lead to impulse buying. There are other factors that encourage impulse buying, namely the availability of funds. Someone who has a large availability of funds has great freedom in making purchasing decisions. These two factors will have a greater effect if there is an outlet stimulus. During the Covid-19 pandemic, people should manage their spending as well as possible. World economic growth is expected to slow down. It is estimated that there will be a world recession in 2023 and 2024 (CNBC Indonesia, 2023).

The government provides social assistance to the community for economic recovery during the Covid-19 pandemic (Kemenko PMK, 2021). Social assistance is expected to help the economy of the people affected by the pandemic. One form of government assistance distributed is cash assistance to the community. The cash assistance includes the Family Hope Program, Cash Social Assistance, and Village Fund Cash Direct Assistance. The Ministry of Finance has distributed cash assistance of IDR 370.5 trillion to the public. Receipt of cash transfers increases people's income and increases their consumption (Magazzino, 2012). It is feared that the cash assistance will not be used to meet primary needs but will be used for impulsive consumptive spending.

Cash assistance from the government should be used for survival, not for extravagance. Aziz, Royani, and Syukriati (2021) underlined beneficiary family dependency on government assistance. However, based on previous observations, it was found that many people used these funds for impulse purchases. If the entire community receiving cash assistance does this, the provision of assistance is considered wrong on target. Researchers want to know the effectiveness of the distribution of government funds through purchasing behavior. So, it is important to do this research.

Several factors cause impulse buying, including hedonic shopping and money available. The influence of these two factors will be stronger if there is an outlet stimulus, one of which is a positive emotion. Hedonic shopping is a shopping motive for hedonic fulfillment, such as pleasure, entertainment, and sensory stimulation obtained during shopping (Alba & Williams, 2013). So it is estimated that hedonic shopping will affect impulse buying decisions (Dey & Srivastava, 2017; Horváth & Adıgüzel, 2018). Money available is a condition where consumers have funds or convenience in conducting transactions (Beatty & Ferrell, 1998). Consumers with income or ease of transaction will have the freedom to make purchases so that if the consumer is affected by the stimulus in the outlet, the consumer can be encouraged to do impulse buying (Unger, Papastamatelou, Okan, & Aytas, 2014). Finally, some factors are expected to further encourage impulse buying, namely positive emotion. Positive emotion is the emergence of certain feelings caused by the stimuli in the outlet (Moskowitz et al., 2021). Consumers with hedonic shopping and money available will have a greater chance of buying impulses if there is positive emotion (Adiputra, 2015; Dey & Srivastava, 2017).

Department stores are the most modern shopping places for people in the Bojonegoro district. Shopping at department stores is considered to increase its status. They will shop at department stores if they get additional income. Receiving the cash transfer will increase their income and encourage them to shop at department stores. Most of the people in Bojonegoro work in the agricultural sector. The Covid-19 pandemic has greatly impacted the economy of the people in the Bojonegoro district, so many people have

received the funds. This research was conducted at a department store in the Bojonegoro district.

This study aims to determine whether social assistance funds are appropriate to meet the needs of life or only for hedonic desires through research on the effect of hedonic shopping and money available on impulse buying with positive emotion as an intervening variable. The results of this study can be used as reference material to avoid impulse buying behavior for the recipient community in the use of aid funds. For the government, it can be used as a consideration in determining policies for distributing social assistance to the community. In the future, the government's policy in distributing aid to the community should be in the form of cash assistance, non-cash assistance, or other assistance.

## LITERATURE REVIEW

The government has provided cash assistance to the community during the Covid-19 pandemic in huge amounts. This assistance has been started since 2019 until now. The total assistance provided to the community in 2020 was IDR 695.2 trillion, of which IDR 203.9 trillion was allocated for cash assistance. In 2021, government funds issued for assistance amounted to Rp. 356.5 trillion, of which Rp. 110.2 trillion was used for cash assistance (CNN Indonesia, 2020), and the amount of cash assistance was increasing. Cash assistance is urgently needed by the community but is at risk for hedonic shopping.

Previous research found that money available can have an effect and also has no effect on impulse buying. Money available does not affect impulse buying because of rational behavior; consumers wait for a new discount to make a purchase (Adiputra, 2015). While money available has a positive effect on impulse buying due to an increase in people's income due to the provision of CSR (Adiputra & Mazidah, 2015). In this study, after the community receives social assistance, it will be seen whether impulse buying behavior occurs or not. The study results can be used as material for the government's consideration in determining social assistance policies.

### Impulse Buying

AC Nielsen stated that 85% of purchases in modern shopping were made by impulse buying. Consumers may have planned the products to be purchased, but they will also purchase products they did not think of buying at the time. The stimulus largely influences impulse buying in the store. In general, impulse buying is an impulsive purchase, the emergence of interest, and hedonic buying behavior, where the impulse decision process covers thoughts and considerations in purchasing decisions (Park et al., 2006). This behavior will be stronger if it is supported by the availability of money (Beatty & Ferrell, 1998). The use of cash assistance can influence people to make impulse buying. In this study, researchers wanted to know the buying behavior of the recipients of the aid with their level of impulse buying. Cash assistance can increase consumption which leads to impulse buying. However, people who have funds do not necessarily do impulse buying (Adiputra, 2015; Adiputra & Mazidah, 2015).

### Hedonic Shopping

Hedonic shopping can be defined as aspects of behavior related to multisensory influences, shopping fantasies, and emotional aspects (Arnold & Reynolds, 2003). This shows that hedonic shopping only fulfills hedonic desires, such as fun, entertainment, fantasy, and sensation. On the other hand, the purchase will lead to satisfaction for consumers. Although it can lead to its satisfaction, hedonic behavior has become a matter of controversy (Alba & Williams, 2013). Previous research conducted in the

Bojonegoro district on recipients of CSR funds showed a positive and significant relationship between hedonic shopping and impulse buying decisions (Adiputra, 2016). Although there are different forms between CSR and pandemic relief funds, both of them cause an increase in income.

**Money Available**

Money available refers to the ability to make purchasing decisions. This capability comes from the financial resources owned, cash, and other resources (Adiputra & Mazidah, 2015). Money available affects impulse buying decisions (Beatty & Ferrell, 1998). However, other research shows that the money available is unrelated to impulse buying (Adiputra, 2015). Consumers can make purchases but delay them until discounts, promos, etc. Cash assistance funds are included in the money available because they can be used directly to make purchases.

**Positive Emotion**

Emotional perception in the store is classified into two dimensions, namely positive emotion (positive emotion) and negative emotion (negative emotion) (Unger et al., 2014). Positive emotions can be created through consumer responses to in-store stimuli. Consumers in a positive emotional state are relatively less complex and have shorter purchase decision-making times. *Positive emotion* is a feeling that arises due to the outlet stimulus; in general, it will affect purchasing decisions. In previous studies, hedonic shopping and money available will be positively related if they feel positive emotions. On the other hand, hedonic shopping and Money Available will be stronger to make unplanned purchases if moderated by positive emotion (Adiputra, 2015; Unger et al., 2014).

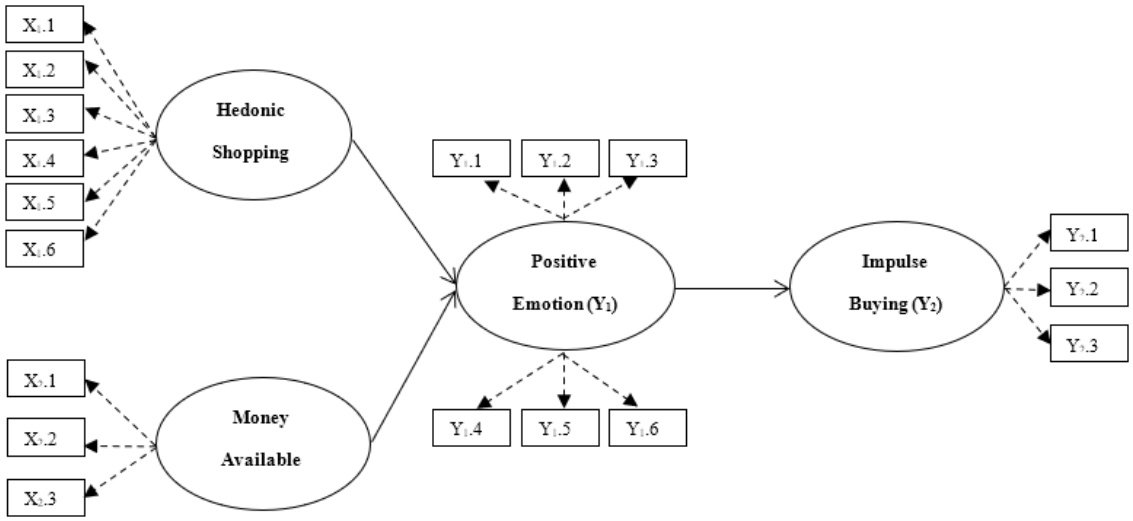


**Figure 1.** Conceptual Framework

The hypothesis in this study is as follows:
$H_1$: Hedonic shopping has a positive effect on impulse buying through positive emotion
$H_2$: Money available has a positive effect on impulse buying through positive emotion

## RESEARCH METHOD

### Sampling and Data Collection

The population in this study were the recipients of cash social assistance funds who were affected by the Covid-19 pandemic in the Bojonegoro district. The total number of cash social recipients in the Bojonegoro district is 33,018 residents (Detik.com, 2020). In addition, respondents have also shopped at modern shopping centers. The number of samples in this study was 213 respondents. Research, especially the SEM method, is recommended to have a sample of more than 200 to provide a solid basis for estimation (Hair, Babin, & Anderson, 2019). Sampling research in this study using questionnaires and interviews. Questionnaires were given to people who had received cash assistance during the Covid-19 pandemic and shopped at modern shopping centers while receiving the funds. So, the sampling technique in this study used purposive sampling.

### Data Analysis

This study aims to examine the relationship between the independent variable and the dependent variable. The analysis technique to test the causality relationship between variables uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). SEM analysis goes through 3 steps: compiling a path diagram, determining the specification of the measurement model for each latent variable, and testing assumptions (Shajari & Ismail, 2013).

## RESULTS

Construct validity determines that these items can measure the variables studied. Construct validity can measure in two ways, convergent validity and discriminant validity (Adiputra & Nurul mazidah, 2015). The measure of convergent validity is said to be high if it has a loading factor above 0.70 and an Average Variance Extracted (AVE) above 0.50. However, in the early stages of developing a measurement scale, a loading factor value of 0.50 to 0.60 is considered sufficient. Based on the analysis results, as shown in table 1, each indicator has a loading factor value of more than 0.60, which is said to be valid and significant in forming its respective latent variables. Only one positive emotion indicator was deleted because the loading factor value is less than 0.60. The value of discriminant validity shows the cross-loading value of each indicator on the variable, which can see in table 2. In determining discriminant validity, the Fornell-Larcker criteria were used.

**Table 1.** Convergent Validity

| Indicators | Hedonic Shopping | Money Available | Positive Emotion | Impulse Buying |
|---|---|---|---|---|
| $X_{1.1}$ | 0,639 | | | |
| $X_{1.2}$ | 0,727 | | | |
| $X_{1.3}$ | 0,838 | | | |
| $X_{1.4}$ | 0,800 | | | |
| $X_{1.5}$ | 0,745 | | | |
| $X_{1.6}$ | 0,652 | | | |
| $X_{2.1}$ | | 0,904 | | |
| $X_{2.2}$ | | 0,906 | | |
| $X_{2.3}$ | | 0,913 | | |
| $Y_{1.1}$ | | | 0,684 | |
| $Y_{1.2}$ | | | 0,648 | |
| $Y_{1.3}$ | | | 0,883 | |
| $Y_{1.4}$ | | | 0,852 | |

| | | | | |
|---|---|---|---|---|
| $Y_{1.5}$ | | | 0,802 | |
| $Y_{2.1}$ | | | | 0,878 |
| $Y_{2.2}$ | | | | 0,860 |
| $Y_{2.3}$ | | | | 0,797 |

Source: Data Analysis

**Table 2.** Discriminant Validity

| Indicators | Hedonic Shopping | Money Available | Positive Emotion | Impulse Buying |
|---|---|---|---|---|
| $X_{1.1}$ | 0,639 | 0,442 | 0,400 | 0,408 |
| $X_{1.2}$ | 0,727 | 0,570 | 0,597 | 0,488 |
| $X_{1.3}$ | 0.838 | 0,715 | 0,683 | 0,548 |
| $X_{1.4}$ | 0,800 | 0,614 | 0,603 | 0,367 |
| $X_{1.5}$ | 0,745 | 0,623 | 0,581 | 0,448 |
| $X_{1.6}$ | 0,652 | 0,480 | 0,532 | 0,389 |
| $X_{2.1}$ | 0,694 | 0,904 | 0,764 | 0,517 |
| $X_{2.2}$ | 0,755 | 0,906 | 0,759 | 0,494 |
| $X_{2.3}$ | 0,701 | 0,913 | 0,811 | 0,529 |
| $Y_{1.1}$ | 0,639 | 0,580 | 0,684 | 0,550 |
| $Y_{1.2}$ | 0,499 | 0,496 | 0,648 | 0,491 |
| $Y_{1.3}$ | 0,642 | 0,761 | 0,883 | 0,508 |
| $Y_{1.4}$ | 0,615 | 0,737 | 0,852 | 0,425 |
| $Y_{1.5}$ | 0,620 | 0,734 | 0,802 | 0,471 |
| $Y_{2.1}$ | 0,498 | 0,453 | 0,551 | 0,878 |
| $Y_{2.2}$ | 0,489 | 0,437 | 0,502 | 0,860 |
| $Y_{2.3}$ | 0,542 | 0,541 | 0,533 | 0,797 |

Source: Data Analysis

The AVE value for each variable was 0.50, so all variables used in this study have convergent validity parameters that are feasible to use (Table 3). The value of Cronbach's alpha and composite reliability of each latent variable is 0.60. It shows that each indicator can be said to be reliable and has accuracy, consistency, and accuracy in measuring its latent variables (Hair et al., 2019). The $R^2$ value of 42.7% means that the diversity of the impulse buying variable values , which exogenous variables can explain, is 42.7%. In contrast, the rest can be explained by other variables not included in the model. The $R^2$ value of 76.3% means that the diversity of the impulse buying variable values , which exogenous variables can explain, is 76.3%. In contrast, the rest can be explained by other variables not included in the model. The Prediction Relevance ($Q^2$) value is 0.86, indicating that the exogenous latent variable has a good model prediction ability. In other words, the exogenous latent variable is good (appropriate) as the latent variable that can explain the endogenous variables in the model.

$Q^2=1-(1-R_1^2)(1-R_2^2)$
$Q^2=1-(1-0,427)(1-0,763)$
$Q^2=0,86$

**Table 3.** Average Variance Extracted

| Variables | Cronbach's Alpha | rho_A | Composite Reliability | AVE |
|---|---|---|---|---|
| Hedonic Shopping | 0,829 | 0,841 | 0,876 | 0,543 |
| Money Available | 0,893 | 0,894 | 0,933 | 0,824 |
| Positive Emotion | 0,833 | 0,842 | 0,884 | 0,608 |
| Impulse Buying | 0,800 | 0,800 | 0,883 | 0,716 |

Source: Data Analysis

**Table 4.** Coefficient of Determination

| Variables | R Square | Adjusted R Square |
|---|---|---|
| Impulse Buying | 0,427 | 0,419 |
| Positive Emotion | 0,763 | 0,761 |

Source: Data Analysis

**Statistical Hypothesis Testing on Structural Models**

Hypothesis testing in this study is to determine the direct and indirect effect on a relationship. By looking at the p-value of less than 0.05, it can be seen that there is a significant effect between variables.

**Table 5.** Structural Model Hypothesis Test Results

| **Variables** | **Original Sample** | **Average Sample** | **Standard Deviation** | **t-statistic** | **p value** |
|---|---|---|---|---|---|
| Hedonic shopping →positive emotion→impulse buying | 0,112 | 0,115 | 0,039 | 2,866 | 0,004 |
| Money available → positive emotion →impulse buying | 0,270 | 0,278 | 0,069 | 3,892 | 0,000 |

Source: Data Analysis

H1. Hedonic shopping positively affects impulse buying through positive emotion (os=0.112; p<0.05). The recipients of cash assistance will tend to do impulse buying when they have a hedonic shopping motif with the influence of in-store stimulus. Positive emotion will strengthen hedonic purchases in making purchasing decisions. These results support previous research that hedonic shopping will encourage impulse buying behavior (Dey & Srivastava, 2017). Based on these results, then $H_1$ is accepted.

H2. Money available has a positive effect on impulse buying through positive emotion (os=0,270;p<0,05). Someone who has the availability of funds will be stronger to make impulse buying if they get the influence of in-store stimulus. In previous research, money available does not affect impulse buying, but the fact is that if people get an in-store stimulus, they will do impulse buying as well. It follows his research (Adiputra, 2016). Hypothesis H2 is accepted.

## DISCUSSION

The COVID-19 pandemic has caused a decline in economic activity at all levels of society. The community needs cash assistance because many people have lost their jobs due to the many layoffs. The absence of work causes people to have no money for their necessities of life. So, they need money to buy food. Based on the research results above, people with hedonic shopping behavior will tend to do impulse buying if they receive an in-store stimulus. So, it is recommended that people who receive cash assistance avoid being in the store for too long because they are afraid, they will receive a store stimulus. People should determine in advance the products they will buy. Other results show that money available will positively affect impulse buying through positive emotion. These results break the results of previous studies that money available does not affect impulse buying. Money available will have a positive effect if moderated by positive emotion. Initially, people who have funds will not do impulse buying, but if they get comfort, tranquility, and warmth in the store (positive emotion), then they will likely do impulse buying. The results of this study can be used to respond to government policy plans that will reduce or even eliminate cash social assistance (Alaydrus, 2022).

## CONCLUSION

The cash transfer receipts were not used for unplanned purchases even though they had the characteristics of hedonic shopping. This behavior can be influenced by the high needs of life and the limited funds owned so that the receipt of social assistance funds will be used selectively to purchase basic needs. So, in general, the policy of distributing cash transfers during the Covid-19 pandemic is the right policy to be carried out by the government (Adiputra & Mazidah, 2015; Sari, Hafidhah, & Aswanda, 2015). The results of this study can be used to respond to government policy plans that will reduce or even eliminate cash social assistance (Alaydrus, 2022). People who receive cash assistance still have hedonic shopping desires. The results of the hypothesis show that there is a positive relationship between hedonic shopping and impulse buying behavior. In addition, hedonic shopping behavior will be stronger in making unplanned purchases if people encounter an in-store stimulus when shopping (table 5). Therefore, to reduce impulse buying behavior, people are advised to reduce visits to stores or do shopping at certain moments, such as promos, discounts, etc. (Han, Morgan, & Kotsiopulos 1991). Basically, a person will increase his consumption when he receives an increase in income (Magazzino 2012). Receipt of cash assistance from the government is one form of income increase that should increase consumption. But in the end, the funds were used more selectively only for something essential. Money available has no effect on impulse buying behavior which can be interpreted as a form of financial planning for the aid fund. This is not following Keynes's law. People are very careful in using the money they have. Although in this study, money available had no effect on impulse buying behavior, people who received cash funds could still make impulse buying in other forms, namely planned impulse buying (Cobb & Hoyer, 1986; Han et al., 1991). People will look for the product they need if, at that time, there is an attractive price offer, such as a discount, discount, or sale (Adiputra, 2015; Bakewell & Mitchell, 2003). If no offer is considered attractive, they will not make a purchase. But on the other hand, if people are in the store and receive store stimuli, they are likely to make unplanned purchases. Future research of this study is to compare impulse buying behavior in people in big and small cities.

Previous research found that money available can have an effect and also has no effect on impulse buying. Money available does not affect impulse buying because of rational behavior; consumers wait for a new discount to make a purchase (Adiputra, 2015). While

money available has a positive effect on impulse buying due to an increase in people's income due to the provision of CSR (Adiputra & Mazidah, 2015). In this study, after the community receives social assistance, money available does not affect impulse buying behavior.

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