



Created Impulse Buying by Shopping Lifestyle

Isma Puspitasari✉, Ida Maftukhah

Management Department, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

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Abstract

This research Aims to know the effect of store atmosphere and hedonic shopping motives towards impulse buying directly and indirectly through lifestyle shopping. The population were 116 respondents from Trio Plaza Magelang's consumer. The sampling technique used non-probability sampling method, the which were 116 respondents. Methods of collecting the data using questionnaires and documentation. Data analysis using classic assumption test and hypothesis test (t test and path analysis) with SPSS Statistics 22. The research result has stated that store atmosphere positive and significant toward impulse buying, hedonic shopping motives has positive and significant toward impulse buying.

INTRODUCTION

Indonesia is a developing country that is a potential target in the marketing of products, from both local and international companies so that the company should be able to recognize the character of the consumers so that consumers can be a potential buyer. Companies must learn the unique character owned by Indonesian consumers one of which is the purchase spontaneously (Marketing/Special Edition/II, 2007).

Retail business competition increasingly fierce and competitive marked by increasingly popping traditional retail business began to fix and become a modern retail business and retail business itself is new again (Utami, 2010). This competition does not occur between the same retail format but occurs even between different retail formats. A shift in people's lifestyles indirectly result in increased retail growth in Magelang. Consumers now have bargaining power higher because of many retail choices as a shopping place (Indraswari & Martono, 2017).

The phenomenon of impulse buying (purchasing spontaneously) has long been known in the marketing world, particularly for the retail world,

both conceptually and practically. Consumers who purchase spontaneously not think to buy certain products or brands. They immediately make a purchase because of their interest in a particular brand or product on the spot. Impulse buying consumers defined as the tendency to buy spontaneously, according to the mood (Rook & Fisher, 1995).

According to Verplanken, Herabadi, Pery and Silvera (2005) impulse purchase behavior is the behavior of the purchases made in the store, where the purchase is different from what was planned by the consumer at the time of their entry into the store. Unplanned purchasing behavior or impulsive buying is something that appeals to both producers and retailers, because it is a huge market share in the modern market.

According to Bayley and Nancarrow (2006) an estimated 65% of purchase decisions in the supermarket do in-store with more than 50% is an unplanned purchase, it is clear that there is no doubt unplanned purchases made by customers to contribute to the sales turnover obtained by a store.

Creating interest in emotional and spontaneous passion likened lure consumers to buy and consume a product or a particular brand.

Consumers who are interested in emotionally often do not involve rationality in decision-intensity purchase. Trust gained consumers will make decisions of the purchase. Trust is formed by marketer's ability, goodwill and integrity and consumer emotions (Apriliani & Murwatining-sih, 2013).

For high-income people buy the things that has become a lifestyle, consumers will be willing to sacrifice something in order to get a product that endeared (Japariato & Sugiharto, 2011). Shopping lifestyle choice reflect someone in spending time and money. Consumers need to focus on interactions between point of sale and buyers who are often ignored (Nindyakirana, 2016). According to Levy and Weitz (2009) shopping lifestyle is a lifestyle that refers to how people live, how they spend their time, money, purchasing activities are carried out, the attitude and what they think about the world they live.

One of the neighborhoods that have an important role in the purchasing process for consumers is the atmosphere stores. Purwa and Yasa (2014) said that store atmosphere is one of situational factor that influence impulsive buying. Gillani (2012) mentions that in today's competitive business, the store's atmosphere is considered as one of the things that are important to the retail store. The main objectives are present in creating a good atmosphere of the shop is that consumers can stay longer and consumers to feel comfortable in the store, so it can increase the chances of consumers to make a purchase action. Therefore, the atmosphere of the store is one very important aspect that must be considered when managing business objectives and consumer expectations.

Individuals consciously or unconsciously striving to reduce tension. Efforts are being made to reduce the tension that is by doing something that feels able to make ends meet. Saad and Metawie (2015) stated that those who have a lot of needs and desires that can be satisfied by shopping, their requirements include the need for social interaction while shopping, the need for new goods and the need for fun called hedonic motives. Impulse buying behavior is often influenced by several things, one of which is an experience that is both hedonic (Park & Lennon, 2006). Impulse buying is a pleasure that is driven by the achievement of objectives that are hedonic. After purchasing products and services, the customers will evaluate who owns it two possibility, satisfaction and dissatisfaction with products and services (Muhammad & Artanti, 2016).

Past research belongs Setyningrum and Yulianto (2016) indicates that the variable lifestyle shopping significant and positive impact on impulse buying. But unlike other studies conducted Umboh, Mananeke and Samadi (2018) which showed that no effect of the reactor lifestyle shopping impulse buying.

Research units Asrinta (2018) stated that the atmosphere is positive and significant impact shop on impulse buying, the better the creation of an atmosphere where the atmosphere stores it will increase impulse buying customers. Results were different from the results of the study Aini, (2016) which indicates that the store atmosphere is significant and negative effect on unplanned purchases.

If consumers enjoy shopping activities are carried out, will have a positive influence on the length of time spent on shopping (Kang & Park-poaps, 2010). In the study belongs Mamuaya, Arthur and Tumiwa (2017) explains that hedonic motives positive and significant impact on impulse buying which means that increasing the hedonic motive will increase impulse buying customers. The research results differ from the results of research belongs Darma and Japariato (2014) which indicates that hedonic shopping does not have a significant relationship with impulse buying.

PT Hasta Kencana Sakti is a store that is located in Magelang engaged in retail and supermarkets as well as wholesalers. The location of the building is in a strategic place that is located in the center of the city. Trio Plaza have a building that is wide enough, but when viewed from the layout of the place or the spacing between shelves that held too close, the composition of goods that have no place too broad to give the impression that full so the lighting is less space. This could definitely cause inconvenience consumers when shopping.

To overcome these problems, Trio Plaza has just completed the construction or renovation of their retail stores. Development was conducted from early November 2015 and was completed on 15 August 2017. On the other hand, Trio Plaza also has been promoting to various media and held a special event with a prize draw to encourage customers hedonic consumption, so that they feel happy or interested to come and shop The Trio Plaza.

However, the facts show that the fluctuating results and tends to decline in the number of visitors who come and shop at Trio Plaza. The following data on the number total supermarket sales Trio Plaza 2017:

Table 1. Data of total sales Trio Plaza 2017

No.	Month	Total Sales	Difference
1	January	264,050,000	0
2	February	290,550,000	+26,500,000
3	March	245,350,000	-45.2 million
4	April	301,750,000	+56,400,000
5	May	482,400,000	+180,650,000
6	June	395,650,000	-86.75 million
7	July	376,800,000	-18.85 million
8	August	360,500,000	-16.3 million
9	September	389,750,000	+29,250,000
10	October	340,100,000	-49.65 million
11	November	292,550,000	-47.55 million
12	December	321,400,000	+28,850,000

Table 2. Data of total sales Trio Plaza 2018

No.	Month	Total Sales	Difference
1	January	295,600,000	0
2	February	326,508,000	+30,908,000
3	March	344,070,000	+17,562,000
4	April	309,150,000	-34.92 million
5	May	484,032,000	+174,882,000
6	June	657,350,000	+173,318,000
7	July	426,811,000	-230 539 000
8	August	412,250,000	-14.561 million
9	September	398,750,000	-13.5 million
10	October	406,800,000	+8050000
11	November	356,609,000	+50,191,000
12	December	380,450 ,000	+23,841,000

From tables 1 and 2 it can be seen that the supermarket Trio Magelang Plaza has a total sales price fluctuates. In 2017 sales in the supermarket Trio Plaza Magelang has increased and decreased. The increase in total sales occurred in February, April, May, June, September and December. While the total decline occurred in March, July, August, October, and November. In 2018 the total increase in sales occurred in February, March, May, June, October, November and December. While the decline in total sales occurred in April, July, August, and September.

Based on the description above, supermarket Trio Plaza allegedly not managed to increase visitors and expand its market share. Decrease the amount of turnover that occurs in the supermarket Trio Plaza can be caused by several factors, one of which is the atmosphere created by the company's stores. It can also lead to loss of customers buying interest.

The purpose of this study was to determine the effect of store atmosphere and hedonic shopping motives to impulse buying through lifestyle shopping in the supermarket Trio Plaza Magelang.

Hypotheses Development

Store Atmosphere

According to Peter and Olson (2010) store atmosphere include things that are spacious as well as the availability of air conditioner (AC), store layout, the use of paint color, the use of the type of carpet, carpet colors, materials goods storage shelf, form shelf and others. Store that has a good atmosphere will tend to provide convenience to consumers so that consumers feel satisfied and feel at home spending time in the store. This will enable consumers to decide on the purchase in the store. The explanation is to form a hypothesis as follows:

H1: Store atmosphere affect the impulse buying

In addition, shopping lifestyle as well as a mediator in influencing impulse buying. Gunadhi (2015) in her research obtained results that store atmosphere positive and significant impact on lifestyle shopping. Based on these descriptions generated hypotheses as follows:

H2: Store atmosphere influence on impulse buying through a shopping lifestyle

Hedonic Shopping Motives

Hedonic shopping motives according to Lumintang (2012) has a positive and significant impact on impulse buying. This is because, when someone shopping hedonist, he will not be considered a benefit of the product so that the likelihood of impulse purchases will also be higher. The explanation is to form a hypothesis as follows:

H3: Hedonic shopping motives influence on impulse buying

Research of Lumintang (2012) showed that hedonic shopping motives positive and significant impact on lifestyle shopping. That is because, for current spending is no longer just a

subsistence activity alone but also has become a lifestyle. Shopping or spending a hobby and pleasure. The higher consumer shopping with hedonic motivation then force someone shopping consumers will also result in high excess consumer impulse buying. The explanation is to form a hypothesis as follows:

H4: Hedonic shopping motives influence on impulse buying through a shopping lifestyle

Lifestyle continues to grow making the activity of shopping into one of the most favored by someone to make ends meet. Research units Chusniasari (2015) said that the lifestyle of the past to hope and shopping to be one of the most popular lifestyle, to meet these lifestyle people are willing to sacrifice something in order to achieve it, it tends to lead to impulse buying. These explanations form hypotheses as follows

H5: Shopping lifestyle influence on impulse buying

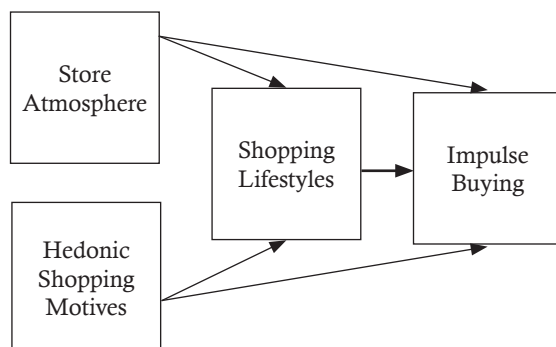


Figure 1. Research Model

Shopping lifestyle serves as an intervening variable impulse buying into a bound variable. Store atmosphere and hedonic shopping motives become independent variables.

METHOD

The population in this study are all residents who live in Magelang (both local residents and visitors) who happened to be shopping at the supermarket Trio Plaza Magelang. With a population of 116 respondents by formula iterations using incidental sampling.

The variable in this study is the store atmosphere and hedonic shopping motives as independent variables. Variable impulse buying

as the dependent variable and variable lifestyle shopping as an intervening variable.

Methods of data collection in this study was a questionnaire and documentation. In this study, a questionnaire addressed to the supermarket consumer Plaza Trio Magelang. To measure the value of the variable in this questionnaire using Likert scale. Likert scale used to measure attitudes, opinions, and perceptions of a person and a group of social phenomenon, hereinafter in this study is referred to as the study variables. Answer every item instrument that uses a Likert scale has a gradation from very positive to very negative.

Feasibility test instrument is used to test the validity and reliability testing. The classical assumption made in this study is the normality test, multicollinearity, and heteroscedasticity test

RESULT AND DISCUSSION

Validity test

The results of the questionnaire and testing instruments from research conducted with the filing of validity and reliability. Validity testing is used to assess the accuracy of the validity of the instrument. Calculation of the validity test performed with SPSS version 22. The validity of the tests carried out on 30 respondents. Significance test is done do see the score grain instrument (Sig 2 tailed) < 0.05 . The instrument is said to be valid if the value of the significance of the score grain instrument (Sig 2 tailed) < 0.05 .

Based on the validity of the test result variable impulse buying, a shopping lifestyle, store atmosphere and hedonic shopping motives indicates that all items used otherwise valid.

From the results of testing the validity of the instrument can be explained that of the total instrument statement there were only 42 statements that can be used in this study, with details of the variable store atmosphere 9 items, variable hedonic shopping motives 15 items, variables shopping lifestyle 9 items and variable impulse buying 9 item statement ,

Reliability testing is performed to assess the consistency of responses. The means used to measure the reliability of the questionnaire in this study by using a statistical test Cronbach Alpha (α). A construct is said to be reliable if the value of Cronbach Alpha (α) > 0.70 (Ghozali, 2013).

Based on the reliability test performed to show that all the variables in this study proved reliable with Cronbach Alpha value given each variable > 0.70 with so may mean that someone answers on the consistent statements from time to time.

Classical Assumption Test Results

Normality test

Normality Test conducted in this study indicate that all of the existing data are normally distributed. Testing Results with probability plot illustrates the distribution data described dots form a pattern to follow a diagonal line. These results indicate that normal distribution of data.

To reinforce this assumption, performed statistical analysis also Kolmogorov-Smirnov test. Assay result indicate that the value of the Kolmogorov-Smirnov is 0.77 with Assymp Sig value 0.087 > 0.05 probability value, then the normal distribution of research data. If the value of the Kolmogorov-Smirnov $> \alpha = 0.05$, the data were normally distributed (Ghozali, 2013).

Multicollinearity Test

Variables store atmosphere has a tolerance value of 0.239, hedonic shopping motives of 0.0457, and amounted to 0.257 shopping lifestyle. Models are either not happen multicollinearity, a common cutoff value, we choose the tolerance value ≥ 0.10 (Ghozali, 2013). While the value of the calculation result multikolinearitas VIF shows the results VIF on all variables less than 10 which shows the absence of multicollinearity. Thus can be concluded that there is no multicollinearity between independent variables in the regression model.

Heteroskedasticity Test

According to Ghozali, (2013) heteroscedasticity test aims to test whether the regression model occurred inequalities residual variance from one observation to another observation. If the variance from one observation to another observation remains then called homoskedastisitas. Regression models were well is homoskedastisitas or not occur heteroscedasticity.

Testing can be done by detecting the presence or absence of heteroscedasticity using glejser test. If the significance value is greater than 0.50 then there is no heteroscedasticity.

Test Statistics (t Test)

Table 3. t Test Result of The Regression Equation

Model	T	Sig.
(Constant)	1,269	0.207
Store atmosphere	2,153	0.033
Hedonic shopping motives	2247	0.027
Shopping lifestyle	2692	0.008

The dependent variable impulse buying

Based on the above table, it can be seen that the store atmosphere significantly influence impulse buying, namely t count 2,153 > 1,981, which means that H1 is accepted and has a significance value 0.033. The higher store atmosphere then getting up impulse buying. Conversely the lower store atmosphere will decrease impulse buying. The results of this study reinforce previous research carried out by (Gunadhi, 2015) stating that the store atmosphere has an influence on impulse buying.

Meanwhile, the variable hedonic shopping motives have t count 2,247 > 1,981, meaning and significance H2 0027 received the hedonic shopping motives have a significant influence on impulse buying. The higher hedonic shopping motives then further increase impulse buying. Conversely, the lower hedonic shopping motives then it will decrease impulse buying.

Then, the variable positive significant lifestyle shopping with t calculate equal to 2,692 > 1,981 and has significantly at 0,008, meaning H3 is received. The effect showed that the higher the lifestyle shopping impulse buying is increasing. This study are consistent with previous research conducted by Umboh et al. (2018) stating that the shopping lifestyle have an impact on impulse buying.

Path Analysis

Table 4. Model 1. R Square

R Square	Adjusted R Square	Std. Error of the Estimate
0.743	0.739	2.26490

Source: Primary data processed, 2019

Based on data in Table 5 in mind that the value of R Square is 0743. The R2 value can be used to calculate the value of e2 by the formula:

$$e_1 = \sqrt{1 - R^2} \text{ sohate}_2 = \sqrt{1 - 0.743} \\ = 0.5069$$

Table 5. result the coefficient store atmosphere and hedonic shopping motives to impulse buying through shopping lifestyle

Model	Standardized Coefficients Beta	T	Sig.
(Constant)		0.058	0.954
Store Atmosphere	0.734	10678	0.000
Hedonic Shopping Motives	0.167	2427	0.017

a. Dependent Variable: Shopping lifestyle
Source: Primary data processed, 2019

Any increase in store atmosphere will be followed by increase in lifestyle shopping for (0.734) when the other variables are assumed to remain. Each of the increase hedonic shopping motives will be followed by increase in lifestyle shopping for (0.167).

Table 6. Model 2 R Square

R Square	Adjusted R Square	Std. Error of the Estimate
0.563	0.651	3.12011

Source: Primary data processed, 2019

Each of the increase store atmosphere will be followed by increase in impulse buying of 0.237 when other variables are assumed to remain. Each of the increase hedonic shopping motives will be an increase in impulse buying of 0.208 when other variables are assumed to remain. Each an increase in lifestyle shopping will be followed by increase in impulse buying of 0.332 when other variables are assumed to remain.

Known from the results SPSS output effect against impulse buying shopping lifestyle represented by b_5 is equal to 0.332. Known from SPSS output direct influence on impulse buying store atmosphere is represented by b_1 is equal to 0.275. The indirect effect of store atmosphere against impulse buying through lifestyle shopping can be determined by multiplying the path coefficients β_2 and β_5 that is, $0.734 \times 0.332 = 0.243688$. The total effect of the path coefficient ie by summing the direct effect and the indirect effect of variables that store atmosphere, $\beta_1 + (\beta_2 \times \beta_5) = 0.275 + (0.734 \times 0.332) = 0.5186$

Known from the results of these calculations that the total indirect effect between variables store atmosphere against impulse buying through lifestyle shopping is equal to 0.518. While the direct influence coefficient store atmosphere against impulse buying at 0.275. Total coefficient of the indirect effect is greater than the direct effect of store atmosphere against impulse buying $0.518 > 0.275$, meaning that the hypothesis H2 stating that there was a significant positive store atmosphere against impulse buying through a shopping acceptable lifestyle. This shows that is able to influence the lifestyle shopping store atmosphere.

Known from SPSS output direct influence hedonic shopping motives to impulse buying is represented β_3 , amounting to 0.208. The indirect effect variable hedonic shopping motives to impulse buying through lifestyle shopping can be determined by multiplying the path coefficients of hedonic shopping motives and shopping lifestyle $\beta_4 \beta_5$ is $0.167 \times 0.332 = 0.0554$. The total effect of the path coefficient ie by summing the direct effect and the indirect effect of hedonic shopping motives are variable $\beta_3 + (\beta_4 \times \beta_5) = 0.208 + (0.167 \times 0.332) = 0.263$

It is known that the total value of the indirect effect coefficient between variable hedonic shopping motives to impulse buying through a shopping lifestyle is equal to 0.263. While the value of the coefficient direct influence on the performance of marketing product innovation for 0.208, for a total coefficient of indirect influence is greater than the direct effect on the performance of marketing product innovation $0.263 > 0.208$. H4 hypothesis which states there is a significant positive influence hedonic shopping motives to impulse buying through a shopping acceptable lifestyle. This shows that the variable shopping lifestyle strengthen the influence of hedonic shopping motives to impulse buying.

CONCLUSION AND RECOMMEDATION

Store atmosphere significant positive effect on impulse buying. It shows that the store atmosphere has positive influence in the effort to create impulse buying, so the higher / rose store atmosphere, it can increase impulse buying. Store atmosphere significant positive effect on impulse buying through a shopping lifestyle. Shopping lifestyle capable of mediating influence between store atmosphere to impulse buying. The stronger and better store atmosphere will affect the lifestyle shopping is getting better, then shopping lifestyle will increase impulse buying.

Hedonic shopping motives positive and significant impact on impulse buying. It shows that hedonic shopping motives have a positive influence in the effort to create and build impulse buying, so the higher / ride hedonic shopping motives, it can increase impulse buying. Hedonic shopping motives positive and significant impact on impulse buying through a shopping lifestyle. Shopping lifestyle capable of mediating influence between store atmosphere to impulse buying. The stronger and better hedonic shopping motives will affect the lifestyle shopping is getting better, then shopping lifestyle will increase impulse buying.

Expected management to maintain and enhance relationships with customers supermarket Trio Plaza Magelang in order to influence the purchase decision is more optimal. Increased store atmosphere also needs to be improved to increase consumer appeal. The results also showed that hedonic shopping motives have a direct influence positive and significant impact on impulse buying, it is expected that management can maintain and improve the hedonic shopping motives yng created at the supermarket Trio Plaza Magelang to affect consumer appeal so that consumers feel comfortable to get around in store and create impulse buying as much.

This study has several limitations of this study include only apply two independent variables and also just take a kind of supermarket retail stores. Based on the results and limitations of this study, the authors recommend further research to add variables and / new indicators to make or answer the problems that occurred in the study include: corporate image, service quality, positive emotion. Researchers further also examine other types of retail use like minimarket, hypermarkets, and other retail. Thus, the results of the next study is expected to be more perfect to answer the problem of this research.

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