

Driving Factors of Impulse Buying Tendency For Alfamart Consumers. (Case Study at Alfamart Kramas, Banyumanik, Semarang)

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Article Info	ABSTRACT
Keywords: Store atmosphere, product display, bonus pack, price discount, in store promotion, service quality and impulse buying	The purpose of this research is to analyze the influence store atmosphere, product displays, bonus packs, price discounts, in-store promotions and service quality on impulse buying (unplanned purchases) among consumers at Alfamart Kramas, Tembalang, Semarang. Using multiple regression analysis method, data collection was conducted by distributing questionnaires to consumers who had made purchases or transactions at Alfamart Kramas Tembalang totaling 100 respondents as research samples. The results showed that the three independent variables, namely store atmosphere, product display, bonus pack, price discount, in-store promotional and service quality have a positive and significant effect on the dependent variable, namely impulse buying.
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INTRODUCTION

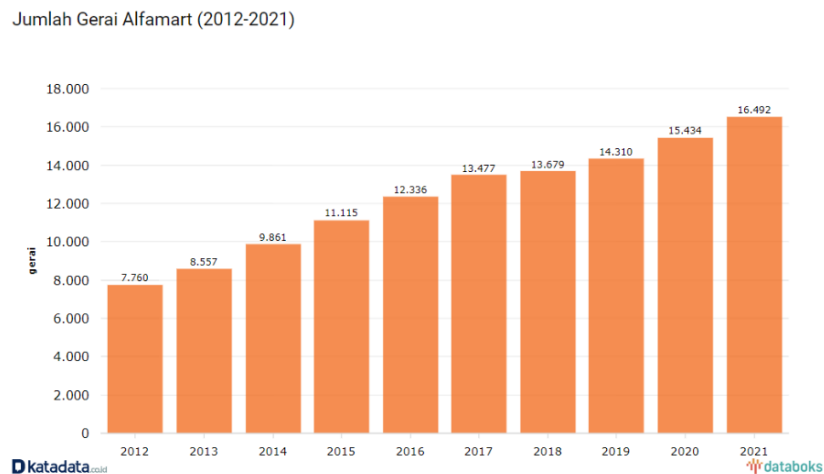
The rapid development of retail businesses in Indonesia today has resulted in the emergence of many minimarkets that provide consumers' daily needs, especially food and beverages. The location of minimarkets is usually strategic, namely near densely populated settlements or housing where consumers will find it easy to buy their needs suddenly. The existence of minimarkets that are close together makes it easy for consumers to choose products with the brands they want at competitive prices. In addition, consumers are free to take the goods they want and each item is priced at the right price so that consumers no longer need to bargain like in traditional markets.

Minimarkets are generally supported by friendly service and comfortable places and have additional facilities such as ATMs. Consumers also prefer to shop at minimarkets because of the attractive arrangement of goods, neatly arranged with groupings of the same type of goods so that it is easy for consumers to find the goods they want. The provision of price labels in front of the shelves aims to allow consumers to immediately know the price of goods without having to ask the minimarket employees.

Consumers also prefer to shop at minimarkets because of discounts or product bonus programs. Discounted items are usually indeed cheaper than their original prices. Minimarkets also collaborate with various product sponsors to provide discounts to their customers. Consumers who do not carry enough cash can make non-cash payments, for

example with a debit card or credit card. This non-cash payment is more practical and less troublesome.

One of the rapidly growing franchise minimarkets in Indonesia today is Alfamart, which is a minimarket outlet business owned and operated based on a Franchise Agreement from PT. Sumber Alfaria Trijaya Tbk as the holder of the Alfamart brand. With the Vision "To become a leading retail distribution network owned by the wider community, oriented towards empowering small entrepreneurs, fulfilling consumer needs and expectations and being able to compete globally" and the motto "Satisfying Shopping at the Right Price" Alfamart has a retail business model by selling various necessities needed by consumers every day at relatively affordable prices and has a concept as a 'Community Store' that establishes good relationships with consumers. Below is a graph of the growth of Alfamart outlets in Indonesia.



Source: Databoks, August 2022

Figure 1. Growth of Alfamart outlets in Indonesia 2012-2021

The proliferation of Alfamart minimarkets in Semarang, especially in the Tembalang area, has forced Alfamart Kramas, located on Jl. Mulawarman Selatan Raya, to have a strategy to maintain and increase its store customers. One way is to increase sudden or unplanned consumer purchases (impulse buying). Impulse buying occurs when consumers are interested in buying a product that was initially just going to look at, especially if the store is holding a promo or discount program because the goods become cheaper (IB, Irwan).

Impulse buying is a consumer decision to make a purchase that was not previously planned while in a store because of the stimulus given by the store to the consumer accompanied by driving factors. These driving factors include the store atmosphere, product display, bonus pack, price discount, in-store promotional and service quality.

Store atmosphere is the atmosphere of a store such as store design, lighting, attractive colors or pleasant fragrances that make consumers feel happy so that they will make purchases. In addition to providing a pleasant atmosphere for consumers, store

atmosphere can provide added value to the products sold. A store that has a good store atmosphere will make consumers feel at home for a long time in the store so that it can stimulate consumer emotions to make impulse purchases.

Impulse buying occurs when consumers who only have a little time are not used to the appearance of the store and product display, namely product placement, so they are encouraged to make purchases without planning. Alfamart does product displays that are useful for arousing consumer interest and desire to shop and increase consumer purchasing power and to win the competition in the retail industry.

Consumers also make impulse purchases due to the price discounts given by Alfamart. Price discounts are a marketing strategy by providing a price cut from the price that has been set, determined and used by retail business actors in providing incentives to consumers to make excessive purchases because the price to be paid is below the normal price (Maidah, et al., 2022). Price discounts at Alfamart include the JSM program (Friday Saturday Sunday), which is a price cut on each of these days.

Alfamart provides bonus packs for products sold such as buy 1 get 1, buy 2 get 1 free and bundle sales. To increase sales of its products, Alfamart carries out in-store promotions. (in-store promotion) is one of the promotion systems that is usually carried out by retail entrepreneurs or manufacturers of a product with the aim of accelerating product turnover which will increase sales (Putra & Hariwan, 2015). In-store promotional causes consumer impulse buying behavior because consumers who previously did not plan to buy a product but because of the discount that was not found in other stores will then buy the product.

In-store promotional at Alfamart is a cheap redemption program, namely every purchase of at least IDR 50,000 can redeem (buy) certain sponsor products at prices below the normal price. Alfamart increases impulse buying in consumers by providing good service quality. Employees who provide polite and friendly service will make consumers who visit feel comfortable and appreciated so that they are expected to be able to make sudden product purchases (impulse buying). Service quality is very important and must always be customer-oriented because service is said to be of quality and satisfactory if it can meet consumer needs and expectations (Rahmawati et al., 2022).

Alfamart outlet growth data in Indonesia shows very tight competition so that Alfamart Kramas Mulawarman Selatan must be able to increase its retail product sales in order to win the competition. Therefore, Alfamart Kramas Mulawarman Selatan must understand what factors can encourage consumers to make unplanned product purchases (impulse buying). Based on the background above, the author is interested in conducting a study entitled "Factors Driving Impulse Buying Tendencies in Alfamart Consumers. (Case Study at Alfamart Kramas, Mulawarman Selatan, Tembalang, Semarang)"

Literature Review

Store Atmosphere

Store atmosphere is a physical characteristic that plays a role in creating a comfortable store atmosphere as desired by consumers so that consumers feel at home in the store for a long time, making more product purchases (Winarsih et al., 2022). Store atmosphere is divided into five categories according to Jaya Bahwiyanti, (2021), namely:

1. The exterior of the shop (exterior) consists of the shop nameplate, symbols indicating the presence of the shop, the shop entrance, building design, unique or prominent features and the environment around the shop including the parking area.
2. interior of the store must be designed with an attractive layout such as coloring, lighting, background music, room aroma and room temperature that make consumers comfortable.
3. Store layout , namely the placement of visitor areas, must be prioritized so that it is easy to move around and access the products to be purchased.
4. Display arrangements are tools for promotion, in-store instructions, logos, slogans, product name labels and prices.
5. Interaction between salesperson and customer in the store. Store atmosphere indicators are store layout , store lighting , store color , store indoor temperature , indoor atmosphere and background music .

Product Display

Product display is a consumer's desire to buy a product driven by the appeal of sight or other feelings when the consumer is in the store (Suriانشا, et all, 2021) . It is one of the marketing strategies to attract consumers to make unplanned purchases (impulse buying) . Indicator from Product Display is easy to see, easy to reach, attractive product arrangement and positive emotions

Bonus Pack

Bonus packs are a quantity-based sales promotion strategy that offers consumers additional products or units at normal prices to encourage purchases of other products (Ramadhan & Ekasari, 2021)

Types of Research and Data Sources

Types of research

This research is a quantitative research, namely a type of research that involves theory, design, hypothesis and subject determination, supported by data collection and processing and data analysis then drawing conclusions (Beryman, 2020).

Data source

Based on how to obtain it, this study uses data sources, namely:

a. Primary Data

Primary data is data that is taken and collected directly from the research object. This data is collected directly by researchers in the field. In this study, primary data was obtained from research respondents using the questionnaire method.

b. Secondary Data

In this study, secondary data was obtained from Alfamart Kramas Tembalang Semarang data.

Types of research

This research is a type of quantitative research that uses statistical data to answer all questions.

Population and Sample

Population is the total number of individuals who will be specifically studied. While the sample is part of the population studied in a study and the results are a visualization of the population of origin but not the population itself. This study uses a sample of consumers who have made purchases at Alfamart Kramas Tembalang aged 17 years and over.

Sampling Techniques

1) Purposive Sampling

It is a method of sampling that is intentionally carried out with conditions determined by the researcher (Sugiyono, 2008). Purposive sampling in this study was carried out with several conditions, including:

- a. Have you ever purchased a product at Alfamart Kramas Tembalang?
- b. Over 17 years old
- c. Minimum education high school

2) Quota Sampling

It is a sampling technique from a population that has been determined to be made into groups according to the characteristics they have until the required quota is obtained (Sugiyono, 2008). The determination of quota sampling in this study is by determining the character of consumers who have purchased products at Alfamart Kramas Tembalang. With quota sampling, the number of samples obtained is 100 people.

3) Incidental Sampling

Sampling which is a coincidence where anyone the researcher meets by chance can be used as a sample if it matches the data source (Sugiyono, 2015).

Data collection

Each question in the questionnaire will be measured using a Likert scale to measure the attitudes, opinions and responses of respondents. The variables in the study are described as variable indicators. The Likert scale is strongly agree, agree, quite agree, disagree and strongly disagree with a score of 5, 4, 3, 2, 1. The total score of each respondent is the sum of the scores of each respondent's answers.

RESULTS AND DISCUSSION

Validity Test

This is done to find out whether the data obtained from all respondents is valid or not (Raharjo, 2017), which means whether the data collected from respondents' answers to the questionnaire is in accordance with the research objectives. The Pearson Correlation Product Moment Validity Test connects each question item with the overall score obtained from all respondents' answers in the questionnaire. By comparing the calculated r value with the table r , a decision will be made. If the calculated $r >$ table r then all questions in the questionnaire are valid, conversely if the calculated $r <$ table r then all questions are invalid. The results of the validity test are as in the table below.

Table 1. Product Moment Validity Test

Nomor Item	Pearson Correlation (r _{hitung})	r _{tabel}	Interpretasi
X1.1	0,653	0,361	Item Valid
X1.2	0,466	0,361	Item Valid
X1.3	0,611	0,361	Item Valid
X1.4	0,620	0,361	Item Valid
X1.5	0,755	0,361	Item Valid
X1.6	0,698	0,361	Item Valid
X2.1	0,618	0,361	Item Valid
X2.2	0,646	0,361	Item Valid
X2.3	0,667	0,361	Item Valid
X2.4	0,807	0,361	Item Valid
X2.5	0,741	0,361	Item Valid
X2.6	0,697	0,361	Item Valid
X3.1	0,739	0,361	Item Valid
X3.2	0,757	0,361	Item Valid
X3.3	0,738	0,361	Item Valid
X3.4	0,729	0,361	Item Valid
X3.5	0,601	0,361	Item Valid
Z1.1	0,801	0,361	Item Valid
Z1.2	0,866	0,361	Item Valid
Z1.3	0,831	0,361	Item Valid
Y1.1	0,583	0,361	Item Valid
Y1.2	0,603	0,361	Item Valid
Y1.3	0,556	0,361	Item Valid
Y1.4	0,532	0,361	Item Valid
Y1.5	0,555	0,361	Item Valid

The results of the Product Moment Validation Test calculation show that the calculated r for all items is greater than the table r so it can be concluded that all questions in the questionnaire are valid.

Reliability Test

Cornbach's Alpha Reliability Test to determine whether the questions in the questionnaire used for this study can be trusted as a data collection tool. Reliability tests can be carried out together for all questions in the study. If the Cornbach's alpha value is > 0.6, it is concluded that the questionnaire is reliable or consistent. If the Cornbach's alpha value is <0.6, the questionnaire is not reliable or consistent. Cornbach's alpha reliability test in the following table.

Table 2. Cronbach's Alpha Reliability Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	94.50	138.397	.619	.948
X1.2	94.77	142.047	.423	.950
X1.3	94.63	137.964	.569	.949
X1.4	94.70	139.666	.587	.948
X1.5	94.57	135.495	.726	.947
X1.6	94.77	138.392	.670	.947
X2.1	94.97	138.033	.578	.948
X2.2	94.70	137.183	.606	.948
X2.3	94.83	137.454	.631	.948
X2.4	95.03	132.585	.780	.946
X2.5	94.97	135.757	.711	.947
X2.6	94.70	137.666	.666	.947
X3.1	94.63	136.309	.710	.947
X3.2	94.73	137.030	.732	.947
X3.3	94.60	137.697	.712	.947
X3.4	94.70	137.114	.701	.947
X3.5	94.43	138.392	.559	.949
Z1.1	94.93	137.720	.782	.947
Z1.2	94.97	131.757	.847	.945
Z1.3	94.83	134.489	.811	.946
Y1.1	95.43	139.978	.545	.949
Y1.2	94.87	139.637	.567	.948
Y1.3	95.00	139.034	.510	.949
Y1.4	95.20	141.200	.494	.949
Y1.5	94.93	137.857	.503	.950

Table 2 shows that the Cornbach's alpha value of all questions in the *online customer review, brand image, product quality, brand trust and online customer purchase decision variables* is > 0.6 so it is declared reliable.

Classical Assumption Test

Kolmogorov-Smirnov One Sample Normality Test

It is done to find out whether the data in this study are normally distributed. Regression meets the assumption of normality if the Asymp sig value > 0.05 . The Normality Test is shown in the table below.

Table 3. One Sample Kolmogorof Smirnov

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.90877458
Most Extreme Differences	Absolute	.080
	Positive	.034
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.113 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

the One Sample Kolmogorov Smirnov test in the table above show that the data is normally distributed because it has an Asymp Sig value of $0.113 > 0.05$.

Multicollinearity Test

Multicollinearity test results

Table 4. Multicollinearity Test

Coefficients ^a Model	Collinearity	
	Statistics	
	Tolerance	VIF
(Constant)		
Store Atmosphere	,343	2,916
Product Display	,226	4,428
Bonus Pack	,297	3.371
Price Discount	,317	2,876
In Store Promotion	,283	2,799
Service Quality	,399	2,505

a. Dependent Variable: impulse buying

The test results in Table 4 show that the Tolerance value of all independent variables X1, X2, X3, X4, X5, X6 is > 0.1 and VIF < 10 so it is concluded that there is no correlation between the independent variables. So the regression model can meet the assumption of multicollinearity.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,610	,859		1,874	,064
Store	,043	,056	,132	,757	,451
Atmosphere					
Product Display	-,056	,063	-,189	-,883	,379
Bonus Pack	,029	,067	,081	,431	,667
Price Discount	,031	,069	,084	,577	,512
In Store	,027	0.71	,085	,498	,573
Promotion					
Service Quality	-,040	,091	-,070	-,436	,664

a. Dependent Variable: AbsRes

In Table 5 above, the test shows that the influence of all independent variables on the Absolute Residual value is not significant (Sig > 0.05) so that the regression model does not contain heteroscedasticity problems.

Path Analysis Test

Regression Model I

Regression Equation

The regression equation model 1 is as follows:

$$Z = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

The constant values and regression coefficients can be seen from the test results shown in the following table:

Table 6. Regression Coefficient

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,299	,966		,310	,758
Store	,147	,061	,256	2,398	,018
Atmosphere					
Product Display	,183	,069	,349	2,664	,009
Bonus Pack	,147	,074	,232	1,998	,049
Price Discount	,176	,083	,242	1,897	,017
In Store	,151	,075	,386	2,371	,047
Promotion					
Service Quality	,169	,061	,298	2,587	,051

a. Dependent Impulse Buying

Based on the regression coefficient values shown in the table above, a regression equation model can be prepared as follows:

$$Z = 0.299 + 0.147 x_1 + 0.183 x_2 + 0.147 x_3 + 0.176 x_4 + 0.151 x_5 + 0.169 x_6$$

- a. Analysis of the Influence of X1 on Y
 From Table 6 above, it can be seen that the significance value of X1 = 0.018 is smaller than 0.05, so it is concluded that X1 has a positive and significant effect on variable Y.
- b. Analysis of the Influence of X2 on Y
 From Table 6 above, it can be seen that the significance value of X2 = 0.009 is smaller than 0.05, so it is concluded that X2 has a positive and significant effect on variable Y.
- c. Analysis of the Influence of X3 on Y
 From Table 6 above, it can be seen that the significance value of X3 = 0.049 is smaller than 0.05, so it is concluded that X3 has a positive and significant effect on variable Y.
- d. Analysis of the Influence of X4 on Y
 From Table 6 above, it can be seen that the significance value of X3 = 0.017 is smaller than 0.05, so it is concluded that X4 has a positive and significant effect on variable Y.
- e. Analysis of the Influence of X5 on Y
 From Table 6 above, it can be seen that the significance value of X3 = 0.047 is smaller than 0.05, so it is concluded that X5 has a positive and significant effect on variable Y.
- f. Analysis of the Influence of X6 on Y
 From Table 6 above, it can be seen that the significance value of X3 = 0.051 is smaller than 0.05, so it is concluded that X6 has a positive and significant effect on variable Y.

Table 7. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 ^a	,601	,588	1,379

a. Predictors: (Constant), Store Atmosphere (X 1), Product Display (X 2), Bonus Pack (X 3), Price Discount (X4), In Store Promotion (X5), Service Quality (X5)

Table 7 above shows that the coefficient of determination (Rsquare) value is 0.588 or 58.8% which explains the change in the independent variable by 58.8% while the remaining 41.2% is the influence of factors not studied.

Discussion

The Influence of Store Atmosphere (X1) on Impulse Buying (Y)

The results obtained from the test obtained a significance value of the Store Atmosphere variable (X1) on Impulse Buying (Y) of 0.018 <0.05, proving that Store Atmosphere directly has a positive and significant effect on Impulse Buying . Thus, all indicators in Store Atmosphere can provide a positive influence on Impulse Buying of Alfamart Kramas Tembalang consumers.

This study successfully proved Hypothesis 1: Store Atmosphere has a positive and significant influence on Impulse Buying among Alfamart Kramas Tembalang consumers. This is supported by research by (Usvita et al., 2021) who concluded that Store Atmosphere

has a positive and significant effect on Impulse Buying among Transmart Padang consumers.

The Influence of Product Display (X2) on Impulse Buying (Y)

The results obtained from the test obtained a significant value for the Product Display variable. (X2) on Impulse Buying (Y) of $0.009 < 0.05$, proving that Product Display directly has a positive and significant influence on Impulse Buying . Thus, all indicators in the Product Display can provide a positive influence on Impulse Buying of Alfamart Kramas Tembalang consumers.

This study successfully proved Hypothesis 2: Product Display has a positive and significant influence on Impulse Buying among Alfamart Kramas Tembalang consumers. This is supported by research by (Herdiyany et al., 2021) which concluded that Product Display has a significant influence on Impulse Buying in consumers Ramayana Department Store Malioboro.

Influence of Bonus Pack (X3) against Impulse Buying (Y)

The results obtained from the test obtained a significant value for the Bonus Pack variable. (X3) on Impulse Buying (Y) of $0.049 < 0.05$, proving that Bonus Pack has a direct positive and significant effect on Impulse Buying . Thus, all indicators in Bonus Pack can provide a positive effect on Impulse Buying of Alfamart Kramas Tembalang consumers.

This study successfully proved Hypothesis 3: Bonus Pack has a positive and significant influence on Impulse Buying among Alfamart Kramas consumers. This is supported by research by (Sari et al., 2022) which concluded that product quality has a positive and significant influence on Impulse Buying among The Body Shop Employees

Effect of Price Discount (X4) on Impulse Buying (Y)

The results obtained from the test obtained a significance value for the Price Discount variable. (X4) on Impulse Buying (Y) of $0.017 < 0.05$, proving that Price Discount has a direct positive and significant effect on Impulse Buying . Thus, all indicators in Price Discount can provide a positive effect on Impulse Buying of Alfamart Kramas Tembalang consumers.

This study successfully proved Hypothesis 4: Price Discount has a positive and significant influence on Impulse Buying on Alfamart Kramas Tembalang consumers. This is supported by research by (Jamjuri et al., 2022) which concluded that the Price Discount variable partially has a positive and significant effect on Impulse Buying at minimarkets in Kasemen, Serang City

Influence In Store Promotion (X5) against Impulse Buying (Y)

The results obtained from the test obtained a significance value of the In Store Promotion variable (X5) on Impulse Buying (Y) of $0.047 < 0.05$, proving that In Store Promotion directly has a positive and significant effect on Impulse Buying . Thus, all indicators in In Store Promotion can provide a positive influence on Impulse Buying of Alfamart Kramas Tembalang consumers.

This study successfully proved Hypothesis 5: In Store Promotion has a positive and significant influence on Impulse Buying of Alfamart Kramas Tembalang consumers. This is supported by research by (Chiquita, 2022) which concluded that In Store Promotion has a

positive and significant influence on Impulse Buying of Yomart Minimarket Consumers, Cibaduyut Branch, Bandung.

The Influence of Service Quality (X6) on Impulse Buying (Y)

The results obtained from the test obtained a significant value for the Service Quality variable. (X6) on Impulse Buying (Y) of $0.051 < 0.05$, proving that Service Quality directly has a positive and significant effect on Impulse Buying . Thus, all indicators in Service Quality can provide a positive effect on Impulse Buying of Alfamart Kramas Tembalang consumers .

This study successfully proved Hypothesis 6: Service Quality has a positive and significant influence on Impulse Buying on Alfamart Kramas Tembalang consumer Buying products . This is supported by research by (Tiza Rahmadina et al., 2022) which concluded that Service Quality has a positive and significant influence on Impulse Buying at PT. X Mabar Hilir Branch, Medan.

CONCLUSION

Store Atmosphere (X1) has a positive and significant influence on Impulse Buying (Y) among Alfamart Kramas Tembalang consumers, with a significance value of 0.018. Product Display (X2) has a positive and significant influence on Impulse Buying (Y) on Alfamart Kramas Tembalang consumers, with a significance value of 0.009. Bonus Pack (X3) has a positive and significant influence on Impulse Buying (Y) among Alfamart Kramas Tembalang consumers, with a significance value of 0.049. Price Discount (X4) has a positive and significant influence on Impulse Buying (Y) on Alfamart Kramas Tembalang consumers, with a significance value of 0.017. The influence of In Store Promotion (X5) has a positive and significant influence on Impulse Buying (Y) on Alfamart Kramas Tembalang consumers, with a significance value of 0.047. The influence of Service Quality (X6) has a positive and significant influence on Impulse Buying (Y) on Alfamart Kramas Tembalang consumers, with a significance value of 0.051.

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