

DAFTAR PUSTAKA

- Andani, K., & Wahyono, W. (2018). Influence of Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement Toward Impulse Buying through a Positive Emotion. *Management Analysis Journal*, 7(4), 448–457.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Arnold, M. J., & Reynolds, K. E. (2012). Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting. *Journal of Retailing*, 88(3), 399–411. <https://doi.org/10.1016/j.jretai.2011.12.004>
- Artana, I. P. W., Wisesa, I. G. B. S., Setiawan, I. K., Utami, N. L. P. M. P., Yasa, N. N. K., & Jatra, M. (2019). Pengaruh Store Atmosphere, Display Product, Dan Price Discount Terhadap Impulse Buying (Studi Kasus Pada Indomaret Di Kota Denpasar). *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 8(4), 369–394. <https://doi.org/10.24843/EEB.2019.v08.i04.p03>
- Azid, R. M., & Ekowati, V. M. (2023). Positive Emotion in Muslim Fashion Mediating the Impact of Islamic Promotion and Hedonic Motivation on Impulse Buying. *Proceedings of the 4th Annual International Conference on Language, Literature and Media (AICOLLIM 2022)*, 574–584. https://doi.org/10.2991/978-2-38476-002-2_54
- Berman, B., & Evans, J. R. (2010). *Retail Mangement: A Strategic Approach* (11th Edition). Pearson Prentice Hall.
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail Management: A Strategic Approach, Global Edition* (Edisi 13). Pearson.
- Bhakat, R. S., & Muruganatham, G. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3). <https://doi.org/10.5539/ijms.v5n3p149>
- Cahyani, L., & Marcelino, D. (2023). Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia. *Asia Pacific Management and Business Application*, 011(03), 347–362. <https://doi.org/10.21776/ub.apmba.2023.011.03.7>
- Choirul, A., & Artanti, Y. (2019). Millennials's Impulsive Buying Behavior: Does Positive Emotion Mediate? *Journal of Economics, Business, & Accountancy Ventura*, 22(2), 223–236. <https://doi.org/10.14414/jebav.v22i2.1738>
- Devi, D. A. C., & Nurcaya, I. N. (2020). Peran Positive Emotion Memediasi Store Atmosphere Terhadap Impulse Buying Di Beachwalk Kuta Bali. *E-Jurnal Manajemen Universitas Udayana*, 9(3), 884–903. <https://doi.org/10.24843/EJMUNUD.2020.v09.i03.p04>

- Fauzi, L. U., Welsa, H., & Susanto, S. (2019). Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening. *JBTI: Jurnal Bisnis Teori Dan Implementasi*, 10(1), 150–160.
- Febrianty, P. A., & Yasa, N. N. (2020). The Effect Of The Store's Atmosphere, Emotional Shopping, And Shopping Lifestyle On Impulse Buying (Study On Miniso Retail Customers In Denpasar City). *American Journal of Humanities and Social Sciences Research*, 4(11), 38–48. www.ajhssr.com
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)* (pertama). Deepublish.
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS*. Badan Penerbit - Undip.
- Gunawan Kwan, O. (2016). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Planet Sports Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, 10(1), 27–34. <https://doi.org/10.9744/pemasaran.10.1.27-34>
- Gutierrez, B., & Paul, B. (2004). Determinants of Planned and Impulse Buying: The Case of the Philippines. *Asia-Pacific Management Review*, 9, 1061–1078.
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Harjadi, D., Arraniri, I., & Fatmasari, D. (2021). The Role Of Atmosphere Store And Hedonic Shopping Motivation In Impulsive Buying Behavior. *Jurnal Riset Bisnis Dan Manajemen*, 14(2), 46–52. <https://doi.org/10.23969/jrbm.v14i2.3933>
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior: Buliding Marketing Strategy* (11th Edition). McGraw-Hills.
- Helmi, A., Komaladewi, R., Sarasi, V., & Yolanda, L. (2023). Characterizing Young Consumer Online Shopping Style: Indonesian Evidence. *Sustainability*, 15(5), 3988. <https://doi.org/10.3390/su15053988>
- Hidayah, N., & Marlana, N. (2021). The Effect of Hedonic Shopping Value and Atmosphere Store on Impulse Buying with Positive Emotion as Intervening Variables on Ketos Consumers (Kediri Town Square). *Enrichment: Journal of Management*, 11(1), 219–227. www.enrichment.iocspublisher.org
- Hursepuny, C. V., & Oktafani, F. (2018). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying pada Konsumen Shopee. *EProceedings of Management*, 5(1).
- Ikanubun, D., Setyawati, S. M., & Afif, N. C. (2019). Pengaruh Hedonic Shopping Terhadap Impulse Buying Yang diMediasi Emosi Positif (Survei

- Pada Konsumen Toko Fashion di Kota “X”). *Jurnal Ekonomi, Bisnis, Dan Akuntansi (JEBA)*, 21(1).
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse Buying: a Meta-Analytic Review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. <https://doi.org/10.1007/s11747-019-00670-w>
- Jose, N., Peter Kumar, F. J., & Joseph, M. B. (2019). Influence of Design and Social Factors of Store Atmospherics on Impulse Buying Behavior in Sports Goods Retailing. *International Journal of Recent Technology and Engineering*, 8(2 Special Issue 11), 2079–2084. <https://doi.org/10.35940/ijrte.B1204.0982S1119>
- Kholis, N., Saifuddin, M., & Arif, N. A. S. (2023). The Role Of Positive Emotional Response In The Relationship Between Store Atmosphere, Sales Promotion, Hedonic Shopping Motivation, And Impulsive Buying In Indonesia’s Largest Department Store. *Kasetsart Journal of Social Sciences*, 44(3), 823–832. <https://doi.org/10.34044/j.kjss.2023.44.3.20>
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Prentice Hall.
- Levy, M., & Weitz, B. A. (2012). *Retailing Management*. McGraw-Hill/Irwin.
- Mariyana, Djawoto, & Suhermin. (2023). The Influence Of Hedonic Shopping Motivation And Shopping Lifestyle On Impulse Buying Through Positive Emotion In E-Commerce. *Manajemen Dan Bisnis*, 22(2), 25–39. <https://doi.org/10.24123/jmb.v22i2.691>
- Nainggolan, N. T., & Dkk. (2020). *Perilaku Konsumen di Era Digital* (Cetakan Pertama). Yayasan Kita Menulis.
- Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying di Lazada. *Jurnal Riset Manajemen Dan Bisnis JRMB Fakultas Ekonomi UNIAT*, 51, 231–244.
- Park, J., & Lennon, S. J. (2006). Psychological and environmental antecedents of impulse buying tendency in the multichannel shopping context. *Journal of Consumer Marketing*, 23(2), 56–66. <https://doi.org/10.1108/07363760610654998>
- Peter, P. J., & Olson, J. C. (2014). *Consumer Behavior and Marketing Strategy* (Diah Tantri Dwiandani, Ed.; Edition 9). Salemba Empat.
- Pranggabayu, B., & Andjarwati, A. (2022). Pengaruh Hedonic Shopping Motivation Dan Store Atmosphere Terhadap Impulsive Buying (Studi Pada Pengunjung Miniso Tunjungan Plaza). *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya*,

- Teknologi, Dan Pendidikan*, 1(6), 951–966.
<https://doi.org/10.54443/sibatik.v1i6.112>
- Rahmidani, R., & Isnaini, M. (2021). Pengaruh Store Atmosphere dan Price Discount Terhadap Impulse Buying dengan Positive Emotion Sebagai Variabel Intervening pada Produk Fashion. *Jurnal Jurusan Pendidikan Ekonomi, Fakultas Ekonomi Universitas Negeri Padang, Indonesia*, 4(1), 10–24.
- Rismawati, R., & Pertiwi, I. F. P. (2022). Pengaruh Store Atmosphere, Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening (Studi Kasus Konsumen Rabbani di Kota Salatiga). *Social Science Studies*, 2(3), 215–239.
<https://doi.org/10.47153/sss23.3862022>
- Rohman, F. (2012). *Peran Faktor Situasional dan Perilaku Pembelian Impulsif*. UB Press.
- Rook, D. W. (1987). The Buying Impulse. *Journal Consumer Research*, 14(2), 189–199.
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305.
<https://doi.org/10.1086/209452>
- Rook, D. W., & Gardner, M. (1993). *In the Mood: Impulse Buying's Affective Antecedents*.
- Sari, N. Y., & Hermawati, S. (2020). The Effect Of Shopping Lifestyle, Hedonic Shopping Motivation, And Sales Promotion On Impulse Buying Behavior In E-Commerce (Case Study Of Berrybenka Consumer). *Jurnal Ilmiah Ekonomi Bisnis*, 25(1), 45–54. <https://doi.org/10.35760/eb.2020.v25i1.2343>
- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku Konsumen* (Edisi Ketujuh). PT. Elek Media Komputindo, Gramedia.
- Setiadi, N. J. (2003). *Perilaku Konsumen : Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Kencana.
- Setiawardani, M. (2019). Pengaruh Suasana Toko Terhadap Pembelian Impulsif (Kajian Empiris Pada Gerai Miniso di Kota Bandung). *Jurnal Riset Bisnis Dan Investasi*, 5(1), 21–32. <https://doi.org/10.35313/jrbi.v5i1.1613>
- Sholihin, Mahfud, & Dwi Ratmono. (2013). *Analisis SEM-PLS Dengan WarpPLS 3.0*. Penerbit Andi.
- Sugiyono. (2018). *Metode Penelitian Kuantitative, Kualitative, dan R&D* (Sutopo, Ed.; Kedua). ALFABETA.
- Suprpti, N. W. S. (2010). *Prilaku Konsumen, Pemahaman Dasar dan Aplikasinya Dalam Strategi Pemasaran*. Udayana Universiy Press.

- Suryana, R. H. A., & Sari, D. K. (2021). Effect of Visual Merchandising, Store Atmosphere, and Price Discount on Impulse Buying with Positive Emotion as Intervening Variable. *Academia Open*, 4. <https://doi.org/10.21070/acopen.5.2021.2596>
- Utami, C. W. (2017). *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia* (Edition 3). Salemba Empat.
- Utami, Y., Kendaga, J. A. F., Diantoro, A. K., & Kusmantini, T. (2021). The Influence of Hedonistic Motives, Fashion Interest, and Positive Emotions on the Impulsive Buying of Fashion Products with Sales Promotion as Moderating Variables. *International Journal of Applied Business and International Management*, 6(3), 56–69. <https://doi.org/10.32535/ijabim.v6i3.1329>
- Verplanken, B., Herabadi, A. G., Perry, J. A., & Silvera, D. H. (2005). Consumer style and health: The role of impulsive buying in unhealthy eating. *Psychology & Health*, 20(4), 429–441. <https://doi.org/10.1080/08870440412331337084>
- Wijaya, E., & Setyawan, O. (2020). Consumer's Impulse Buying Behavior: Do Visual Merchandising, Store Atmosphere, Availability of Money, and Promotional Activity Affect it? *Binus Business Review*, 11(3), 209–215. <https://doi.org/10.21512/bbr.v11i3.6464>
- Wisesa, I. G. B. S., & Ardani, I. G. A. K. S. (2022). The Effect of Sales Promotion and Store Atmosphere Mediated by Positive Emotion on Impulse Buying for Customers in Bookstores. *European Journal of Business and Management Research*, 7(3), 63–66. <https://doi.org/10.24018/ejbmr.2022.7.3.1270>