

## 2. Menambahkan Variabel Penentu Lain

Mengingat *impulse buying* merupakan perilaku kompleks yang dipengaruhi oleh banyak faktor (Beatty & Ferrell, 1998), disarankan agar penelitian mendatang menambahkan variabel lain seperti promosi penjualan, atmosfir toko, dan persepsi harga. Hal ini akan memberikan pemahaman yang lebih menyeluruh tentang faktor-faktor pendorong *impulse buying*.

## DAFTAR PUSTAKA

- Abdolvand, M. A. Hanzae, K. H. Rahnama, A. & Khoshpanjeh, M. (2011). The effects of situational and individual factors on impulse buying. *world applied science journal*, 13(9) , 2108-2017.
- AC, N. (2010). *Laporan Pertumbuhan Ritel Modern dan Dampaknya terhadap Ritel Tradisional*.
- Amirullah. (2002). *Perilaku Konsumen (Pertama)*. Graha Ilmu.
- Angelita, A., & Rachmi, A. (2021). *Pengaruh Store Atmosphere Dan Keragaman Produk Terhadap Impulse Buying Di Miniso Lippo Plaza Sidoarjo*. *Jurnal Aplikasi Bisnis*, 7(2).
- Aprizal, & Sari, M. (2023). Pengaruh keberagaman produk terhadap impulse buying di Mr DIY Plaza Citra Pekanbaru. *Jurnal Administrasi Bisnis dan Ilmu Sosial*, 1(3), 83-93.
- Arya, G., & Telagawathi, N. (2021). *Efek Keragaman Produk dan Harga Produk Terhadap Impulse Buying*. *Jurnal Ilmiah Akuntansi dan Humanika*, 11.
- Badgaiyan, A., & Verma, A. (2014). *Intrinsic Factors Affecting Impulsive Buying Behaviour—Evidence From India*. *Juornal of Retailing and Consumer Services*, 21(4), 537–549.
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157–164. <https://doi.org/10.1086/208627>
- Chopdar, P. K., Paul, J., Korfiatis, N., & Lytras, M. D. (2022). *Examining The Role of Consumer Impulsiveness in Multiple App Usage Behavior Among Mobile Shoppers*. *Journal of Business Research*, 140, 657–669. <https://doi.org/10.1016/j.jbusres.2021.11.031>
- Cooper, D. R., & Emory, C. W. (1996). *Business research methods* (5th ed.). Chicago: Irwin.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Thousand Oaks, CA: SAGE Publications.
- Darmaningrum, P., & Sukaatmadja, I. (2019). *Peran Shopping Enjoyment Memediasi Pengaruh Hedonic Motivation Terhadap Impulse Buying*. *E-Jurnal Manajemen*, 8(6).
- Dewi, A. F., Hidayat, W., & Listyorini, S. (2015). *Pengaruh Kualitas Produk, Promosi, dan Citra Merek Terhadap Keputusan Pembelian Rokok Marlboro (Studi Kasus Pada Perempuan Perokok di Kecamatan Tembalang Semarang)*. *Jurnal Ilmu Administrasi Bisnis*, 4(2), 231–242. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/8292>
- Dewi, A. I. K., Indrawati, N. K., & Setini, M. (2015). Pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen dan Loyalitas Konsumen. *E-Jurnal Manajemen Unud*, 4(6), 1623–1641.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.

- Green, S. B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26(3), 499–510. [https://doi.org/10.1207/s15327906mbr2603\\_7](https://doi.org/10.1207/s15327906mbr2603_7)
- Hart, C., Farrell, A., Stachow, G., Reed, G., & Cadogan, J. (2006). *Shopping Experience Enjoyment: Impact on Costumers' Repatronage Intentions and Gender Influence*. *Juornal Loughborough University, UK*, 27(5), 583–604.
- Hussein, A. (2021). *Pengaruh Shopping Enjoyment Dan Price Discount Terhadap Impulsive Buying Pada Market Place Shopee (Studi Kasus Pada Mahasiswa Feb Umsu)*. Universitas Muhammadiyah Sumatera Utara.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan* (Unitomo Press, Ed.; 1st ed.).
- Irawan, H. (2012, January 21). *10 Karakter Unik Konsumen Indonesia*. Marketing.Co.Id.
- Isnaini, N. S., & Noerchoidah. (2021). *Miniso Royal Plaza Surabaya Consumer Impulse Buying Behavior*. *Journal of Applied Management and Business (JAMB)*, 2(1), 1–11. <https://doi.org/10.37802/jamb.v2i1.152>
- Kacen, J. J., & Lee, J. Anne. (2002). *The Influence of Culture on Consumer Impulsive Buying Behavior*. *Journal of Consumer Psychology*, 12(2), 163–176.
- Kotler, P., & Armstrong. (2018). *Principles of Marketing* (17th, Global Edition ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Maharani, H. B., & Sudarwanto, T. (2021). Pengaruh Store Atmosphere dan Keanekaragaman Produk Terhadap Impulse Buying (Studi Kasus Pada TOP Bangunan). *BIMA : Journal of Business and Innovation Management*, 3(3), 313–326. <https://doi.org/10.33752/bima.v3i3.5490>
- Mahdiyan, A., & Hermani, A. (2019). *Pengaruh Lifestyle dan In Store Promotion Terhadap Impulse Buying (Studi Pada Konsumen Matahari Departement Store Java Mall Semarang)*. *Ilmu Administrasi Bisnis*, 8, 115–125.
- Malhotra, N. K. (2010). *Marketing research: An applied orientation* (6th ed.). Pearson Education.
- Mangkunegara, A. (2012). *Perilaku Konsumen* (Revisi). PT Refika Aditama.
- McDaniel, C., & Gates, R. (2013). *Marketing research* (9th ed.). Wiley.
- Mowen, J., & Minor, M. (2012). *Perilaku Konsumen* (Dwi Kartika Yahya, Ed.). Erlangga.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education.
- Nisa, Z., & Nuvriasari, A. (2022). Pengaruh promosi, motivasi belanja hedonis dan store atmosphere terhadap impulse buying di Matahari Department Store-Hartono Mall Yogyakarta. *Jurnal Ekonomi Dan Bisnis*, 16(3), 186-197. <https://doi.org/10.53916/jeb.v18i3.21>
- Purba, E., Kumidaninggar Pratolo, A., & Arafah, W. (2024). *Pengaruh Shopping Enjoyment terhadap Impulse Buying yang Dimediasi oleh In-Store Browsing pada Zalora.co.id di Kalangan Generasi Y*.
- Putra, A. P., & Adam, M. (2021). *Pengaruh Shopping Enjoyment Terhadap Impulse Buying Dengan Product Browsing Sebagai Variabel Mediasi Pada Konsumen Shopee Online Shop (Studi Pada Mahasiswa Di Universitas Syiah Kuala*. *Jurnal*

- Ilmiah Mahasiswa Ekonomi Manajemen Terakreditasi Sinta*, 4(1), 1–14.  
<http://jim.unsyiah.ac.id/ekm>
- Putri, D., & Suasana, I. (2024). *The Role of Shopping Enjoyment in Mediating The Influence of Hedonic Motivation On Impulse Buying At Miniso In Denpasar. International Journal of Management and Economics*, 2(4).
- Rina, M., Meutia, R., Ardiyanti, D. A., Program, ), Manajemen, S., Ekonomi, F., Samudra, U., Jl, L., Thayeb, S., & Langsa, K. (2022). *Display Produk Terhadap Impulse Buying Konsumen Saqina Swalayan Di Kota Langsa*. In *Manajerial Terapan* (Vol. 116, Issue 1).
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulse buying behavior. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
- Safitri, N., Oktafiah, Y., & Subagyo, D. (2024). Sales promotion and impulse buying: Investigating the role of hedonic shopping motivation in Miniso consumers of Pasuruan. *Jurnal IMKA*, 4(2), 145-159. <https://doi.org/10.38156/imka.v4i2.252>
- Sangadji, E., & Sopiah. (2013). *Perilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian* (Andi, Ed.; 1st ed.).
- Sari, A., Widad, A., & Rosa, A. (2015). Pengaruh sales promotion, personal selling, dan visual merchandising terhadap perilaku impulse buying konsumen Matahari Department Store PsX Palembang. *JEMBATAN - Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 12(1), 45-56.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Sopiah & Syihabudhin. (2008). *Manajemen Bisnis Ritel* (R. Osari, Ed.; 1st ed.).
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Streicher, M., Estes, Z., & Büttner, O. (2020). *Exploratory Shopping: Attention Affects In-Store Exploration and Unplanned Purchasing. Journal of Consumer Research*, 48(1), 51–76.
- Sugiyono. (2004). *Metode Penelitian Bisnis* (Alfabeta).
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D* (21st ed.). Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, R&D* (IKAPI).
- Temaja, I., Sudibia, I. K., & Yasa, N. N. K. (2015). Pengaruh fashion involvement, atmosfer toko dan promosi penjualan terhadap impulse buying pada Matahari Department Store di Kota Denpasar. *E-Journal Manajemen Universitas Udayana*, 4(6), 230–249.
- Ul Ain, Q., Lim, W. M., Rasool, S., & Zeshan, M. (2024). *How Do Customers React to Preferential Treatment? An Affective Events Theory and Time-Lagged Survey. Journal of Retailing and Consumer Services*, 80. <https://doi.org/10.1016/j.jretconser.2024.103927>
- Utami, C. (2010). *Manajemen Ritel: Strategi dan Implementasi Ritel Modern* (N. Setyaningsih, Ed.; 2nd ed.). Salemba Empat.
- Vishella, V., & Megawati, N. (2022). Pengaruh store image, store atmosphere, keragaman produk, dan shopping emotion terhadap impulse buying (Studi pada

- CV. Aladin Jaya di Kota Palembang). *Publikasi Riset Mahasiswa Manajemen*, 3(2), 89–100. <https://doi.org/10.35957/prmm.v3i2.2325>
- Wiyono, W., Haryanto, H., & Hastjarja, K.B. (2017). Impulse Buying Behavior of Retail Consumers. *Jurnal Akuntansi, Manajemen dan Ekonomi*.
- Zuwandani, D. F., Widayanto, & Wijayanto. (2024). The Effect of Sales Promotion and Product Variants on Impulsive Buying of Lipcream Pixy. *MindVanguard: Beyond Behavior*, 2(1), 1–10. <https://doi.org/10.56578/mvbb020101>