



Regular article

The Effect of Price Discount and Shopping Lifestyle on Impulsive Buying with Positive Emotion as An Intervening Variable on E-Commerce Shopee Users (Study on Students of the Faculty of Economics and Business, University of North Sumatra)

Ayuna Valena Hutapea^{a,*}, Arlina Nurbaiti Lubis^b, Fadli^c^a Master of Management Science, Faculty of Economics and Business University of North Sumatra, Indonesia^b Faculty of Economics and Business University of North Sumatra, Indonesia^c Faculty of Economics and Business University of North Sumatra, Indonesia

ARTICLE INFO

Article history:

Received 18 June 2025

Accepted 04 July 2025

Available online 12 July 2025

Keywords:

Price Discount

Shopping Lifestyle

Positive Emotion

Impulsive Buying

ABSTRACT

In today's digital era, human life cannot be separated from the internet network, even now the internet has become one of the needs for everyone, starting from simply searching for information through social media, news, to doing business is also very dependent on the internet. The internet has experienced very rapid development and changed the business world significantly, namely the emergence of e-commerce such as the presence of marketplaces or online stores that bring a new phenomenon among the community, namely online shopping. The purpose of this study was to analyze the effect of price discounts and shopping lifestyles on impulsive buying through positive emotions in Shopee e-commerce users. This study was conducted at the Faculty of Economics and Business, University of North Sumatra with a sample of 165 respondents. Data were analyzed using descriptive analysis and path analysis with the Smart PLS application. The results of the study showed that directly price discounts had a positive and significant effect on positive emotions, shopping lifestyle had a positive and significant effect on positive emotions, price discounts had a positive and significant effect on impulsive buying, shopping lifestyle had a positive and significant effect on impulsive buying, and positive emotions had a positive and significant effect on impulsive buying. Indirectly, price discounts had a positive and significant effect on impulsive buying through positive emotions, and shopping lifestyle had a positive and significant effect on impulsive buying through positive emotions.

© 2025 Journal of Business Management. Published by Indonesian Journal Publisher (ID Publishing).

This is an open access article under the CC BY-NC-ND license

[\(http://creativecommons.org/licenses/by-nc-nd/4.0/\)](http://creativecommons.org/licenses/by-nc-nd/4.0/).

* Corresponding author.

Email address: mahasiswa.a1234@gmail.com (A. V. Hutapea)**Introduction**

In today's digital era, human life cannot be separated from the internet network, even now the internet has become one of the needs for everyone, starting from simply searching for information through social media, news, to doing business also depends heavily on the internet. The development of the internet has opened a new era in the current digital era, where information and technology are very easy to access. The internet has created various types of new businesses such as e-commerce and financial technology. One example of e-commerce is the presence of

a marketplace or online store that brings a new phenomenon or new lifestyle among the community, namely shopping online.

Shopee is one of the companies in the e-commerce sector with a mobile marketplace base that first existed in Indonesia in 2015 which is controlled by PT. Shopee Internasional Indonesia which is a subsidiary of Garena which is headquartered in Singapore. The Shopee application has become an e-commerce platform that is widely used because of several advantages it has, such as providing various daily needs. Shopee uses the internet and social media as a two-way interactive interaction

platform with its users. Shopee also provides promotions ranging from free shipping, cashback, vouchers, flash sales, and various attractive promotions for Shopee visitors (Darmawan, 2021). The variety of products provided by Shopee makes people interested in buying, resulting in uncontrolled shopping behavior from e-commerce users, which is called impulsive buying. Salma and Sulistyawati (2021) stated that impulsive buying begins when spontaneous consumers have a strong desire to make purchases as soon as possible without thinking about the needs of the product. In making decisions, impulsive buying focuses more on emotions that create pleasure than using logic. One of the factors that influences impulsive buying is positive emotion.

Tirmizi and Rehman (2019), define positive emotion as a state of mood that can influence and determine the intensity of a consumer's decision-making. Positive emotions are emotions that influence and control the power of consumer decision-making in impulsive buying. Positive emotion itself is defined as a mood that influences and determines the intensity of consumer decision-making. Ahmad, et al. (2019) stated that positive emotions play an important role in impulsive buying, because by having positive feelings, consumers tend to make purchases suddenly without prior planning.

Research conducted by Rabbani, et al. (2023) stated that positive emotion variables have an effect on impulsive buying. This is supported by previous research by Irma (2019) which showed that positive emotions have a positive and significant effect on impulsive buying. However, this is not in accordance with research conducted by Handoko, et al. (2022) which concluded that positive emotions have a negative and insignificant effect on impulsive buying. From several gaps that occurred in previous studies, there was a gap regarding the effect of positive emotions on impulsive buying. Apart from positive emotions, another thing that affects impulsive buying is price discounts.

Samma (2021) stated that price discounts are a reduction in the price from the normal price of a product given by a business that is often used to increase consumer purchases or find new customers. Based on research conducted by Samma (2021), it is known that price discounts can have a positive and significant effect on impulsive buying. However, this is contrary to research by Sari (2018) that price discounts have a negative effect on impulsive buying decisions. Furthermore, the factors that influence impulsive buying behavior are shopping lifestyles.

Tuzzahra and Tirtayasa (2020) explained that consumer purchases that are impulsive buying can also be based on changes in shopping lifestyles that are increasingly varied. The development of trends in the current era is continuously offered by shopping centers which will also have an impact on shopping needs and lifestyles. Lifestyle can be initiated by a person's consumptive behavior that is cultural and becomes a habit where someone allocates their income to buy products

that are needed or not needed to satisfy and express themselves.

The results of previous studies have shown that shopping lifestyle has a positive and significant effect on impulsive buying, such as in the research of Sari and Pidada (2019) and the research of Febrianty and Yasa (2020) which concluded that the higher the shopping lifestyle owned by consumers, the more impulsive buying will increase. However, this is not in accordance with the research conducted by Listriyani and Wahyono (2019) which concluded that shopping lifestyle does not have a positive effect on impulsive buying. Based on the background and problems above, the author is interested in conducting a study entitled "The Effect of Price Discount and Shopping Lifestyle on Impulsive Buying with Positive Emotion as an Intervening Variable on Shopee E-commerce Users (Study on Students of the Faculty of Economics and Business, University of North Sumatra)".

Literature Review

Price Discount

A price discount is a price reduction given directly for each product to be purchased during a predetermined period of time (Kotler and Keller, 2021). Hutahaeen (2022) defines a price discount as a pricing strategy that includes a long-term plan to systematically lower prices after the introduction of a product at a certain price. Peter and Olson (2019) define a price discount as a form of savings given to buyers from the normal price of a product, which is listed on the packaging or label of the product. A price discount is not just a price that is lower than the original price, but also has the aim of getting the same service by differentiating the price for the same product.

Shopping Lifestyle

Harimbi and Andronicus (2022) argue that lifestyle shows how people live, how they spend their money and how they allocate their time. Shopping lifestyle has become a tradition as well as a trend in this era of globalization, consumers can not only shop at malls or in stores, not a few also shop online. Ika, et al. (2020) explain that shopping lifestyle is about something that describes a person's activities in spending time and money. With the availability of time, customers will have plenty of time to shop and with their money they will have high purchasing power. A person's lifestyle in spending money creates a new nature and characteristic of an individual. Tuzzahra and Tirtayasa (2020) stated that shopping lifestyle is an expression of lifestyle in shopping that reflects differences in social status.

Positive Emotion

I Gede (2020) defines positive emotions as moods that influence and determine the intensity of consumer decision-making. Also expressed by Marjam, et al. (2020) positive emotions are a person's positive feelings that are described by a good mood such as feelings of happiness, love,

joy and joy. People experience a variety of positive emotions, but some of them occur more often in everyday life. In particular, hope, pride, joy, interest, and gratitude are the most common and strongest happy emotions.

Impulsive Buying

Impulsive buying or impulsive buying is the act of buying goods or services suddenly, without planning, and based on momentary desires. Impulse buying can occur due to stimuli received by consumers, such as attractive promos, attractive displays, or advertisements on social media. Saputro (2019) explains that the condition of consumers making sudden, unplanned purchasing decisions is called impulsive buying. Impulsive buying can occur when a person has an attitude or desire to make a purchase without prior planning and can be said to be spontaneous. Azmi (2023) states that impulsive buying is a sudden urge with full strength, persistent and unplanned to buy something directly, without much regard for the consequences.

In accordance with the description above, a framework for thinking about the problems presented can be drawn up as follows:

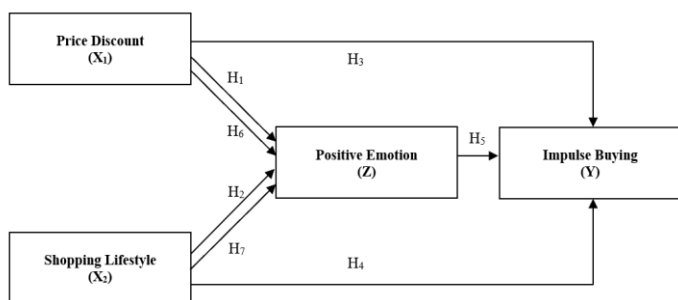


Figure 1 Conceptual Framework

Methodology

Research Population and Sample

The population in this study were students of the Faculty of Economics and Business, University of North Sumatra who often shop at Shopee because they are exposed to promotions of unknown numbers. The sampling method in this study used a non-probability sampling type with a purposive sampling technique. The number of samples used in this study was calculated using the Hair formula. Based on the calculation above, the sample in this study was 155 respondents.

Data Analysis

The data analysis used was SEM-PLS Version 3.2.9 by carrying out Validity Tests and Reliability Tests. The Outer Model will be tested through Convergent Validity, Discriminant Validity, and Composite Reliability. The Inner Model will be tested through Composite Reliability and Cronbach Alpha, through bootstrapping.

Research Result

Direct Effect

Table 1 Direct Effect

| Hipotesis Direct Effect | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|---------------------------------------|---------------------|--------------------------|----------|
| Price Discount > Impulsive Buying | 0,498 | 8,331 | 0,000 |
| Price Discount > Positive Emotion | 0,384 | 3,213 | 0,001 |
| Shopping Lifestyle > Impulsive Buying | 0,257 | 3,878 | 0,000 |
| Shopping Lifestyle > Positive Emotion | 0,352 | 2,790 | 0,005 |
| Positive Emotion > Impulsive Buying | 0,323 | 4,144 | 0,000 |

Based on the results of Table 1, the following results are obtained:

1. It is known that the influence of price discount on impulsive buying is (pvalues 0.000 <0.05) and (tstatistic 8.331> 1.66) and also the coefficient value is 0.498 which means there is a positive and significant influence between price discount on impulsive buying.
2. It is known that the influence of price discount on positive emotion is (pvalues 0.001 <0.05) and (tstatistic 3.213> 1.66) and also the coefficient value is 0.384 which means there is a positive and significant influence between price discount on positive emotion.
3. It is known that the influence of shopping lifestyle on impulsive buying is (pvalues 0.000 <0.05) and (tstatistic 3.878 > 1.66) and also the coefficient value is 0.257 which means there is a positive and significant influence between shopping lifestyle on impulsive buying.
4. It is known that the influence of shopping lifestyle on positive emotion is (pvalues 0.005 <0.05) and (tstatistic 2.790 > 1.66) and also thcoefficient value is 0.352 which means thereis a positive and significant influence between shopping lifestyle on positive emotion.
5. It is known that the influence of positive emotion on impulsive buying is (pvalues 0.000 <0.05) and (tstatistic 4.144 > 1.66) and also the coefficient value is 0.323 which means there is a positive and significant influence between positive emotion on impulsive buying.

Indirect Effect

Based on Table 2, the results of the indirect effect in this study are as follows:

1. It is known that the indirect effect of price discount on impulsive buying through positive emotion is 0.124 with a p-value of 0.011 <0.05 and t-statistic 2.552> t-count 1.66. So it can be concluded that indirectly price discount has a positive and significant effect on impulsive buying through positive emotion.

- It is known that the indirect effect of shopping lifestyle on impulsive buying through positive emotion is 0.114 with a p-value of 0.038 < 0.05 and t-statistic 2.076 > t-count 1.66. So it can be concluded that indirectly shopping lifestyle has a positive and significant influence on impulsive buying through positive emotions.

Table 2 Direct Effect

| | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|--|---------------------|--------------------------|----------|
| Price Discount > Positive Emotion > Impulsive Buying | 0,124 | 2,552 | 0,011 |
| Shopping Lifestyle > Positive Emotion > Impulsive Buying | 0,114 | 2,076 | 0,038 |

Total Effect

Table 3 Total Effect

| Hipotesis Total Effect | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|---------------------------------------|---------------------|--------------------------|----------|
| Price Discount > Impulsive Buying | 0,622 | 8,133 | 0,000 |
| Price Discount > Positive Emotion | 0,384 | 3,213 | 0,001 |
| Shopping Lifestyle > Impulsive Buying | 0,371 | 4,272 | 0,000 |
| Shopping Lifestyle > Positive Emotion | 0,352 | 2,790 | 0,005 |
| Positive Emotion > Y Impulsive Buying | 0,323 | 4,144 | 0,000 |

Based on Table 3, the results of the total influence in this study are as follows:

- It is known that the total influence between price discounts on impulsive buying is (pvalues 0.000 < 0.05) and (tstatistic 8.133 > 1.66) with a coefficient value of 0.622.
- It is known that the total influence between price discounts on positive emotions is (pvalues 0.001 < 0.05) and (tstatistic 3.213 > 1.66) with a coefficient value of 0.384.
- It is known that the total influence between shopping lifestyle and impulsive buying is (pvalues 0.000 < 0.05) and (tstatistic 4.272 > 1.66) with a coefficient value of 0.371
- It is known that the total influence between shopping lifestyle and positive emotion is (pvalues 0.005 < 0.05) and (tstatistic 2.790 > 1.66) with a coefficient value of 0.352.
- It is known that the total influence between positive emotion and impulsive buying is (pvalues 0.000 < 0.05) and (tstatistic 4.144 > 1.66) with a coefficient value of 0.323.

Discussion

- Based on the results of the direct influence test, it shows that the price discount variable has a positive and significant effect on positive emotions. This means that if Shopee increases the price discount, it will significantly increase the positive emotions of FEB USU students who use Shopee e-commerce, and vice versa if Shopee decreases the price discount, it will significantly decrease the positive emotions of FEB USU students who use Shopee e-commerce.
- Based on the results of the direct influence test, it shows that the shopping lifestyle variable has a positive and significant effect on positive emotions. This means that if the shopping lifestyle of FEB USU students increases, it will significantly increase the positive emotions of FEB USU students who use Shopee e-commerce, and vice versa if the shopping lifestyle of FEB USU students decreases, it will significantly decrease the positive emotions of FEB USU students who use Shopee e-commerce.
- Based on the results of the direct influence test, it shows that the price discount variable has a positive and significant effect on impulsive buying. This means that if Shopee increases the price discount, it will significantly increase the impulsive buying of FEB USU students who use Shopee e-commerce, and vice versa if Shopee decreases the price discount, it will significantly decrease the impulsive buying of FEB USU students who use Shopee e-commerce.
- Based on the results of the direct influence test, it shows that the shopping lifestyle variable has a positive and significant effect on impulsive buying. This means that if the shopping lifestyle of FEB USU students increases, it will significantly increase the impulsive buying of FEB USU students who use Shopee e-commerce, and vice versa if the shopping lifestyle of FEB USU students decreases, it will significantly decrease the impulsive buying of FEB USU students who use Shopee e-commerce.
- Based on the results of the direct influence test, it shows that the positive emotion variable has a positive and significant effect on impulsive buying. This means that if the positive emotion of FEB USU students increases, it will significantly increase the impulsive buying of FEB USU students who use Shopee e-commerce, and vice versa if the positive emotion of FEB USU students decreases, it will significantly decrease the impulsive buying of FEB USU students who use Shopee e-commerce.
- Based on the results of the indirect effect hypothesis test, it was found that price discounts have a positive and significant effect on impulsive buying through positive emotions as an intervening variable. This means that if Shopee increases the price discount, it will increase positive emotions so that this will have an impact on increasing impulsive buying of FEB USU students who use Shopee e-commerce, and if Shopee reduces the price discount, it will decrease positive emotions so that this will have an impact on

decreasing impulsive buying of FEB USU students who use Shopee e-commerce.

- Based on the results of the indirect influence hypothesis test, it was found that shopping lifestyle has a positive and significant effect on impulsive buying through positive emotions as an intervening variable. This means that if the shopping lifestyle of FEB USU students increases, it will increase positive emotions so that this will have an impact on increasing impulsive buying of FEB USU students who use Shopee e-commerce, and if the consumer's shopping lifestyle decreases, it will decrease positive emotions so that this will have an impact on decreasing impulsive buying of FEB USU students who use Shopee e-commerce.

Conclusions

- Price discount has a positive and significant effect on positive emotion in Shopee e-commerce users.
- Shopping lifestyle has a positive and significant effect on positive emotion in Shopee e-commerce users.
- Price discount has a positive and significant effect on impulsive buying in Shopee e-commerce users.
- Shopping lifestyle has a positive and significant effect on impulsive buying in Shopee e-commerce users.
- Positive emotion has a positive and significant effect on impulsive buying in Shopee e-commerce users.
- Price discount has a positive and significant effect on impulsive buying through positive emotion as an intervening variable in Shopee e-commerce users.
- Shopping lifestyle has a positive and significant effect on impulsive buying through positive emotion as an intervening variable in Shopee e-commerce users.

For researchers who will conduct similar research, it is expected to examine other variables that are not studied in this study such as e-service quality, fomo (fear of missing out), and product quality where it is suspected that these variables strongly influence positive emotions and impulsive buying.

For future research, it is expected to add more research samples, and conduct intergenerational research, and expand the scope of research, namely on Shopee e-commerce users in Medan City.

References

- Abdillah, W., & Jogiyanto. (2019) Konsep dan Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris. Fakultas Ekonomi, Universitas Gadjah Mada).
- Ahmad, K., Dian, A. S. P., & Jusni. (2019) Pengaruh Role Ambiguity, Role Conflict dan Role Overload Terhadap Kinerja Pegawai dimediasi perilaku Cyberloafing pada Biro Akademik dan Umum Universitas Sulawesi Barat. *Hasanuddin Journal of Business Strategy (HJBS)*, 1(1).
- Ali, Muhson. (2022) Analisis Statistik dengan SmartPLS: Path Analysis, Confirmatory Factor Analysis, & Structural Equation Modeling. Universitas Negeri Yogyakarta.
- Ariani, I., Susandy, G., & Apriandi, D.W. (2019). The Effect of Promotion and Hedonic Shopping Motivation on Costumer Impulse Buying On Zalora Online Shopping Sites. *Journal of Accounting and Business Issues (JABI)* Vol. 01 (01). 15-21.
- Arsita, R. A. (2021) Pengaruh Shopping Lifestyle, Fashion Involvement dan Hedonic Shopping Motivation Terhadap Impulsif Buying Melalui Positive Emotion Sebagai Variabel Intervening (Studi Pada Produk Fashion Pand's Muslim Departement Store). Undergraduate thesis, Universitas Islam Sultan Agung Semarang.
- Azmi, Nurul. (2023) Pengaruh Price Discount dan Bonus Pack Terhadap Perilaku Impulse Buying. *JUMBIWIRA: Jurnal Manajemen Bisnis Kewirausahaan*, 2(1), 30–36. <https://doi.org/10.56910/jumbiwira.v2i1.527>.
- Darmawan, Dudit. (2021) Understanding Impulsive Buying Behavior in Marketplace. *Journal of Social Science Studies (JOS3)*. 1. 11-18. 10.56348/jos3.v1i1.2.
- Data Indonesia.Id. 2024. E-commerce dengan Pengunjung Terbanyak di Indonesia 2024. Diakses pada <https://dataindonesia.id/ekonomi-digital/detail/data-e-commerce-pengunjung-terbanyak-di-indonesia-2024>.
- Fahmi, Irham. (2019) Perilaku Konsumen Teori dan Aplikasi. Bandung: Alfabeta.
- Fauzi, L. U., Welsa, H., & Susanto. (2019) Pengaruh Hedonic Shopping Value Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening. *Jurnal Bisnis, Teori dan Implementasi*, Vol 10: 150-160.
- Febriani, Fitri. (2019) Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Pada Konsumen Hijab Butik Rabbani Jombang, (2) <http://etheses.uin-malang.ac.id/1578/7/11410033>.
- Febrianty, P. A. T., & Yasa, N. N. K. (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 (Ajhssr)*, 4(11), 38–48.
- Felita & Oktivera. (2019) Pengaruh Sales Promotion Shopee Indonesia terhadap Impulse Buying Konsumen Studi Kasus: Impulse

- Buying pada Mahasiswa STIKS Tarakanita. *Jurnal Ilmu Komunikasi dan Bisnis*. No.2, Vol. 4, Hal.159-185.
- Google Play Store. 2024. Rating dan Ulasan Shopee. Diakses Pada <https://play.google.com/store/apps/details?id=com.shopee.id&hl=id>.
- Hair, J.F., Tomas, G.M., Christian, M. R., Marko, S., Nicholas, P.D., & Soumya, R. (2021). Partial Least Squares Structural Equation Modeling (PLSSEM) Using R, Practical Assessment, Research and Evaluation.
- Handoko, B., Pitono., & Nur A. (2022) Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying Produk Chatime Dengan Positive Emotion Sebagai Variabel Moderating Pda Chatime Juanda Medan. *Jurnal Akuntansi, Manajemen Dan Ilmu Ekonomi (Jasmien)*, 2(3), 145-156.
- Harimbi, M. R., & Andronicus, M. (2022) Pengaruh Disiplin Kerja, Kompetensi dan Motivasi Kerja terhadap Kinerja Karyawan Pada PT. Anugrah Prima Medan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(3), 1443-1449.
- Hutahaean, G. Y. (2022) Pengaruh Price Discount, In-Store Display, Dan Bonus Pack Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Moderating (Studi Kasus Pada Konsumen Lotte Mart Centre Point Medan). *Jurnal Ekonomi Bisnis Digital* 1 (3):285-98.
- I Gede, Wiyase. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dengan Emosi Positif Sebagai Variabel Moderating. *Ekonomika 45 : Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*.
- Ika, N., Fitriyah, Z., & Dewi, N. C. (2020). Impulse Buying di E-commerce Shopee. *Jurnal. Ilmu Administrasi Dan Manajemen*, 1, 57-62.
- Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The Effects of Mobile Marketing, Discount, and Lifestyle on Consumers' Impulse Buying Behavior in Online Marketplace. *Int. J. Sci. Technol. Res.*, 9(3), 1569-1577.
- Kotler, P., dan Armstrong, G. (2021) *Dasar-Dasar Pemasaran*. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.
- Listriyani & Wahyono. (2019) The Role of Positive Emotion in Increasing Impulse Buying. *Management Analysis Journal* 8 (3).
- Marjam, D., Rahadhini, E., Wibowo., & Lukiyanto, K. (2020). The Role of Positive Emotion In Hedonic Shopping Value Affecting Consumers" Impulse Buying Of Fashion Products. *International Journal of Scientific & Technology Research*. 9. 780-784.
- Meissy, Triana Putri. (2022) Pengaruh Flash Sale dan Tagline "Gratis Ongkir" Terhadap Impulse Buying Pada Marketplace Shopee (Studi Pada Pengguna Marketplace Shopee di Kota Pekanbaru). Thesis. Universitas Islam Negeri Sultan Syarif Kasim Riau
- Musyafi'ah, A., & Undartik, S. (2022) The Pengaruh Hedonic Shopping Value dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Swalayan Nirmala Brebes. *Journal of Economic and Management (JECMA)*, 3(1), 22-30.
- Nurtanio, I. N., Bursan, R., Wiryawan, D., & Listiana, D. I. (2022). The Influence Of Shopping Lifestyle and Hedonic Shopping Motivation On Impulse Buying In Bukalapak E-commerce (Study On Bukalapak Consumers In Bandar Lampung). *Jurnal Pemikiran Ekonomi Syariah*, 2(2), 6-8. <Http://Ejournal.Stisdulamtim.Ac.Id/Index.Php/Jti>.
- Peter, J. P., & Olson, J. C. (2019) *Consumer Behavior dan Marketing Strategy*, Ninth Edition. New York: McGraw Hill.
- Pramesti, D., & Dwiridotjahjono. (2022) Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap Perilaku Impulsive Buying pada Pengguna Shopee di Surabaya. *El-Mal: Jurnal Kajian Ekonomi dan Bisnis Islam*, 3(5), 945-962.
- Rabbani, M. R., Wijayanto, G., & Novrianti, D. P. (2023) Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyles Terhadap Impulsive Buying Melalui Positive Emotion. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(3), 562-572.
- Rahma, W. S., dan Septrizola, W. (2019) Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap E-Impulsive Buying Mahasiswi Universitas Negeri Padang pada Lazada.co.id. *Jurnal Kajian Manajemen Dan Wirausaha*. Volume 01 Nomor 01 2019, 01(01), 276-282.
- Salma, M. R. & Sulistyawati, L. (2021) Pengaruh Hedonic Shopping Motivation Dan Shopping Lifestyle Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Intervening Pada E-commerce Shopee. *Jurnal Analitika Bisnis, Ekonomi, Sosial dan Politik*, Vol. 1, No.1: 9-21.
- Samma, S. A. M. K. (2021) Pengaruh Price Discount, Bonus Pack, dan In-Store Display Terhadap Keputusan Impulse Buying Behavior Konsumen Pada Hypermart Mall Pannakukang Makassar. Thesis. Universitas Negeri Makassar.
- Saputro, I. B. (2019) Pengaruh Price Discount dan Store Atmosphere Terhadap Impulse Buying dengan Positive Emotion Sebagai Variabel Mediasi Pada Konsumen Ritel Minimarket Kota Yogyakarta. *Jurnal Ilmu Manajemen*. Study of Management Business Research.

- Sari, D. M. F. P., & Pidada, I. A. I. (2019) Hedonic Shopping Motivation, Shopping Lifestyle, Price Reduction toward Impulsive Buying Behavior in Shopping Center. *International Journal of Business, Economics dan Management*, 3(1), 48–54.
- Schiffman, L.G., & Kanuk, L.L. (2020) Perilaku Konsumen. Edisi Ke- 7. Diterjemahkan oleh Zoelkifli Kasip. PT. Indeks, Jakarta.
- Simanjuntak, Owen D. P. (2022) Pengaruh Flash Sale Promotion Dan Discount Terhadap Online Impulsive Buying (Studi Pada Mahasiswa Pengguna Shopee Di Universitas Sari Mutiara Indonesia)." *Eqien*, vol. 9, no. 2, 2022, doi:10.34308/eqien.v9i2.403.
- Situmorang, S.H. (2023). Analisis Data Untuk Riset Manajemen dan Bisnis (5th ed.). USU Press.
- Sopiyan, P., & Neny, K. (2020) Pengaruh Shopping Lifestyle dan Positive Emotion Terhadap Impulse Buying. *Coopetition: Jurnal Ilmiah Manajemen*, 11(3), 207–216.
- Suchida, Irma. (2019) Pengaruh Fashion Involment, Shopping Lifestyle, Hedonic Shopping Value dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *At-Tadbir. Jurnal Ilmiah Manajemen*.
- Sugiyono. (2023) Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung Alfabeta.
- Suwinovia, Y., & Widuri, T. (2022) Pengaruh Free Gift Dan Diskon Terhadap Keputusan Pembelian Produk Skincare Di Ms Glow Kediri by Yowanita. *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 1(3), 169–183. <https://doi.org/10.55606/jupsim.v1i3.679>
- Tempo. (2024) Prediksi Angka Pengguna E-commerce di Indonesia 2024. Diakses Pada <https://www.tempo.co/data/data/prediksi-angka-pengguna-e-commerce-di-indonesia-2024-248394>.
- Tirmizi, M.A., & Rehman, K.U. (2019) An Empirical Study of Consumer Impulse Buying Behavior in Local Markets. *European Journal of Scientific Research*, Vol.28 No.4, pp.522-532.
- Tjiptono, Fandy. (2022) Manajemen dan Strategi Kepuasan Pelanggan. Edisi 1., Yogyakarta: CV. Andi.
- Tuzzahra, M. N., & Tirtayasa, S. (2020) Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle dan Fashion Involvement Terhadap Impulse Buying Pada Pelanggan Zalora di Kota Medan. *Jurnal Salman (Sosial dan Manajemen)*, 1(3), 19-30.
- Warnerin, G., & Dwijayanti, R. (2020) Pengaruh Diskon Dan In-Store Display Terhadap Impulse Buying Konsumen Matahari Departement Store Gress Mall Gresik. *Jurnal Pendidikan Tata Niaga (JPTN)*.
- Yi, S., & Jai, T. (2020) Impacts of Consumers' Beliefs, Desires and Emotions on Their Impulse Buying Behavior: Application of an Integrated Model of Belief-Desire Theory of Emotion. *Journal of Hospitality Marketing & Management*, 29(6), 662–681.
- Yulinda, A.T., Rahmawati, R., & Sahputra, H. (2022) Pengaruh Shopping Lifestyle dan Fashion Involvement Terhadap Impulse Buying (Studi Kasus Pada Konsumen Toko Mantan Karyawan Kota Bengkulu). *Jurnal Ekombis Review* Vol. 1 (2). 1315-1326.
- Yustanti, N. V., Ariska, Y. I., & Rahayu E. (2022) Dampak Tagline “Gratis Ongkos Kirim” dan Program Flash Sale pada Marketplace Shoppe untuk Mendorong Impulsive Buying secara Online. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 10(S1), 109-120.