
The Influence of Price Discount, Hedonic Shopping Motivation, and Shopping Lifestyle on Impulse Buying at RJ Galery Store in Bengkulu City

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ABSTRACT

This study aims to analyze the influence of price discounts, hedonic shopping motivation, and shopping lifestyle on impulse buying at the RJ Galery Store in Bengkulu City. This study uses a quantitative approach with data collection techniques through questionnaires to 190 respondents from Bengkulu City. The data analysis technique used is multiple linear regression to test the influence of each independent variable on the dependent variable. The results of the analysis indicate that partially, price discounts, hedonic shopping motivation, and shopping lifestyle have a positive and significant effect on impulse buying. Attractive price discounts can trigger impulsive shopping behavior because they are seen as an opportunity to buy at a lower price. Hedonic shopping motivation also contributes due to the emotional drive of consumers who seek pleasure when shopping. In addition, shopping lifestyle that reflects consumption patterns following trends also plays an important role in influencing spontaneous purchasing decisions. Simultaneously, these three variables have a significant influence on impulse buying. These findings imply that retail businesses, especially in the fashion sector, need to design marketing strategies that consider the psychological aspects and lifestyle of consumers to encourage profitable unplanned purchases.

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1. INTRODUCTION

The development of the retail industry in Indonesia is showing an increasingly competitive trend, particularly in the fashion sector, which continues to experience significant growth. (Febri et al. 2019). Today's consumers not only purchase products based on need but also on emotional desires, the influence of trends, and various attractive promotions. One consumer behavior that has emerged from this dynamic is impulse buying, which is a purchase made on the spur of the moment without prior planning.

Impulse buying has become an interesting phenomenon to study because it can significantly contribute to sales, particularly in fashion retail stores. Many factors can influence this behavior, including price discount strategies, hedonic shopping motivations, and shopping lifestyles. Price discounts are thought to create a perception of value and urgency in consumers. Hedonic shopping motivations refer to the emotional drive to derive pleasure and satisfaction from the shopping process. Afifah Yuliarahma & Andri Nurtantiono (2022).

Meanwhile, shopping lifestyles are consumers' lifestyles in allocating time and money to shopping activities as part of their social identity.

RJ Galery Store in Bengkulu City is a fashion retailer offering a variety of products for women and children, utilizing various promotional strategies, including discounts. However, despite these promotional strategies, low consumer impulse buying behavior is still observed. Based on initial observations and interviews with several customers, it was discovered that price promotions are not always effective, the shopping experience is not entirely enjoyable, and the product variety is not diverse enough to meet the expectations of modern consumers with a high-shopping lifestyle.

Based on this background, this study was conducted to address the influence of price discounts, hedonic shopping motivation, and shopping lifestyle on impulse buying at the RJ Galery Store in Bengkulu City. The results are expected to provide theoretical contributions to marketing and practical implications for retail businesses in designing effective marketing strategies that are relevant to current consumer behavior.

2. LITERATURE REVIEW

A conceptual research description is a description that contains the connections or relationships between one concept and another in the problem being researched. The conceptual description is derived from the scientific/theoretical concepts used as the basis for the research. This conceptual description serves as a foundation for conducting the research and a basis for explaining or discussing the research results.

2.1 Impulse Buying

Impulse buying is a phenomenon in consumer behavior that indicates a sudden purchase without prior planning. Pada et al. (2017) impulse buying is consumer buying behavior where consumers suddenly feel a strong desire to buy something immediately, without thinking about the consequences, and make purchases without planning. So that consumers no longer think rationally about their purchasing behavior. This phenomenon reflects a purchasing decision process that does not go through the rational stages of planned purchases, but is instead triggered by external stimuli such as product displays, promotions, or store atmosphere. From a consumer psychology perspective, impulse buying is influenced by affective (emotional) factors and not solely by functional needs Paramita (2015).

Therefore, impulse buying is crucial for retailers to understand because it can increase sales volume in a short time, especially if the implemented marketing strategy is able to create effective emotional stimulation. Diah & Sukmawati (2022) state that impulse buying is natural and is a quick reaction. Impulse buying occurs when consumers enter a retail store and apparently buy the retail product without planning beforehand. In this case, consumers are not too concerned about the consequences and benefits of the product. This behavior arises as a quick reaction to stimuli in the retail environment, without deep consideration of the benefits or consequences of the purchase.

2.2 Price Discount

A price discount is a promotional strategy widely used in marketing practices to attract consumers by lowering prices from the normal price for a certain period. According to Belch & Belch (2009) price discounts not only increase consumer purchasing interest but also accelerate the process of impulsive purchasing decisions. Offering discounts creates a perception of value and a sense of urgency that encourages consumers to purchase the product before the discount period ends. Discounts also function as a powerful persuasive tool because they provide direct economic benefits to consumers Ramadhan & Ekasari (2022). In the context of impulsive buying behavior, price discounts have the potential to create psychological conditions that support purchasing decisions without careful consideration, especially when presented visually and attractively.

A price discount is a reduction in price from the basic price set by a business in a certain period. In setting discounts, it is certain that business actors must have a strategy so that the discounts given are not detrimental (Noor, 2020). In this case, price discounts are an effective marketing tool to attract consumer interest and increase sales within a certain period. However, in its implementation, businesses must carefully design a discount strategy in order to maintain profit margins and business sustainability. Unplanned discounts can negatively impact cash flow, perceived product value, and brand image in the eyes of consumers. Therefore, setting discounts must consider various aspects such as promotional objectives, market segmentation, and competitive conditions.

2.3 Hedonic Shopping Motivation

Hedonic shopping motivation is a drive that arises from consumers' emotional or psychological needs when shopping. (R. M. Pasaribu & Siahaan, 2023) explain that hedonic motivation encompasses the dimensions of pleasure, fantasy, and affective satisfaction experienced by consumers when shopping. Unlike utilitarian shopping, which is functional in nature, hedonic shopping is undertaken because consumers seek a pleasurable, entertaining, or even therapeutic experience. In the context of impulse buying, hedonic motivation acts as an

internal driver that increases the likelihood of consumers making spontaneous purchases (Hasim & Lestari, 2022). The higher the level of emotional pleasure sought by consumers, the greater the potential for impulse buying, especially in retail environments that support the creation of a pleasant and enticing shopping atmosphere.

Febri et al. (2019) states that hedonic shopping motivation is a motivation in shopping, it makes you feel happy. Shopping motivation is also a very dependent factor that can increase impulse buying. When consumers shop for pleasure, they tend to be less rational and more easily tempted by stimuli in the shopping environment, such as attractive product displays, store atmosphere, or promotions. Thus, hedonic motivation becomes the main psychological factor that triggers spontaneous purchase decisions without planning, as emotional impulses are more dominant than logical considerations. Businesses can capitalize on this to create a pleasant shopping experience to increase impulse sales.

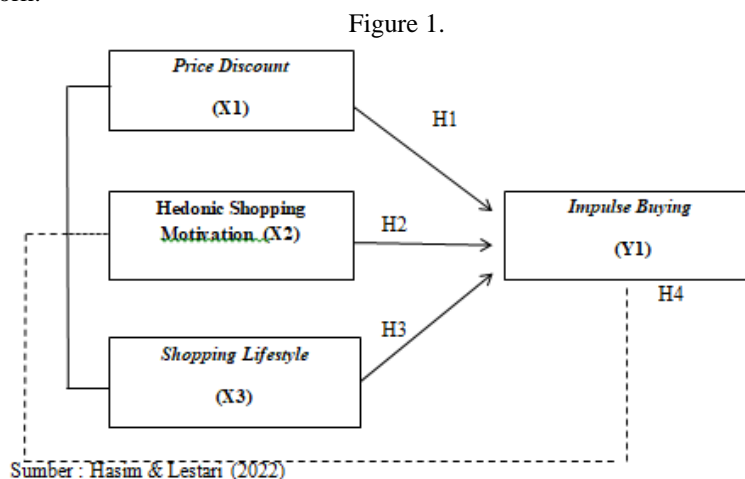
2.4 Shopping Lifestyle

Shopping lifestyle refers to consumption patterns and shopping behaviors that are part of a consumer's lifestyle. Kotler (2005) state that shopping lifestyle relates to how individuals allocate their time and money for shopping activities, as well as how their preferences for brands, products, and trends are formed. Consumers with a high shopping lifestyle tend to follow fashion trends and are more easily influenced by product displays and visual promotions. Shopping lifestyle also reflects the social and symbolic values attached to consumption activities. Japariato dan Sugiharto (2012). Therefore, shopping lifestyle plays a significant role in encouraging impulse buying, especially in individuals who associate product purchases with social status, self-expression, and emotional satisfaction.

Hursepuny & Oktafani (2018) also stated that Shopping lifestyle describes a person's activities in spending time and money. With free time consumers will have plenty of time to shop and with money consumers will have a high purchasing ability. This shopping lifestyle suggests that consumers who have more free time tend to visit shopping centers or online shopping platforms more often, thus being more exposed to various stimuli that drive purchases, including impulse buying. On the other hand, the availability of funds also increases consumers' purchasing power, allowing them to make purchases without much consideration. Therefore, shopping lifestyle is an important factor in understanding modern consumer behavior, especially in the context of emotional and unplanned consumption.

2.5 Conceptual Framework

Based on the literature review and previous research results, the author created the following conceptual framework:



Information :

X1 : *Price Discount*

X2 : *Hedonic Shopping Motivation*

X3 : *Shopping Lifestyle*

X4 : *Impulse Buying*

—————> : Connecting lines between partial variables

-----> : Connecting lines between simultaneous variables

3. RESEARCH METHODOLOGY

3.1 Types and Research Approaches

This study uses a quantitative approach with an associative approach. Quantitative approaches are used to measure relationships between variables through statistical processing of numerical data. The associative approach aims to determine the influence of independent variables—price discount, hedonic shopping motivation, and shopping lifestyle—on the dependent variable, impulse buying. Through this approach, researchers can identify the contribution of each independent variable to impulsive buying behavior.

3.2 Population and Sample

The population in this study was all consumers of RJ Galery Store residing in Bengkulu City. The sampling technique used was purposive sampling, which is a technique of selecting samples based on certain criteria relevant to the research objectives. The sample size determined in this study was 190 respondents, distributed proportionally across nine sub-districts in Bengkulu City. Details of the sample distribution are shown in Table 1 below :

Table 1. Proportional Sample Distribution

No	Subdistrict	Percentage (%)	Number of Samples
1	Selebar	12%	22
2	Kampung Melayu	11%	21
3	Gading Cempaka	11%	21
4	Ratu Agung	11%	21
5	Ratu Samban	11%	21
6	Singaran Pati	11%	21
7	Teluk Segara	11%	21
8	Sungai Serut	11%	21
9	Muara Bangkahulu	11%	21
	Total	100%	190

3.3 Data Collection Technique

The data collection technique in this study was carried out by distributing questionnaires to respondents who had made purchases at the RJ Galery Store. The questionnaire was constructed using a Likert scale with five alternative answers to measure respondents' perceptions of the statements in each research variable. This scale allows respondents to indicate their level of agreement with each question item, as presented in Table 2 below :

Table 2. Likert Scale Instrument

No	Alternative Answers	Value Weight
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Neutral (N)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

(Source: Sugiyono, 2013:93)

Before further analysis, the questionnaire was tested for validity and reliability. Validity testing was performed by examining the correlation between statement items and the total variable score. An item was declared valid if the correlation value (r count) was greater than r table. Based on the validity test results, all items in the four variables were declared valid because the r count value was > 0.361 . This indicates that all statements were suitable for use as research instruments.

3.4 Data Analysis Techniques

Data obtained from the questionnaire were analyzed using multiple linear regression analysis to determine the simultaneous and partial effects of the independent variables on the dependent variable. Data processing was performed using the latest version of SPSS software.

Before conducting regression analysis, the data was first tested using the classical assumption test, which consists of:

- Normality test: to determine whether the data is normally distributed;
- Multicollinearity test: to determine whether there is a correlation between independent variables;
- Heteroscedasticity test: to ensure that the residual variance is constant.

After meeting the basic assumptions, hypothesis testing is conducted through:

- Partial t-test, to determine the effect of each independent variable on the dependent variable individually;
- Simultaneous F-test, to test the effect of all three independent variables together on impulse buying;
- Coefficient of determination (R^2_{adj}), to determine the extent to which the independent variables contribute to explaining the variation in the dependent variable.

4. RESULTS AND DISCUSSIONS

4.1 Instrument Validity Test

The validity test aims to determine the extent to which the questionnaire items are able to measure the intended variables. The validity test results show that all items in each variable have a calculated r-value greater than the table r-value (0.361), thus concluding that all statements are valid. The following is an example of the validity test results :

Table 1. Instrument Validity Test Results

Variable	Statement	R Count	R Table	Conclusion
<i>Price Discount (X1)</i>	1	0,825	0,361	Valid
	2	0,864	0,361	Valid
	3	0,774	0,361	Valid
	4	0,758	0,361	Valid
	5	0,466	0,361	Valid
<i>Hedonic Shopping Motivation (X2)</i>	1	0,898	0,361	Valid
	2	0,851	0,361	Valid
	3	0,912	0,361	Valid
	4	0,927	0,361	Valid
	5	0,695	0,361	Valid
	6	0,755	0,361	Valid
<i>Shopping lifestyle (X3)</i>	1	0,669	0,361	Valid
	2	0,808	0,361	Valid
	3	0,695	0,361	Valid
	4	0,684	0,361	Valid
	5	0,469	0,361	Valid
	6	0,464	0,361	Valid
	7	0,652	0,361	Valid
	8	0,553	0,361	Valid
	9	0,773	0,361	Valid
	10	0,751	0,361	Valid
	11	0,639	0,361	Valid
	12	0,695	0,361	Valid
<i>Impulse Buying (Y)</i>	1	0,715	0,361	Valid
	2	0,681	0,361	Valid
	3	0,827	0,361	Valid
	4	0,662	0,361	Valid
	5	0,677	0,361	Valid
	6	0,757	0,361	Valid

Source: Research Results and Processed Data, 2024

4.2 Reliability Test

Reliability testing was conducted by calculating the Cronbach's Alpha value for each variable. The Cronbach's Alpha values obtained for all variables were > 0.60 , indicating that the instrument has good internal consistency and is reliable.

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1.	<i>Price Discount (X1)</i>	0,778	Reliabel
2.	<i>Hedonic Shopping Motivation (X2)</i>	0,934	Reliabel
3.	<i>Shopping lifestyle (X3)</i>	0,877	Reliabel
4.	<i>Impulse Buying (Y)</i>	0,812	Reliabel

Source: Research Results and Processed Data, 2024

4.3 Classical Assumption Test

The classical assumption test was conducted before the regression analysis to ensure the data met statistical requirements, with the following results:

- Normality Test: Based on the Kolmogorov-Smirnov test, the Asymp. Sig. value was > 0.05 , indicating that the data were normally distributed.
- Multicollinearity Test: All independent variables had VIF values < 10 and Tolerance values > 0.10 , indicating that multicollinearity was not found.
- Heteroscedasticity Test: Based on the scatterplot and Glejser test, no specific pattern was found, thus it can be concluded that heteroscedasticity does not occur.

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Dsicount	,506	1,977
	Motivasi Belanja Hedonis	,416	2,404
	Shopping Lifestyle	,508	1,970

a. Dependent Variable: *Impulse Buying*

Source: SPSS Data Processing, 2025

The following results were obtained:

- Price Discount has a Tolerance value of 0.506 and a VIF of 1.977.
- Hedonic Shopping Motivation has a Tolerance of 0.416 and a VIF of 2.404.
- Shopping Lifestyle has a Tolerance of 0.508 and a VIF of 1.970.

Because all Tolerance values are > 0.10 and $VIF < 10$, it can be concluded that there is no multicollinearity among the independent variables in the model. Thus, each independent variable in the regression model can be analyzed individually without affecting the validity of the other regression coefficient estimates.

4.4 Multiple Linear Regression Test Results

The results of multiple linear regression analysis show that price discounts, hedonic shopping motivation, and shopping lifestyle have a positive influence on impulse buying.

Table 4. Results of Multiple Linear Regression Analysis

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,389	1,760		1,358	,176		
	Price Discount	,255	,095	,213	2,690	,008	,506	1,977
	Motivasi Belanja Hedonis	,229	,105	,191	2,190	,030	,416	2,404
	Shopping Lifestyle	,195	,047	,328	4,149	,000	,508	1,970

a. Dependent Variable: *Impulse Buying*

Source: SPSS Data Processing, 2025

Based on the results of data processing using SPSS, the multiple linear regression equation is obtained as follows:

$$Y = 2.389 + 0.255X_1 + 0.229X_2 + 0.195X_3 + e$$

Where:

Y = Impulse Buying

X₁ = Price Discount

X₂ = Hedonic Shopping Motivation

X₃ = Shopping Lifestyle

e = Error (residual error or model error)

Based on the t-test (partial):

- Price discounts have a positive and significant effect on impulse buying ($\beta = 0.213$; sig = 0.008 < 0.05).
- Hedonic shopping motivation also has a positive and significant effect ($\beta = 0.191$; sig = 0.030 < 0.05).
- Shopping lifestyle has the most dominant influence on impulse buying ($\beta = 0.328$; sig = 0.000 < 0.05).

This regression model shows that the three independent variables (price discount, hedonic shopping motivation, and shopping lifestyle) have a positive and significant effect on impulsive buying behavior. Among the three, the shopping lifestyle variable has the greatest influence based on the standardized beta value ($\beta = 0.328$), followed by price discount ($\beta = 0.213$) and hedonic shopping motivation ($\beta = 0.191$).

4.5 Partial (t-Test) and Simultaneous (F-Test) Tests

Tabel 5. T-Test Result (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	2,389	1,760		
TOT.X1	,255	,095	,213	2,690	,008
TOT.X2	,229	,105	,191	2,190	,030
TOT.X3	,195	,047	,328	4,149	,000

a. Dependent Variable: TOT.Y

The t-test showed that all independent variables had a significance value <0.05, indicating a significant influence on impulse buying.

Table 6. F-Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1134,220	3	378,073	43,375	,000 ^b
Residual	1621,233	186	8,716		
Total	2755,453	189			

a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), PRICE DISCOUNT, MOTIVASI BELANJA HEDONIS, SHOPPING LIFESTYLE

Meanwhile, the results of the F-test (simultaneous) show that all three independent variables together have a significant effect on impulse buying ($F = 43.375$; sig = 0.000 < 0.05). the F-test showed that all three independent variables simultaneously had a significant influence on impulse buying. The Adjusted R Square value of 0.402 indicates that 40.2% of the variation in impulse buying can be explained by price discounts, hedonic shopping motivation, and shopping lifestyle. The remaining 59,8% is influenced by other factors not examined in this study.

4.6 The Effect Of Price Discount (X1) On Impulse Buying (Y)

The results of the study to determinen the effect of price discount on impulse buying at the RJ Galery shop in Bengkulu city obtained the t value of 2.690 > 1.973 with a probability of 0.008 < 0.050, it can be

concluded that price discount has a positive and significant effect on impulse buying. This shows that price discounts play a very important role in impulse buying, the greater the discount given, the higher the consumer to make impulse purchases, the policy of providing price discounts is one of the effective strategies to increase sales through impulse purchases.

These results are able to strengthen the assumption that the strategy of providing discounts is able to create a perception of value for money for consumers, in this case consumers will feel they are getting more benefits when buying products at discounted prices so that the emotional urge to make spontaneous purchases becomes greater, even though the purchase was not planned in advance. The results of this study are in line with the opinion expressed Hasim & Lestari (2022) which states that price discounts greatly affect impulse buying, with discounts / price cuts being able to change consumer perceptions of the products offered to be more positive and can influence consumer perceptions in impulse buying decisions.

4.7 The Effect Of Hedonis Shopping Motivation (X₂) On Impulse Buying (Y)

The results of the study to determine the effect of hedonic shopping motivation on impulse buying at the RJ Galery shop in Bengkulu city obtained the t value of $2.190 > 1.973$ with a probability of $0.030 < 0.050$, it can be concluded that hedonic shopping motivation has a positive and significant effect on impulse buying. This shows that the higher the consumer's hedonic shopping motivation to seek satisfaction or enjoyment in shopping, the greater the impulse buying. Hedonic shopping motivation reflects the emotional drive and pleasure felt when someone shops, such as feelings of pleasure, satisfaction or as a form of escape from boredom.

Consumers who have hedonic shopping motivation tend to make impulse purchases to get a pleasant experience not only because of functional needs or desired products. The results of this study are in line with the opinion expressed Kosyu (2014) which states that hedonic shopping motivation has a very large value in influencing impulse buying, this is because when customers have a sense of pleasure and excitement when buying a product, unplanned purchases can arise automatically, so this can be a reference for marketers in increasing sales of their products through hedonic shopping motivation.

4.8 The Effect Of Shopping Lifestyle (X₃) On Impulse Buying (Y)

The results of the study to determine the effect of shopping lifestyle on impulse buying at the RJ Galery shop in Bengkulu city obtained the t value of $4.149 > 1.973$ with a probability of $0.000 < 0.050$, it can be concluded that shopping lifestyle has a positive and significant effect on impulse buying. This means that the higher the shopping lifestyle that consumers have, the higher the impulse buying purchases made by consumers. A high shopping lifestyle can be seen from how consumers follow fashion trends or obtain items that are considered attractive so that they tend to be more easily influenced to buy goods impulsively at the RJ Galery Store in Bengkulu city.

Shopping lifestyle has a very important role in impulse buying, especially in the digital and ecommerce era, consumers with a high shopping lifestyle usually have a tendency to frequently update online and offline stores, follow product trends and make shopping a part of lifestyle and entertainment. This research is in line with the opinion put forward Wardah & Harti (2021) which shows that shopping lifestyle affects unplanned purchases positively and significantly, with an increase in shopping lifestyle will affect the high impulse buying decisions.

5. CONCLUSIONS

This study concludes that price discounts, hedonic shopping motivation, and shopping lifestyle have a positive and significant influence on impulse buying, both partially and simultaneously. The implication of this research is the importance of retailers understanding consumer behavior, which is influenced by emotional and lifestyle aspects, when designing promotional strategies. It is recommended that retailers continue to improve the quality of promotions, understand consumer characteristics, and create enjoyable shopping experiences to encourage impulse buying.

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