

DAFTAR PUSTAKA

- Abdullah, M. S., & Artanti, Y. (2021). The Effect of Situational Factor, Visual Merchandising, and Electronic Word of Mouth on Impulsive Buying Behavior on Video on Demand Services Current The Covid-19 Pandemic Crisis. *Journal of Business and Behavioural Entrepreneurship*, 5(1), 78-91.
- Agung, A. A. (2012). *Metodologi Penelitian Bisnis*. Malang: UB Press.
- Amanah, D., & Pelawi, S. P. (2015). Pengaruh Promosi Penjualan (Sales Promotion) dan Belanja Hedonis (Hedonic Shopping) Terhadap Impulsive Buying Produk Matahari Plaza Medan Fair. *Jurnal Quonomic Vol. III No. 02*, 10 - 18.
- Amiri, F., Jasour, J., Shirpour, M., & Alizadeh, T. (2012). Evaluation of Effective Fashionism Involvement Factors Effects on Impulse Buying of Customers and Condition of Interrelation between These Factors. *Journal of Basic and Applied Scientific Research Vol 2 No 9*, 9413-9419.
- Andriani, L. A., & Harti. (2021). Pengaruh emosi positif, potongan harga, dan kualitas website terhadap pembelian impulsif. *Forum Ekonomi*, 454-462.
- Anitha, V., & Krishnan, D. A. (2020). Situational Factors Ascendant Impulse Purchase Behavior Of Private Label Brands With Special Reference To Modern Trade Retail Outlets In Chennai. *International Journal of Management Volume 11, Issue 04*, 178-187.
- Aqmarina, & Wahyuni, Z. I. (2018). Pengaruh Motivasi Hedonic Shopping Dan Adiksi Internet Terhadap Online Impulse Buying. *TAZKIYA Journal of Psychology, Vol 6 No 2*, 153-165.
- Ardiyanto, F. (2015). Faktor-Faktor Yang Mempengaruhi Perilaku Pembelian Impulsif Dimoderasi Oleh Jenis Kelamin. *Jurnal Akuntansi dan Manajemen Vol. 26, No. 3*, 209-218.
- Ardiyanto, F. (2017). Pengaruh Positive Emotion, Time Availability, Dan Money Availability Terhadap Impulsive Buying Behavior Konsumen Mahasiswa Pada Department Store Di Kota Yogyakarta. *Akmenika: Jurnal Akuntansi Dan Manajemen, 14(1)*, 850-862.
- Arif, N. A. (2021). *Pengaruh Store Atmosphere, Hedonic Shopping Motivation Dan Sales Promotion Terhadap Impulse Buying Dengan Positive Emotional Response Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Matahari Department Store Royal Plaza Surabaya)*. Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sunan Ampel Surabaya: Skripsi.

- Artana, I. P., & Aksari, N. M. (2020). Emosi Positif Memediasi Pengaruh Atmosfer Toko Terhadap Pembelian Tidak Terencana. *E-Jurnal Manajemen*, Vol. 9, No. 5, 1983-2002.
- Atulkar, S., & Kesari, B. (2018). Role of consumer traits and situational factors on impulse buying: does gender matter? *International Journal of Retail & Distribution Management*, 386-405.
- Bashir, S., Zeeshan, M., Sabbar, S., Hussain, R. I., & Sarki, I. H. (2013). Impact of Cultural Values and Life Style on Impulse Buying Behavior: A case study of Pakistan. *International Review of Management and Business Research* Vol. 2 Issue.1, 193-200.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2012). *Consumer behavior*. Singapore: Cengage Learning.
- Byrne, B. M. (2016). *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. New York: Psychology Press.
- Cho, J., Ching, G. S., & Luong, T.-H. (2014). Impulse buying behavior of Vietnamese consumers in supermarket setting. *International Journal of Research Studies in Management*, Volume 3 Number 2, 33-50.
- Collier, J. E. (2020). *Applied structural equation modeling using AMOS: Basic to advanced techniques*. New York: Routledge.
- Cravens, D. W., & Piercy, N. F. (2013). *Strategic marketing*. New York: McGraw-Hill.
- Djafarova, E., & Bowes, T. (2020). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 1-9.
- Fatmawati, I., Astuti, F. D., & Iswanti, L. (2020). The Influence of Store Atmosphere, Shopping Lifestyle, and Time Availability on Emotional Response and Impulse Buying. *Advances in Economics, Business and Management Research*, volume 176, 346-354.
- Fazri, A. F., Arifin, R., & Primanto, A. B. (2020). Pengaruh Visual Merchandising, Potongan Harga, Kualitas Layanan, Dan Store Atmosphere Terhadap Impulse Buying Melalui Emosi Positif Sebagai Variabel Mediasi Pada Pembeli Toko Paradise (Studi Kasus Pada Masyarakat Kelurahan Sisir). *e – Jurnal Riset Manajemen*, 53-71.
- Fitri, F. R. (2018). The influence of web quality and sales promotion toward impulse buying behavior with openness personality as moderating variable. *Journal of Accounting Management and Economics* Vol. 20, No. 1, 48-55.

- Foroughi, A., Buang, N. A., & Sherilou, M. (2012). Exploring the Influence of situational factors (money&time available) on impulse buying behaviour among different Ethnicities. *Elixir Marketing Mgmt.* 46, 8577-8580.
- Gao, H., Chen, X., Gao, H., & Yu, B. (2022). Understanding Chinese Consumers' Livestreaming Impulsive Buying: An Stimulus-Organism-Response Perspective and the Mediating Role of Emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 1-17.
- Ghozali, I. (2008). *Structural Equation Modeling, Metode. Alternatif dengan Partial Least Square*. Semarang: BP Universitas Diponegoro.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP Universitas Diponegoro.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP Universitas Diponegoro.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS. 21 Update PLS Regresi*. Semarang: BP Universitas Diponegoro.
- Ghozali, I., & Fuad. (2008). *Structural equation modelling : teori, konsep, dan aplikasi dengan program LISREL 8.80*. Semarang: BP Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2020). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris (2nd ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gunadhi, E. C., & Japarianto, E. (2015). Analisa Pengaruh Store Atmosphere Terhadap Impulse Buying Melalui Shopping Lifestyle Dan Emotional Response Sebagai Variabel Intervening Pada The Body Shop Indonesia . *Jurnal Manajemen Pemasaran PETRA Vol. 1, No. 1*, 1-9.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (Seventh Edition)*. New York: Prentice Hall International.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 1-12.
- Hanaysha, J. R. (2021). Impact of Price Promotion, Corporate Social Responsibility, and Social Media Marketing on Word of Mouth. *Business Perspectives and Research*, 9(3), 446-461.
- Harwani, S., & Kanade, S. R. (2017). Impact Of Demographic Differences And Other Factors On Impulse Buying. *International Journal of Management (IJM) Volume 8, Issue 2*, 58-67.

- Iliah, L. R., & Aswad, M. (2022). Faktor-Faktor Yang Mempengaruhi Pembelian Impulsif Secara Online Pada Masyarakat Kabupaten Kediri. *J-CEKI : Jurnal Cendekia Ilmiah Vol.1, No.3*, 209-224.
- Imbayani, I. G., & Novarini, N. N. (2018). Pengaruh Shopping Lifestyle, Fashion Involvement Dan Positive Emotion Terhadap Impulse Buying Behavior. *Jurnal Ilmiah Manajemen & Bisnis Volume 3, No. 2*, 2528-2077.
- Khorrani, M. S., Esfidani, M. R., & Delavari, S. (2015). The Effect of Situational Factors on Impulse Buying and Compulsive Buying: Clothing. *International Journal of Management, Accounting and Economics Vol. 2, No. 8*, 2383-2126.
- Kline, R. (2011). *principles and practice of structural equation modeling*. New York: Guilford Press.
- Kotler, P., & Armstrong, G. (2012). *Prinsip –prinsip Pemasaran. Edisi 13. Jilid 1*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2014). *Manajemen Pemasaran. Edisi 15. Jilid 1*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran. Edisi ke. 13*. Jakarta: Erlangga.
- Kurniawan, D., & Kunto, Y. S. (2013). Pengaruh Promosi Dan Store Atmosphere Terhadap Impulse Buying Dengan Shopping Emotion Sebagai Variabel Intervening Studi Kasus Di Matahari Department Store Cabang Supermall Surabaya. *Jurnal Manajemen Pemasaran Petra Vol. 1, No. 2*, 1-8.
- Leba, E., & Suhermin. (2015). Pengaruh Atmosfer Gerai Dan Promosi Terhadap Pembelian Impulsif Yang Dimediasi Emosi Positif. *Jurnal Ilmu dan Riset Manajemen Volume 4, Nomor 1*, 1-17.
- Lestari, D., Sari, M. I., & Hafidzi, A. H. (2020). Peran Faktor Situasional terhadap Keputusan Pembelian Impulsif (Studi Kasus Toko Basmalah di Pakusari). *Growth, 18(1)*, 29-39.
- Longdong, E. Y., & Pangemanan, S. S. (2015). Analyzing The Effect Of Virtual Atmospheric Cues, Sales Promotions, And Situational Factors On Online Impulse Buying In Manado. *Jurnal EMBA Vol.3 No.3*, 119-129.
- Mamuaya, N. C., & Pandowo, A. (2018). The effect of the situational factor, store atmosphere, and sales promotion on hedonic shopping motivation and its implication on supermarket consumer impulsive buying in Manado city. *Journal of Business and Retail Management Research (JBRMR), Vol. 13 Issue 2*, 1-11.

- Mamuaya, N. C., & Tumiwa, R. A. (2017). The Effect of Situational Factor on Hedonic Shopping Motivation and Impulsive Buying of College Students in Mall ar Manado City. *International Journal of Business and Management Invention Vol 6 Issue 12*, 44-50.
- Margono, S. (2004). *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- Mihić, M., & Kursan, I. (2010). Assessing the Situational Factors and Impulsive Buying Behavior: Market Segmentation Approach. *Management, Vol. 15*, 47-66.
- Muruganantham, G., & Bhakat, R. S. (2013). An Empirical Study of Impulse Buying Behavior in Online Bookstores. *International Journal of Online Marketing, 3(3)*, 1-17.
- Nandha, O., Andriani, K., & Edriana, P. (2017). The Effect Of Store Environment, Availability Of Money And Time, Hedonic Consumption Tendency On Emotional States And Its Impact On Impulse Buying Behaviour. *RJOAS, 3(63)*, 72-78.
- Negara, A. A., & Kusumadewi, N. M. (2018). Pengaruh Atmosfer Ritel Dan Promosi Terhadap Impulse Buying Yang Dimediasi Emosi Positif. *E-Jurnal Manajemen Unud, Vol. 7, No. 7*, 3944-3973.
- Octaprinanta, N., Kumadji, S., & Hidayat, K. (2013). Pengaruh Faktor Situasional Terhadap Emotional States Dan Impulse Buying (Survei Pada Pengunjung Giant Hypermarket Mall Olympic Garden Malang) . *Jurnal Aplikasi Manajemen Vol 9 Issue 4*, 88-96.
- Pallllkara, V., Pinto, P., Hawaldar, I. T., & Pinto, S. (2021). Impulse Buying Behaviour At The Retail Checkout: An Investigation of Select Antecedents. *Business: Theory and Practice Volume 22 Issue 1*, 69-79.
- Pranoto, H., Andarwati, & Sunaryo. (2021). The Effect Of Money Availability, Time Availability And Promotion Of Impulse Purchase Behavior Of Chocolate Snack Products Through Positive Emotions . *Journal of Applied Management (JAM) Volume 19 Number 4*, 725-737.
- Prasetyo, W., Yulianto, E., & Kumadji, S. (2016). Pengaruh Store Atmosphere Terhadap Hedonic Shopping Value Dan Impulse Buying (Survei Pada Konsumen Matahari Department Store Malang Town Square). *Jurnal Administrasi Bisnis (JAB)|Vol. 39 No. 2*, 127-134.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 879–891.

- Purnomo, H., & Riani, L. P. (2018). Analisis Hedonic Shopping Motives Terhadap Impulse Buying Toko Daring pada Masyarakat Kota Kediri. *Ekspektra : Jurnal Bisnis dan Manajemen, Volume 2, Nomor 1*, 68-88.
- Puspaningrum, A. (2017). Impulsive Reaction Mediates Situational Factors On Impulse Buying Decision Of Food Products In Supermarkets In Malang City. *Journal of Applied Management (JAM) Volume 15 Number 3*, 444-453.
- Putra, R. V., Machasin, & Nas, S. (2021). Pengaruh Sales Promotion, Personal Selling dan Advertising terhadap Keputusan Pembelian Produk Buku Terbitan CV. As Salam di Kota Pekanbaru. *Jurnal Ekonomi KIAT Vol. 32, No. 1*, 57-65.
- Qomariah, N., Wulandari, L. P., & Rozzaid, Y. (2020). Efforts to Increase Impulse Buying Through Discount Prices, Positive Emotions and Situational Factors. *International Journal of Business and Management Invention (IJBMI) Volume 9 Issue 7 Ser. II*, 53-58.
- Rahmawati, A. (2018). *Pengaruh Hedonic Shopping Motivation dan Promosi Penjualan Terhadap Emosi Positif Dan Dampaknya Terhadap Pembelian Impulsif Dalam E-Commerce Berrybenka.com*. Fakultas Ekonomi dan Bisnis UIN Syarif Hidayatullah Jakarta: Skripsi.
- Rolls, E. (2005). *Emotion Explained*. Oxford: Oxford University Press.
- Rosyida, S., & Anjarwati, A. L. (2016). Pengaruh Store Atmosfer Dan Promosi Penjualan Terhadap Pembelian Impulsif Dengan Emosi Positif Sebagai Variabel Intervening. *Journal of Research in Economics and Management Volume 16, No. 1*, 105-127.
- Russell, J. A., & Mehrabian, A. (1974). Distinguishing Anger And Anxiety In Terms. *Journal of Consulting and Clinical Psychology, Vol. 42, No. 1*, 79-83.
- Saputra, R. A. (2019). *Pengaruh Sales Promotion, Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian Produk Di DBL Store*. Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESIA): Skripsi.
- Sugiyono. (2016). *Metode penelitian pendidikan : pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: ALFABETA.
- Suliyanto. (2018). *Metode Penelitian Bisnis*. Yogyakarta: Andi.
- Trifiyanto, K. (2019). Pengaruh Dimensi Online Visual Merchandising dan Promosi Penjualan Online Terhadap Impulse Buying. *Jurnal HUMMANSI (Humaniora, Manajemen, Akuntansi) Volume 2 Nomer 2*, 29-37.

Utama, I. G. (2016). Teknik Sampling dan Penentuan Jumlah sampel. *10.13140/RG.2.1.5187.0808.* , 1-23.

Weerathunga, A., & Pathmini, M. (2015). Impact of Sales Promotion on Consumer's Impulse Buying Behaviour (IBB); Study In Supermarkets In Anuradhapura City . *International Research Symposium Rajarata University of Sri Lanka*, 321-329.

Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management* 48, 151-160.

