



The Influence of Store Atmosphere and Product Price on Impulse Buying at Offline Store

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Abstract: Currently, many business people take advantage of technology by selling their products online to minimize the costs incurred for doing business through the marketplace. However, this does not reduce and affect the growth of the retail or offline store business. Thus, retail stores must build a good store atmosphere at affordable prices so that consumers make impulse purchases. This study aims to analyze the effect of store atmosphere and product prices on impulse buying at the Miniso offline store in Tunjungan Plaza Surabaya. This study uses a quantitative approach and uses multiple linear regression analysis techniques. The population in this study were Miniso consumers at Tunjungan Plaza Surabaya. The sampling technique used is a non-probability side with a purposive sampling type. Data collection through questionnaires was distributed to 100 respondents. The data were processed using SPSS 29. The conclusion from the results of this study showed that a partially stored atmosphere did not affect impulsive purchases ($0,547 > 1,984$ and a significance of $0,586 > 0,05$). However, product prices have a partial effect on impulsive purchases ($2,803 > 1,984$ and $0,006$ significantly $< 0,05$). Simultaneously, store atmosphere and product prices affect impulse buying ($8,073 > 3,090$ and a significance of $0,001 < 0,05$).

Keywords: Impulse Buying; Product Price; Store Atmosphere

INTRODUCTION

In living everyday life, economic activities coexist with humans. Humans as economic actors carry out economic activities as a form of meeting their needs. Currently, economic growth in Indonesia continues to increase. This is to a report from the Central Statistics Agency, namely "Indonesia's economic growth in the second quarter of 2021 has increased to 7,07% on an annual basis (year on year). Furthermore, the Indonesian economy in the second quarter of 2021 grew by 3,31% (quarter-to-quarter) from the previous quarter. This economic growth is also supported and sustainable by business development in Indonesia. Business development in Indonesia can be seen from the increasing number of retail businesses or offline stores. Evidenced by the data from the Global Retail Development Index for 2021, and released by AT Kearney, Indonesia is ranked 4th out of 35 countries with a score of 53.0 out of the highest score of 100 (Kearney, 2021).



Figure
2021 Global Retail Development Index

2021 rank	Country	Population (million)	GDP PPP per capita (US\$)	National retail sales (US\$ billion)	Market attractiveness	Country risk	Market saturation	Time pressure	Final 2021 score	Rank vs. 2019
1	China	1,402	17,192	4,072	100.0	88.4	13.1	100.0	72.8	0
2	India	1,400	6,461	1,163	59.1	50.7	63.7	82.7	64.4	0
3	Malaysia	33	27,402	112	74.5	74.0	27.2	43.9	54.1	0
4	Indonesia	272	12,222	407	51.3	30.7	57.6	60.7	53.0	+1
5	Bangladesh	170	5,307	171	15.7	2.4	96.0	88.4	53.0	New
6	Morocco	36	7,620	46	31.5	92.6	66.5	51.8	52.2	+6
7	Egypt	101	12,790	200	34.3	20.5	71.5	73.8	52.0	+19
8	Ghana	31	5,693	24	13.5	70.2	96.5	52.7	51.9	-4
9	Vietnam	96	10,869	125	27.8	42.2	56.0	98.4	51.8	+2
10	Dominican Republic	11	18,608	25	44.5	70.2	62.2	39.7	51.4	+4
11	Serbia	7	19,146	21	61.0	55.2	27.7	62.8	50.8	+16
12	Saudi Arabia	35	46,811	119	75.8	98.6	16.9	26.9	50.6	-5
13	Kazakhstan	19	26,565	26	32.8	54.0	68.0	56.6	50.2	+2
14	United Arab Emirates	10	58,753	71	78.4	100.0	0.2	42.9	50.0	-5
15	Russia	147	27,903	429	75.0	52.8	0.0	70.0	49.3	+8
16	Cote d'Ivoire	26	5,365	19	10.6	24.0	94.9	69.6	49.0	New
17	Jordan	11	10,306	16	37.3	69.2	67.1	35.3	49.0	-9
18	Senegal	17	3,478	11	10.9	37.6	93.2	61.0	48.3	-12
19	Bulgaria	7	23,817	23	69.4	52.0	21.3	44.7	48.3	-2
20	Azerbaijan	10	14,431	15	32.7	37.7	84.5	26.8	47.5	-1
21	Turkey	84	30,253	191	52.3	40.4	30.7	63.0	46.8	+1
22	Romania	19	30,526	72	61.2	78.1	4.9	63.3	46.4	New
23	Bolivia	12	8,344	17	24.5	20.9	88.0	34.4	45.2	New
24	Kenya	54	4,926	39	9.1	53.1	79.0	62.2	45.1	New
25	Guatemala	18	8,293	40	29.8	41.5	64.9	42.9	44.1	+4
26	Sri Lanka	22	13,215	32	20.6	33.2	78.7	44.5	44.1	-8
27	Peru	33	11,871	58	37.2	76.3	49.3	32.4	43.8	-14
28	Colombia	49	14,324	70	36.8	80.2	43.7	39.3	43.7	-18
29	Tunisia	12	10,120	16	28.0	35.8	76.1	26.0	42.8	-4
30	Paraguay	7	12,881	11	23.3	71.9	82.9	4.7	42.3	-9
31	Nepal	30	4,061	16	0.0	20.3	100.0	51.0	42.2	New
32	Cameroon	27	3,646	20	9.0	1.5	99.0	41.1	41.7	New
33	Ukraine	42	13,110	65	33.3	22.8	47.5	51.0	40.0	New
34	Nigeria	206	5,187	108	14.8	14.4	91.9	22.2	39.4	-4
35	Philippines	110	8,452	170	32.8	40.5	35.3	52.2	38.2	-15

Source: Kearney analysis

Figure 1. Country Scores in the 2021 Global Retail Development Index
 Source: Kearney Analysis (2021)

The existence of modern markets or retail in this era of globalization has caused many outside retailers to enter Indonesia. Miniso is a retail store outside Indonesia originating from China. Many people think that the Miniso brand originates from Japan, this is because Miniso does use a sales concept like Japan as a strategy to market its products. Miniso entered Indonesia in 2017 and is committed to fulfilling the philosophy of a simple, natural, and high-quality life and providing consumers with simple, natural, basic, high-quality, and affordable household products according to the principles conveyed by Miniso's Co-Founder. In Surabaya, there are 11 Miniso outlets spread and operating. The Miniso outlets are located in Surabaya Malls, namely Royal Plaza Surabaya, Ciputra World Surabaya, Lenmarc Mall, Galaxy Mall, Pakuwon Mall, Pakuwon City Mall, Plaza Surabaya, Grand City, Tunjungan Plaza, BG Junction, and The Central Mall Gunawangsa Tidar.



Soliha, Euis in Artana et al. (2019) said that the retail business in Indonesia is quite attractive to newcomers where the existing market has the potential to see an increase in the economy and an increase in the country's population. Marketing according to Manap in Febriansyah (2021) is a process of planning and implementing conception, pricing, determining the product process, promotion, and place or distribution, as well as a social and managerial process to achieve goals. The rapid development that occurred resulted in competition among retail entrepreneurs. This competition also indirectly affects Miniso's existence as a retail store entrant.

Table 1. Accessories Store Rankings 2021-2022

TOP BRAND FOR GEN-Z INDEX		
Brand	Year	
	2021	2022
Stroberi	42,60%	47,50%
Naughty	36,70%	31,80%
Cindy Yayang	9,20%	7,20%
Bunga	7%	-
Brun-Brun	-	6,70%
Miniso	4,50%	5,90%

Source: Top Brand Index (2022)

In the picture above it can be seen that Miniso is trying to compete with other similar brands such as Strawberries, Naughty, Cindy Yayang, Brun-Brun, and Flowers. The marketing strategy is very important for every business person to introduce their products to the public. The internal reference price becomes a kind of guide to evaluating whether the stated price is acceptable to consumers Sari in Irawati (2019). Marketing strategy according to Kotler and Armstrong in Silvia et al. (2019) is a marketing logic in which companies hope to create value for customers and achieve profitable relationships with customers. The formulation of a strategy in marketing is planned to be able to market more products to increase sales. In a book entitled "Marketing Strategy" by Palmatier & Sridhar (2020), explains that marketing strategy is something that consists of decisions and actions that are focused on building a sustainable differential advantage, relative to competitors, in the minds of customers, to create value for stakeholders.

One of them is by providing a good atmosphere at the store and affordable prices. The research conducted by Isnaini and Rahmidani (2021) proved that store atmosphere has a significant and positive influence on impulse buying. According to Berman and Evans stated that store atmosphere is a physical feature and characteristic of a store that can attract customers and project an image to consumers (Indasari & Bachri, 2021). Sujana in Khairuna (2019) states that the store atmosphere is the appearance of the outside and inside of the store must be arranged in such a way that it is attractive, captivating, creates curiosity, and invites people to come and visit. Mowen and Minor in Safitri (2019) argue that the atmosphere relates to the way managers manipulate building design, interior space, layout of hallways, carpet and wall textures, smells, colors, shapes, and sounds that consumers experience to achieve a certain effect. Another opinion was put forward by Kotler in Yularto (2019) that store atmosphere is the atmosphere (atmosphere) of each store having a physical layout that makes it easy or difficult to go around in it. Miniso has a design that is quite eye-catching for customers who pass by and see it to create a good atmosphere. Miniso succeeded in building an experience for customers because it has a neat display layout, matching and soft colors, and the appropriate arrangement of goods or



products. Foster in Arnipianti (2021) states that store atmosphere is the emotional effect that arises from changes in planning for the purchasing environment which can cause consumers to take purchasing actions.

To market an item or service, every company must set the price appropriately. Miniso's commitment to presenting valuable products at affordable prices, Miniso presents products at relatively affordable prices with the specifications offered and an attractive appearance. Prices are identical to selling and buying activities. According to Alma, Buchori in Indrasari (2019), price is the amount of money paid for services or the amount of value that consumers exchange to get benefits from owning or using goods or services. The price position will determine how the company can achieve its target or profit. This follows the opinion expressed by Tjiptono in Sjawal et al. (2020) that price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, place, and promotion) cause costs or expenses.

According to Stanton in Agatha (2019), consumers themselves have a perception of price, that the higher the price of a product the higher the quality of the product. Appropriate and attractive prices can make customers behave in impulse buying. Bayley and Nancarrow emphasized that there are certain feelings associated with impulsive purchases, such as the feeling of having to buy a product immediately, ignoring negative consequences, feelings of joy, even euphoria, conflict between control and feelings of pleasure in consumers Eka, Aprilia in Kusumadewi (2020). This can be proven by research conducted by Daulay et al. (2020) that prices have a positive effect on impulse buying. Impulse buying is a phenomenon of impulsive buying behavior which is a challenge for business people because they are required to be able to create emotional interest such as provoking consumer passion to buy and consume certain Herabadi products in Yando (2019). Impulse purchases are usually made by customers because of interest in a product that is currently being seen. This interest can come from product uniqueness, various variations, low prices, promotions, and the benefits and value of the products offered. According to Bakti in Ayuning (2019), impulse buying also known as unplanned purchase is the behavior of people where the person does not plan anything while shopping. Meanwhile, according to Sumerian, impulse buying is the tendency of consumers to make purchases spontaneously, unreflected, in a hurry, and driven by the emotional psychological aspects of a product and tempted by persuasion from marketers (Riadi, 2020). The relationship between price and impulse buying behavior is that impulsive customers tend to make purchases spontaneously and without thinking.

The marketing concept used by Miniso is considered enough to make its brand more recognized by the people of Indonesia. Evidenced by the many outlets in Surabaya. Miniso creates a good store atmosphere when collaborating with a brand or cartoon character. So that customers who see visually can be immediately attracted and hooked by the display that is presented. However, with the strategies that have been carried out by Miniso, of course, there are problems encountered. Every business has its advantages and disadvantages. Therefore, this study wants to know more about the influence of store atmosphere and product prices on impulse buying behavior at the Miniso offline store in Tunjungan Plaza Surabaya.

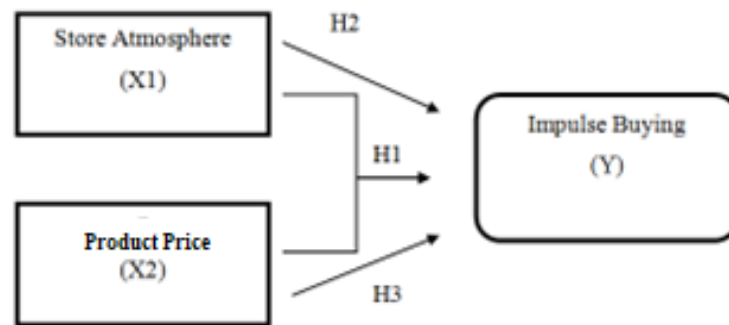


Figure 2. Thinking Framework
Source: Research (2023)

Based on the description, this research has the following hypotheses: (1) there is a simultaneous effect of Store Atmosphere and Product Prices on Impulse Buying at Miniso Offline Stores in Tunjungan Plaza Surabaya; (2) there is no partial effect of Store Atmosphere on Impulse Buying at the Miniso Offline Store at Tunjungan Plaza Surabaya; (3) there is a partial effect of Product Prices on Impulse Buying at the Miniso Offline Store at Tunjungan Plaza Surabaya.

METHODS

This type of research uses a quantitative approach whose research method is based on positivistic (concrete data) in the form of numbers that will be measured using statistics as a counting test tool (Sugiyono, 2018). The object of this study is consumers who have visited and made purchases at least 2 times at the Miniso Offline Store in Tunjungan Plaza Surabaya. The population in this study were visitors to the Tunjungan Plaza Surabaya Mall, which numbered approximately 21,000 visitors per day. A study with a large population may take a sample due to time, manpower, and data limitations that cannot be studied as a whole by the researcher.

According to Arikunto in Faaza and Sambrono (2019), the sample is part or representative of the population being studied. Determining the number of samples using the Slovin formula and the required sample size is 100 respondents who have visited and shopped at least 2x at the Miniso Tunjungan Plaza Surabaya offline store. The sampling technique used in this study was non-probability side with purposive sampling type. Data collection was carried out by distributing questionnaires and processed using IBM SPSS Statistics 29 software. Data analysis techniques used in this study were validity test, reliability test, classical assumption test, multiple linear regression analysis, simultaneous test (f test), partial test (t test), and the coefficient of determination to determine the extent to which the influence of the two independent variables studied on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

The validity test in this study used the IBM SPSS Statistics 29 software tool. Find r_{table} can be done by looking at the table $df = N-2$, the value of $df = 100-2 = 98$ with a significance value of 0,05. From this method, the r_{table} value is 0,196. If the value of $r_{count} > r_{table}$, then the instrument item is said to be valid. The results of the validity test are shown in Table 2. It shows that all correlation coefficients of the tested variable indicators are greater than 0,196. These results indicate that all the indicators of this study proved valid.



Table 2. Validity Test

Question Items	r_{table}	r_{count}	Significance	Description
Store Atmosphere (X1)				
X1.1	0,196	0,579	0,001	Valid
X1.2	0,196	0,479	0,001	Valid
X1.3	0,196	0,549	0,001	Valid
X1.4	0,196	0,436	0,001	Valid
X1.5	0,196	0,618	0,001	Valid
X1.6	0,196	0,449	0,001	Valid
X1.7	0,196	0,513	0,001	Valid
X1.8	0,196	0,629	0,001	Valid
X1.9	0,196	0,611	0,001	Valid
X1.10	0,196	0,664	0,001	Valid
X1.11	0,196	0,516	0,001	Valid
X1.12	0,196	0,585	0,001	Valid
X1.13	0,196	0,618	0,001	Valid
X1.14	0,196	0,484	0,001	Valid
X1.15	0,196	0,589	0,001	Valid
X1.16	0,196	0,580	0,001	Valid
Product Price (X2)				
X2.1	0,196	0,818	0,001	Valid
X2.2	0,196	0,800	0,001	Valid
X2.3	0,196	0,769	0,001	Valid
X2.4	0,196	0,685	0,001	Valid
X2.5	0,196	0,685	0,001	Valid
Impulse Buying (Y)				
Y.1	0,196	0,590	0,001	Valid
Y.2	0,196	0,786	0,001	Valid
Y.3	0,196	0,759	0,001	Valid
Y.4	0,196	0,739	0,001	Valid
Y.5	0,196	0,620	0,001	Valid

Source: The data has been processed by the author (2023)

Reliability Test

Reliability measurement uses Cronbach's Alpha technique. The basis for decision-making is Cronbach's Alpha value $> 0,6$ to say that a variable is reliable. Meanwhile, if Cronbach's Alpha value is $< 0,6$, the research instrument is said to be unreliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
Store Atmosphere (X1)	0,848	Reliable
Product Price (X2)	0,808	Reliable
Impulse Buying (Y)	0,743	Reliable

Source: The data has been processed by the author (2023)

Table 3 shows that the reliability test for each variable using Cronbach's Alpha technique shows that $\text{Alpha} > 0,6$. For the variable store atmosphere of 0,848. For the product price variable, it is 0,808. For the impulse buying variable of 0,743. So, the instruments of the three variables are declared reliable because the value of Cronbach's Alpha is greater than 0,6.



Coefficient Determination Analysis

Table 4. Adjusted R-Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,378a	0,143	0,125	3,337

a. Predictors: (Constant), Product Price, Store Atmosphere

Source: The data has been processed by the author (2023)

The adjusted R² test results in this study obtained a value of 0,143. It shows that impulse buying is influenced by the variable store atmosphere and product prices by 14,3% while the remaining 85,7 is influenced by other factors not included in this study.

F-Test

Table 5. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	179,846	2	89,923	8,073	<,001 ^b
	Residual	1080,394	97	11,138		
	Total	1260,240	99			

a. Dependent Variable: Impulse Buying
 b. Predictors: (Constant), Product Price, Store Atmosphere

Source: The data has been processed by the author (2023)

To obtain the f_{table} value, you can use a formula by determining the degrees of freedom in the numerator, namely, $df1 = (k-1) = (3-1) = 2$, where k is the number of variables used in the study and the degrees of freedom in the denominator $df2 = (n-k) = (100-3) = 97$, where n is the number of samples. It's known that the value of the f_{table} with a significance level of 5% with a value of $df1 = 2$ and a value of $df2 = 97$ is 3,090. Thus it can be seen that $f_{count} > f_{table}$ or significance value $< 0,05$, namely $8,073 > 3,090$ and $0,001 < 0,05$. It can be concluded that H1 accepts that the independent variables Store Atmosphere (X1) and Product Prices (X2) simultaneously have a significant effect on the dependent variable, namely Impulse Buying (Y).

T-Test

In obtaining the t_{table} , you can use the formula $(\alpha/2; n-k-1) = (0,025; 97)$, where α is the level of confidence, n is the number of samples, and k is the number of variables. From these calculations, the t-table value is 1,984.



Table 6. T-Test Result

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7,476	3,471		2,154	0,034
	Store Atmosphere	0,036	0,066	0,065	0,547	0,586
	Product Price	0,441	0,157	0,334	2,803	0,006

a. Dependent Variable: Impulse Buying

Source: The data has been processed by the author (2023)

It is known that $t_{count} > t_{table}$ or significance value $< 0,05$ so that $0,547 > 1,984$ or $0,586 > 0,05$ is obtained with a significance value greater than $0,05$. It can be concluded that partial Store Atmosphere (X1) has no significant effect on Impulse Buying behavior (Y).

It is known that $t_{count} > t_{table}$ or significance value $< 0,05$ so that $2,803 > 1,984$ or $0,006 < 0,05$ is obtained. It can be concluded that Product Price (X2) has a significant effect on Impulse Buying behavior (Y).

Multiple Linear Regression Analysis

Table 7. Result of Regression Analysis

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7,476	3,471		2,154	0,034
	Store Atmosphere	0,036	0,066	0,065	0,547	0,586
	Product Price	0,441	0,157	0,334	2,803	0,006

a. Dependent Variable: Impulse Buying

Source: The data has been processed by the author (2023)

The constant value (a) is 7,476. This can be interpreted as the magnitude value of the Impulse Buying variable (Y) with the assumption that the Store Atmosphere (X1) and Product Price (X2) variables have a constant and positive value.

The regression coefficient value for the Store Atmosphere variable (X1) is positive and has a value of 0,036. This can be interpreted that if there is an increase in the Store Atmosphere variable (X1), then the Impulse Buying variable (Y) will also increase.



The regression coefficient value for the Product Price variable (X2) is positive and has a value of 0,441. This can be interpreted that if there is an increase in the Product Price variable (X2), then the Impulse Buying variable will also increase.

The Influence of Store Atmosphere and Product Price on Impulse Buying

Based on the results of simultaneous hypothesis testing (f test) conducted by researchers, it can be seen that the variables Store Atmosphere (X1) and Product Prices (X2) have a positive and significant effect on Impulse Buying (Y). This is evidenced by the obtained f value of 8,073 > 3,090 and a significance value of 0,001 < 0,05. It can be concluded that H0 is rejected and H1 is accepted which states that simultaneously Store Atmosphere (X1) and Product Prices (X2) have a positive and significant effect on Impulse Buying (Y) at Offline Store Miniso Tunjungan Plaza Surabaya. The results of this study are in line with research conducted by Daulay et al. (2020) which shows that product quality, price, store atmosphere, and sales promotion have a positive and significant simultaneous effect on impulse buying. Store atmosphere and product prices simultaneously can make consumers make purchases impulsively, when consumers feel comfortable walking around in stores and are supported by affordable prices with good and varied quality and variety, they will not hesitate to make unexpected purchases and trigger purchases automatically impulsive.

The Influence of Store Atmosphere on Impulse Buying

Based on the results of a partial hypothesis test (t-test) conducted by researchers, it can be seen that the Store Atmosphere variable (X1) has no significant effect on Impulse Buying (Y). The criteria for this t-test are $t_{count} > t_{table}$ and a significance value < 0,05. The calculated t-value is 0,547 > 1,984 and the significance value is 0,586 > 0,05. It can be concluded that H2 is rejected and H0 is accepted which states that partially Store Atmosphere (X1) has no significant effect on Impulse Buying (Y) at the Miniso Tunjungan Plaza Surabaya Offline Store. The results of this study are in line with the results of research conducted by Artana et al. (2019) which shows that store atmosphere does not affect significantly impulse buying. Paying attention to and evaluating indicators that can make consumers uncomfortable is one way to increase consumer interest in visiting a store because when the resulting atmosphere is pleasant and makes consumers comfortable, they will feel at home and be more focused and flexible in doing things unplanned purchases.

The Influence of Product Price on Impulse Buying

Based on the results of partial hypothesis testing (t-test) conducted by researchers, it can be seen that the Product Price variable (X2) has a positive and significant effect on Impulse Buying (Y). This is evidenced by the obtained t-value of 2,803 > 1,984 and a significance value of 0,006 < 0,05. It can be concluded that H0 is rejected and H3 is accepted which states that simultaneously Product Price (X2) has a positive and significant effect on Impulse Buying (Y) at the Miniso Tunjungan Plaza Surabaya Offline Store. The results of this study are in line with research conducted by Daulay et al. (2020) which shows that prices have a positive and significant effect on impulse buying. Product pricing in a business is very important and must be considered. Price is one of the determinants for consumers in making a purchase, when the price offered is affordable and following the quality it will trigger impulsive buying behavior.



CONCLUSION

The development of retail in Indonesia makes business actors compete to continue to increase the value of their businesses. In increasing this value, many factors can create and cause impulsive behavior in consumers when making purchases at stores. This study analyzes the factors that influence impulse buying behavior in terms of store atmosphere and product prices. The results of the study show that the store atmosphere at the Miniso Offline Store in Tunjungan Plaza Surabaya needs improvement or evaluation related to the placement of shelves so as not to disturb consumer traffic when visiting the store. In terms of the price offered, Miniso has a good offer, so if the store atmosphere and product prices are managed properly, they will simultaneously have a positive and significant influence on impulse buying.

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