

## DAFTAR PUSTAKA

- Asrinta, P. S. (2018). The influence of sales promotion and store atmosphere towards impulse buying with shopping emotion as intervening variable. *Journal of Research in Management* 1(2), 23-33.
- Dinisari, M. C. (2021, Maret 27). *150 Juta Orang Indonesia Punya Akun Ecommerce, 92 Jutanya Generasi Z*. Retrieved from Bisnis Style: <https://lifestyle.bisnis.com/read/20210327/220/1373309/150-juta-orang-indonesia-punya-akun-ecommerce-92-jutanya-generasi-z>
- Duong, P. L. (2019). The effect of in-store marketing on tourists' positive emotion and impulse buying behavior—an empirical study in Ho Chi Minh City. *Vietnam. International Journal of Trade, Economics and Finance* 10(5), , 119–125.
- Ghozali. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9 (Ed.))*. Undip.
- Ghozali, M. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9 (Ed.))*. Yogyakarta: UNDIP.
- Ghozali, M. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9 (Ed.))*. Yogyakarta: UNDIP.
- Herawati, N. (2021). *Proses Komunikasi Promosi Sales Promotion Dalam Meningkatkan Minat Beli Konsumen di Masa Pandemi Covid-19*. Palembang: UIN Raden Fatah.
- Kempa, S., Vebrian, K., & Hakim, B. (2020, April 29). *Sales Promotion, Hedonic Shopping Value, and Impulse Buying on Online Consumer Websites*. Retrieved from SHS Web of Conferences, 76, 01052: <https://doi.org/10.1051/shsconf/20207601052>
- Mahadewi, N. P., & Sulistyawati, E. (2019). Peran Positive Emotion Dalam Memediasi Pengaruh Product Knowledge Terhadap Impulse Buying,. *E-Jurnal Manaj. Univ. Udayana*, vol. 8, no.9, 5652.
- Mahendra, I. (2020). *Psikologi positif: Teori dan aplikasi dalam konteks Indonesia*. Jakarta: Universitas Indonesia.
- Maulana, A., & Novalia, N. (2019). The Effect of Shopping Life Style and Positive Emotion on Buying Impulse (Case Study of the Palembang City Hypermarket). *Information Management and Business Review*, 11(1), 17-23.
- Park, E. J., Kim, E. Y., & Forney, J. C. (2006). A Structural Model of Fashion-Oriented Impulse Buying Behavior. *Journal of Fashion Marketing and Management*, Vol. 10 No. 4., 433-446.
- Puspita, E. M., & Budiarti. (2016). Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Melalui Emosi Positif Pelanggan Vans Store Surabaya. *Jurnal Ilmu dan Riset Manajemen* Vol. 5, No. 5, 1-16.
- Puspita, E. M., & Budiarti, A. (2019). Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Melalui Emosi Positif Pelanggan Vans Store Surabaya. *Jurnal Ilmu dan Riset Manajemen* Vol. 5, No. 5, 1-16.
- Rini, Y. P., & Anasrulloh, M. (2022). Pengaruh Impulse Buying Dan Sales Promotion Terhadap Keputusan Pembelian Pada Produk Skincare Merek Pond's Di Golden Swalayan Tulungagung. *JURNAL ECONOMINA* Vol.1, No.2., 2963-1181.
- Rumyeni, R., & Haq, R. A. (2014). Pengaruh sales promotion terhadap perilaku

- pembelian secara impulse buying wanita bekerja pada Matahari Department Store Plaza Citra Pekanbaru. *Jurnal Aplikasi Bisnis*, 4(2), 89–109.
- Sholeha. (2023). *Gambaran Objek Perusahaan*. Retrieved from Repository Unja: <https://repository.unja.ac.id/44266/5/BAB%20IV.pdf>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Tirmizi, S. A., & Khan, M. A. (2009). An empirical study of consumer impulse buying behavior in local markets. *International Journal of Business and Management* 4(12), 201–213.
- Ustanti, M. (2018). Effect of shopping lifestyle, hedonic shopping on impulse buying behaviour community middle class on online shopping. *IOSR Journal of Business and Management* 20(8), 8-11.
- Widarjono. (2019). *Analisis Regresi dengan SPSS*. . Yogyakarta: UPP STIM YKPN.
- Widarjono. (2019). *Analisis Regresi dengan SPSS*. . Yogyakarta: UPP STIM YKPN.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods* (8th ed.). Canada: South-Western Cengage Learning.