

THE INFLUENCE OF PROMOTION, PRICE DISCOUNT, AND SHOPPING LIFESTYLE ON IMPULSE BUYING IN E-COMMERCE ON SHOPEE (A CASE STUDY AMONG STUDENTS AT MUHAMMADIYAH UNIVERSITY PONTIANAK)

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Abstract. This study aims to analyze the influence of promotion, price discount, and shopping lifestyles on impulse buying among Shopee e-commerce users, with a focus on students at Muhammadiyah University Pontianak. The method used in this study is a causal associative approach. The sample consisted of 100 respondents using purposive sampling. To test the research instruments, validity tests, reliability tests, and classical assumption tests were conducted, including normality tests, linearity tests, and multicollinearity tests. Hypothesis testing was performed using multiple linear regression analysis, correlation coefficients, determination coefficients, simultaneous tests, and partial tests. The results of the multiple linear regression showed the regression equation $Y=1.314+0.142X_1+0.361X_2+0.190X_3$. The correlation coefficient analysis yielded a value of 0.604, indicating a strong relationship between promotion, price discount, and shopping lifestyle on impulse buying. The coefficient of determination shows a value of 0.365, meaning that 36.5% of the impulse buying variable can be explained by the three variables, while 63.5% is influenced by other factors not examined in this study. The simultaneous test results indicate that, simultaneously, promotions, price discounts, and shopping lifestyle significantly influence impulse buying among students at Muhammadiyah Pontianak University. The partial test results show that the variables of promotion, price discount, and shopping lifestyle have a positive and significant influence on impulse buying.

Keywords: Promotion; Price Discount; Shopping Lifestyle; Impulse Buying

I. INTRODUCTION

The large number of internet users in Indonesia has led to an increase in the variety of digital platforms in the country, particularly in the e-commerce sector. E-commerce is an online medium used for activities related to the sale, purchase, and marketing of goods or services [1]. With the advent of e-commerce, consumers are now spoiled with the convenience of online shopping. This shift in consumer behavior has prompted many physical stores to establish an online presence, enabling consumers to shop anytime and anywhere. Shopee is the e-commerce company with the highest number of website visits in Indonesia during the first quarter of 2023. With a total of 2.35 billion website visits throughout the year, Shopee far surpassed its competitors. Tokopedia recorded 1.25 billion visits, followed by Lazada with 762.4 million visits, Blibli with 337.4 million visits, and Bukalapak with 168.2 million visits. Shopee is one of the most widely used e-commerce platforms in Indonesia. Shopee serves as a platform where sellers and buyers can meet to conduct purchase transactions.

According to data from We Are Social, free shipping promotions are the main driver for consumers to shop online, accounting for 50.2% of purchases. Coupon offers and discounts are also important factors influencing consumer purchasing decisions, reaching 38.7%. Additionally, reviews from other consumers (32.6%) and the ease of the transaction

process (28.6%) are key factors in making online purchasing decisions.

Shopee is an e-commerce platform launched by Sea Group, formerly known as Garena, in 2015 in Singapore by Forrest Li. Shopee then expanded its reach to various countries in Southeast Asia, including Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines in the same year. In Indonesia, Shopee has been officially operating since December 2015. Sea Group reported revenue of US\$1.5 billion for its Shopee e-commerce app in the first quarter of 2022, an increase of 64% compared to the same period last year. In the first quarter of 2021, Shopee recorded revenue of US\$0.9 billion, a decrease of 6.25% compared to the previous quarter, where Shopee's revenue reached US\$1.6 billion in the fourth quarter of 2021. Overall, Sea Group recorded total revenue of US\$2.9 billion in the first quarter of 2022, an increase of 64% from US\$1.76 billion in the first quarter of 2021. Shopee will be the business sector generating the largest revenue for Sea Group in 2023, with a contribution of US\$9 billion. This amount is the highest compared to other e-commerce companies in Indonesia.

Shopee Indonesia has emerged to bring a new shopping experience to consumers, facilitating buyers with fast and secure payment methods. Shopee is known for its various attractive and effective promotional strategies. Shopee often

uses paid advertising on various platforms such as Google Ads, Facebook Ads, and Instagram Ads to reach a wider target audience. These ads usually feature attractive products at discounted prices or special promotions.

Impulse buying is a phenomenon that is common among consumers, especially in the increasingly developing digital era. This action refers to a purchase decision made suddenly without prior planning, where consumers tend to buy products only to satisfy their immediate desires, without considering their deeper needs for the product. According to [2], impulse buying is an unplanned consumption action where consumers purchase a product without an urgent need for it. This is also explained by [3], who state that impulse buying is a sudden decision made by consumers to purchase a product or service without prior planning.

This phenomenon is further reinforced by various external factors that encourage unexpected purchasing decisions, such as promotional offers or other stimuli that stimulate consumer desire. Impulsive buying is usually triggered by specific stimuli, and purchasing decisions are made directly at the point of sale [4]. One of the main factors influencing impulsive buying is the promotions offered by e-commerce.

Promotions are efforts by e-commerce platforms to communicate and offer products to consumers with the aim of attracting their attention and persuading them to make a purchase. According to [5], promotions are communications made by companies to introduce, persuade, and influence consumers to make purchases. These promotions can take various forms, ranging from discounts, gifts, to other incentives that can accelerate consumers' decisions to buy products. Promotion aims to highlight the uniqueness of a product and persuade customers to be interested in purchasing it [6]. Sales promotion functions as a persuasion strategy that utilizes various incentives to increase consumer purchase volume, both in the short and long term [7].

In addition to promotions, price discounts are also one of the strategies often used to influence impulse purchases. Price discounts offer products at lower prices than normal prices, thereby attracting consumers who are interested in lower prices. According to [8], price discounts are reductions in the price of a product from its usual price for a certain period of time. This provides consumers with the opportunity to purchase products at more affordable prices, possibly even cheaper than competitors offering similar products. Price discounts are strategies designed to increase sales volume by offering price reductions on products during a specific period [9]. Therefore, attractive price discounts can influence consumers' decisions to make impulsive purchases, even if they do not have an urgent need for the product.

Not only promotions and discounts, but shopping lifestyles also play an important role in influencing impulsive purchasing behavior, especially among young consumers such as students. Shopping lifestyles describe how someone allocates time and money to purchase certain products or services. Shopping lifestyles include how someone chooses and allocates income for various products or services [10]. Shopping lifestyle is also influenced by the ease of online shopping, which allows

consumers to shop anytime and anywhere [11]. With this convenience, consumers, especially students who have free time and sufficient purchasing power, tend to be more impulsive in purchasing products, especially when driven by attractive promotional factors or discounts.

This study aims to explore the influence of promotions, price discounts, and shopping lifestyles on impulsive purchases in e-commerce, specifically on the Shopee platform. Shopee, as one of the largest e-commerce platforms in Indonesia, offers various attractive promotions that can trigger impulsive purchases among consumers, especially among students. This study was conducted among students at Muhammadiyah University of Pontianak, with the objective of determining the extent to which promotions, price discounts, and shopping lifestyles influence impulsive purchasing decisions on the Shopee platform. Thus, this study is expected to provide a deeper understanding of the factors driving consumers, particularly students, in making impulsive purchasing decisions, as well as contribute to companies in designing more effective marketing strategies.

II. RESEARCH METHOD

The type of research used in this study is associative research, which aims to develop a theory that can explain, predict, and control the phenomena that arise [12]. This study focuses on the relationship between Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3) on Impulse Buying (Y) among Shopee e-commerce consumers among students at Muhammadiyah Pontianak University. Data collection in this study was conducted using two main techniques, namely primary data and secondary data. In this study, primary data was collected using a questionnaire. The questionnaires were distributed to students at Muhammadiyah Pontianak University who had made purchases on the Shopee e-commerce platform. Secondary data is data that is already available and used by other parties, not collected directly by the researcher [12]. In this study, the secondary data used includes the e-commerce platform with the highest number of visitors in Indonesia. The population in this study is all Shopee e-commerce consumers among students at Muhammadiyah Pontianak University. Considering that the population size cannot be determined precisely, the sample was determined using the Rao Purba formula [13]. Based on the calculation, the required sample size is 100 respondents. The sampling technique used is Purposive Sampling, which is a technique for selecting samples based on specific criteria [14]. The sample criteria in this study are active students at Muhammadiyah Pontianak University who have made at least two purchases on Shopee. This study uses two types of variables, namely independent variables and dependent variables. The independent variables used in this study are Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3), while the dependent variable in this study is Impulse Buying (Y). The measurement scale used in this study is the Likert Scale, which is used to measure respondents' attitudes, opinions, and perceptions regarding the object being studied. The Likert Scale has five alternative answers with the following scores:

Strongly Agree to Strongly Disagree [12].

Data analysis techniques began with a validity test using Pearson's Product Moment Correlation and a reliability test using Cronbach's Alpha, with validity criteria of a correlation coefficient greater than 0.3 and reliability greater than 0.6 [12]. Classical assumption tests were conducted to examine data normality using the Kolmogorov-Smirnov One Sample Test [15], linearity using the Test for Linearity [15], and multicollinearity using the Tolerance and Variance Inflation Factor (VIF) values, where multicollinearity is considered present if the Tolerance value is less than 0.10 or VIF is greater than 10 [16]. After meeting the classical assumption tests, multiple linear regression analysis was used to test the effect of independent variables on the dependent variable, with the regression model $Y = a + b_1X_1 + b_2X_2 + b_3X_3$. Finally, hypothesis testing was conducted using the F-test for simultaneous testing and the t-test for partial testing, each used to test the influence of independent variables on the dependent variable [12].

III. RESULT AND DISCUSSION

TEST RESEARCH INSTRUMENTS

Validity Test

Validity testing aims to assess the extent to which an instrument in a research questionnaire can measure what is intended. This process is carried out by correlating each statement or question item score, then comparing the test results (calculated r) with the table r value. The r table value is obtained using the formula $df = n$ (sample size) $- 2 = 100 - 2 = 98$, and with a significance level of 0.05, the r table value used is 0.196. The results of the validity test for each variable item can be seen in Table 3.1 below.

TABLE 3.1 VALIDITY TEST RESULTS

Variable	Indicator	r value	r table	Description
Promotion (X1)	X1.1	0,745	0.196	Valid
	X1.2	0,703		Valid
	X1.3	0,768		Valid
	X1.4	0,667		Valid
	X1.5	0,631		Valid
	X1.6	0,684		Valid
	X1.7	0,769		Valid
	X1.8	0,602		Valid
	X1.9	0,769		Valid
	X1.10	0,667		Valid
	X1.11	0,770		Valid
	X1.12	0,575		Valid
	X1.13	0,652		Valid
	X1.14	0,565		Valid
	X1.15	0,651		Valid
	X1.16	0,629		Valid
	X2.1	0,468	0.196	Valid
	X2.2	0,539		Valid
	X2.3	0,401		Valid
	X2.4	0,582		Valid
	X2.5	0,445		Valid
	X2.6	0,504		Valid
	X2.7	0,450		Valid

Price Discount (X2)	X2.8	0,479		Valid
	X2.9	0,453		Valid
	X2.10	0,456		Valid
	X2.11	0,408		Valid
	X2.12	0,532		Valid
Shopping Lifestyle (X3)	X3.1	0,544	0.196	Valid
	X3.2	0,563		Valid
	X3.3	0,558		Valid
	X3.4	0,560		Valid
	X3.5	0,482		Valid
	X3.6	0,569		Valid
	X3.7	0,498		Valid
	X3.8	0,491		Valid
	X3.9	0,624		Valid
	X3.10	0,559		Valid
	X3.11	0,423		Valid
	X3.12	0,415		Valid
	X3.13	0,341		Valid
	X3.14	0,401		Valid
	X3.15	0,350		Valid
	X3.16	0,513		Valid
Impulse Buying (Y)	X3.17	0,459	0.196	Valid
	X3.18	0,380		Valid
	X3.19	0,539		Valid
	X3.20	0,376		Valid
	Y.1	0,513		Valid
	Y.2	0,444		Valid
	Y.3	0,453		Valid
	Y.4	0,439		Valid
	Y.5	0,469		Valid
	Y.6	0,496		Valid
	Y.7	0,462		Valid
	Y.8	0,455		Valid
	Y.9	0,517		Valid
	Y.10	0,460		Valid
	Y.11	0,461		Valid
	Y.12	0,512		Valid
	Y.13	0,464		Valid
	Y.14	0,538		Valid
	Y.15	0,441		Valid
	Y.16	0,469		Valid

Source: Processed Data, 2025

Based on Table 3.1 above, it can be seen that the validity test results for the variables Promotion (X1), Price Discount (X2), Shopping Lifestyle (X3), and Impulse Buying (Y) are valid because they meet the validity test criteria, namely all r values are greater than 0.196 (r value $>$ r table).

Reliability Test

The reliability test aims to assess the consistency of an instrument in measuring the same statements or variables. In this study, the reliability test was conducted using Cronbach's Alpha method with a significance value of 0.60 as the minimum limit to be considered reliable. The results of the reliability test for the variables in this study can be seen in Table 3.2 below.

TABLE 3.2 RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Description
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Promotion (X1)	0,919	Reliable
Price Discount (X2)	0,683	
Shopping Lifestyle (X3)	0,817	
Impulse Buying (Y)	0,768	

Source: Processed Data, 2025

Based on Table 3.2 above, it can be seen that the Cronbach's Alpha value for all variables in this study is > 0.60 . Thus, it can be concluded that all items measuring the variables in this study are reliable.

CLASSICAL ASUMPTION TEST

Normality Test

In this study, normality testing was conducted using the Kolmogorov-Smirnov test. The normality assumption is considered fulfilled if the significance value of the Kolmogorov-Smirnov test result is greater than 0.05. The results of this normality test can be seen in Table 3.3 below.

TABLE 3.3 NORMALITY TEST RESULTS

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.084
Asymp.Sig.(2-tailed)	.079 ^c

Source: Processed Data, 2025

Based on Table 3.3 above, it shows that the significant value of the Kolmogorov-Smirnov test on the variables Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3) against Impulse Buying (Y) is $0.079 > 0.05$, so it can be concluded that the data is normally distributed.

Linearity Test

Linearity testing was conducted using the Test For Linearity method. The results of the linearity test between the variables Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3) on Impulse Buying (Y) can be seen in Table 3.4 below:

TABLE 3.4 LINEARITY TEST RESULTS

Variable	Linearity Sig	Description
Impulse Buying * Promotion	.003	Linear
Impulse Buying * Price Discount	.000	
Impulse Buying * Shopping Lifestyle	.000	

Source: Processed Data, 2025

Based on Table 3.4 above, it shows that the significance value of Linearity between the independent variables and the dependent variables is < 0.05 , so it can be concluded that the relationship between the independent variables and the dependent variables is linear.

Multicollinearity Test

Multicollinearity testing is conducted to determine whether the regression model has correlations between independent variables. Multicollinearity testing is done by looking at the variance inflation factor (VIF). Multicollinearity does not occur if the VIF value is < 10.00 or the tolerance value is > 0.10 . The results of the multicollinearity test in this study can be seen in Table 3.5 below:

TABLE 3.5 MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF
Promotion (X1)	.657	1.523
Price Discount (X2)	.803	1.245
Shopping Lifestyle (X3)	.586	1.706

Source: Processed Data, 2025

Based on Table 3.5 above, the results of the multicollinearity test show that the Tolerance values of the variables Promotion (X1) are 0.657, Price Discount (X2) are 0.803, and Shopping Lifestyle (X3) are 0.586 > 0.10 . Additionally, the VIF values for the variables Promotion (X1) are 1.523, Price Discount (X2) are 1.245, and Shopping Lifestyle (X3) are 1.706, which are all less than 10.00. Therefore, it can be concluded that there is no multicollinearity between the three independent variables.

MULTIPLE LINEAR REGRESSION ANALYSIS

Based on the results of the analysis using SPSS, the regression coefficient results can be seen in Table 3.6 below:

TABLE 3.6 RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.314	3.074	.003
Promotion	.142	2.278	.025
Price Discount	.361	3.409	.001
Shopping Lifestyle	.190	2.135	.035

Dependent Variable: Impulse Buying

Source: Processed Data, 2025

Based on Table 3.6 above, it can be seen that the multiple linear regression equation is as follows

$$Y: 1.314 + 0.142 X1 + 0.361 X2 + 0.190 X3,$$

Then the regression equation above can be explained as follows:

1. The constant value (a) is 1.314 with a positive value, meaning that Impulse Buying (Y) will be 1.314 if the variables Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3) are zero.
2. The regression coefficient (b1) of the variable Promotion (X1) is 0.142, which means that if the Promotion variable increases by 1 (one) unit, Impulse Buying will increase by 0.142 units.
3. The regression coefficient (b2) of the Price Discount (X2) variable is 0.361, which means that if the Price Discount variable increases by 1 (one) unit, Impulse Buying will increase by 0.361 units.
4. The regression coefficient (b3) value of Shopping Lifestyle (X3) is 0.190, which means that if the Shopping Lifestyle variable increases by 1 (one) unit, Impulse Buying will increase by 0.190 units.

CORRELATION AND DETERMINATION COEFFICIENT (R²)

The correlation coefficient (R) values in this study can be seen in Table 3.7 below.

TABLE 3.7 RESULTS OF CORRELATION COEFFICIENT AND DETERMINATION (R²) TEST

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 ^a	.365	.345	.28255

Predictors: (Constant), Shopping Lifestyle, Price Discount, Promotion

Source: Processed Data, 2025

The correlation coefficient (R) in this study used the Pearson Product Moment method with an R value of 0.604, indicating a strong correlation.

Table 3.7 above shows that the coefficient of determination (R^2) value is 0.365. This means that 36.5% ($1 \times 0.365 \times 100\%$) of Impulse Buying can be explained and influenced by Promotion, Price Discount, and Shopping Lifestyle. The remaining 63.5% of Impulse Buying is influenced by other variables outside the scope of this study.

SIMULTANEOUS TEST (F TEST)

Based on the results of simultaneous hypothesis testing (F test) using SPSS, the simultaneous test results can be seen in Table 3.8 below:

TABLE 3.8 RESULTS OF SIMULTANEOUS EFFECT TEST (F TEST)

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	4.409	3	1.470	18.410	.000 ^b
Residual	7.664	96	.080		
Total	12.074	99			

Dependent Variable: Impulse Buying

Predictors: (Constant), Shopping Lifestyle, Price Discount, Promotion

Source: Processed Data, 2025

Based on Table 3.8 above, it can be seen that this test resulted in a calculated F value of 18.410. The table F value at $\alpha = 0.05$ with degrees of freedom $n-k-1$, which is $100 - 2 - 1 = 97$, is 3.09. Therefore, it can be concluded that the calculated F value is greater than the table F value, i.e., $18.410 > 3.09$, and the significance level is $0.000 < 0.05$. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, meaning that the variables Promotion (X1), Price Discount (X2), and Shopping Lifestyle (X3) simultaneously (together) have a significant influence on Impulse Buying (Y).

PARTIAL TEST (t Test)

Based on the results of the partial hypothesis test (t-test) using SPSS, the partial test results can be seen in Table 3.9 below:

TABLE 3.9 RESULTS OF PARTIAL EFFECT TEST (t-TEST)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.314	3.074	.003
Promotion	.142	2.278	.025
Price Discount	.361	3.409	.001
Shopping Lifestyle	.190	2.135	.035

Dependent Variable: Impulse Buying

Source: Processed Data, 2025

Based on Table 3.9 above, the results of the partial test (t-test) can be explained as follows:

1. The calculated t-value for the Promotion (X1) variable is $2.278 < t$ -table value of 1.660 and the significance value is $0.025 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted, meaning that the Promotion (X1) variable partially has a positive and significant effect on Impulse Buying (Y).
2. The calculated t-value for the Price Discount (X2) variable is $3.409 > t$ -table value of 1.660 and the significance value is $0.001 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted, meaning that the Price Discount (X2) variable partially has a positive and significant effect on Impulse Buying (Y).
3. The t-value of the Shopping Lifestyle (X3) variable is $2.135 > t$ -table value of 1.660 and the significance value is $0.035 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted, meaning that the Shopping Lifestyle variable partially has a positive and significant effect on Impulse Buying (Y).

IV. CONCLUSIONS

This study aims to analyze the influence of promotions, price discounts, and shopping lifestyles on the impulse buying of Shopee e-commerce users among students at Muhammadiyah University Pontianak. Based on the results of the study, the results of the multiple linear regression analysis show that the regression equation model for the impulse buying variable (Y) is: $Y = 1.314 + 0.142X_1 + 0.361X_2 + 0.190X_3$. This equation indicates that promotions (X1), price discounts (X2), and shopping lifestyle (X3) have a positive influence on impulse buying (Y) among Shopee users. The correlation coefficient (R) value of 0.604 indicates a strong relationship between the three independent variables (promotions, price discounts, and shopping lifestyle) and the dependent variable (impulse buying). The results of the coefficient of determination (R^2) analysis show a value of 0.365, meaning that 36.5% of the variation in impulse buying can be explained by the variables of promotion, price discounts, and shopping lifestyle, while the remaining 63.5% is influenced by other factors not investigated in this study. The simultaneous test (F-test) shows that promotions, price discounts, and shopping lifestyle together have a significant positive effect on the impulse to buy among Shopee users among students at Muhammadiyah Pontianak University. The partial test (t-test) shows that each independent variable (promotions, price discounts, and shopping lifestyle) has a significant effect on the impulse to buy separately. As a suggestion, the Shopee e-commerce platform is encouraged to offer more attractive price discounts to increase consumer interest in trending products. Additionally, personalization for each user and ease of using vouchers should be prioritized to improve sales conversion. Shopee is also advised to better understand consumers' shopping lifestyles when designing more effective marketing campaigns. The use of product reminder features could be one solution to increase consumer loyalty. Furthermore, future research is recommended to explore other factors that may influence impulse buying, such as the influence of social media, group norms, product design, as well as the psychological and financial impacts of excessive

impulsive tendencies in online shopping. Finally, the author suggests that future research utilize more advanced analytical instruments or techniques to enhance the validity and reliability of data, thereby producing more accurate and representative findings.

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