

EXPLORING IMPULSE BUYING TRIGGERS: A COMPREHENSIVE INVESTIGATION OF VISUAL MERCHANDISING, PRODUCT DIVERSITY, AND HEDONIC SHOPPING MOTIVATION AT MR. DIY JEPARA STORE

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Abstract: This research intends to figure out the influence of visual merchandising, product diversity, and hedonic shopping motivation on impulse buying among visitors to the Mr. DIY Jepara store. This study employs a quantitative approach, utilizing a questionnaire as the research instrument and employing a double regression analysis tool. The sampling method applied is accidental sampling, involving a total of 96 respondents. The analysis of data is conducted through quantitative means, utilizing the SPSS 26 program. The research findings indicated that visual merchandising (X1) exerted a partially positive and significant impact on impulse buying behavior among visitors at Mr. DIY Jepara's store. The variety of products (X2) demonstrated a partially positive and significant effect on the impulsive buying tendencies of visitors to Mr. DIY Jepara's store. Additionally, hedonic shopping motivation (X3) was found to have a partially positive and significant influence on impulsive buying behavior among the store's visitors. When considered collectively, the three independent variables collectively exhibited a positive and significant impact on impulsive buying among visitors at Mr. DIY Jepara's shop.

Keywords: *Visual Merchandising, Product Diversity, Hedonic Shopping Motivation, and Impulse Buying*

1. Introduction

In today's modern era, people tend to prefer shopping at modern retail. This is due to technological advances, economic conditions, and the lifestyle of people who make convenience a priority in shopping while being able to be a driver of business orientation in the scope of retail business. The shopping behavior of people today is not just for shopping purposes but also for the need to find entertainment. The buying behaviors of consumers are many, one of them is unplanned purchases, or impulse buying.

Indonesia ranks fourth on the international consulting firm A. T. Kearney's 2021 Global Retail Development Index (GRDI), with a total GRDI value of 53.0 and national retail sales of \$407 billion (www.kompas.com). One of the growing retails in Indonesia is the retail of household appliances. The need for household equipment is very high, every family and individual must need it. The fast-growing family equipment retail business in Indonesia is Mr. DIY, with a total of 653 household appliance stores. Mr. DIY is one of the retailers that implements the sales concept with a wide range of products. Mr. DIY first appeared in Indonesia in September 2017. Mr. DIY offers more than 18,000 types of products that have ten categories

ranging from tools, household utilities, electricity, furniture, car accessories, writing and sports tools, toys, gifts, computers, and HP accessories, as well as jewelry and cosmetics.

Mr. DIY has been increasing every year and has been able to expand its branch by a total of 653 stores. Mr. DIY has recorded MURI as the largest household appliances store in Indonesia and a favorite DIY store in Southeast Asia. This achievement strengthens Mr. DIY's position as a retailer with rapid growth and strong branding in the retail industry.

Jepara is one of the districts in Central Java that has a Mr. DIY store located in the center of the city of Jepara and is the 225th store in Indonesia. The business phenomenon that the researchers found based on the results of interviews and pre-research carried out in the shop of Mr. DIY Jepara is that transactions in the course of 3 years have fluctuated. In 2021, the average transaction size was 7,579 transactions, followed by a decrease in 2022, with an average of 6,437. However, a huge increase occurred in 2023 until October, which is 9.103. The results of this survey indicate that the decrease in transactions is supposed to be a result of the decline in impulsive purchases. In the presence of such a business phenomenon, the author is interested in researching the shop, Mr. DIY Jepara.

The implementation and formulation of a retail store strategy will affect a consumer's shopping behavior. Customers who are stimulated by the store's approach will ultimately make a purchase. It's definitely going to boost the sales of the store. So, using the right strategy to design both inside and outside the store to attract consumers is important to keep in mind. There is strict competition that requires stores to have their own image to attract consumers. The investigation of customer conduct centers around how individuals, gatherings, and associations select, buy, use, and adjust items, ideas, or encounters to fulfill their needs and inclinations (Kotler & Keller 2009: 166).

Impulsive purchases can be driven by internal or external impulses that are felt through feelings, ideas, and behaviors. The push from the inside comes from consumers like character and hedonics, while the push from the outside comes from the visual push that includes the look of the store, the ease of operation, and the marketing push that is the promotion of sales. Often consumers make purchases without planning, and sometimes they buy over a shopping list. This is supported by results from a Populix survey conducted in 2023, as stated by Timothy Astand, who is the co-founder and President of Populix. A stand asserts that the survey highlights Indonesians' inclination towards spontaneous buying, diverging from predetermined shopping lists. (www.kumparan.com).

Rook, dkk (in Vishella, 2022) defines impulse buying is the inclination of customers to make purchases out of the blue and on the spur of the moment in various contexts. Those who make purchases out of impulse often do not consider the consequences of the purchase. Impulsive purchases can occur when prospective consumers see something related to a product that arouses a certain passion in them, such as seeing a particular celebrity's picture on a particular product cover, a favorite color bag, or how the store arranges the product. Implicit purchases can occur when visual merchandise in a store attracts consumer attention. Impulse buying is characterized as an unplanned purchase accompanied by a rush of emotions and a compelling internal desire. In this instance, there is a change in procedures and behaviors when a person purchases something they need or want, which causes them to establish individual behaviors as consumers who make purchases that are in line with their impulse buying desires (Asj'ari, 2021).

Visual merchandising plays a huge role in the retail industry. Sari (in Anggraini, 2020) states that visual merchandising is understood as the appearance of a commodity in a good way

and has an appeal on the side of accessories, colors, as well as other supporting aspects with appropriate exposure.

According to Kotler (2007:115), Product diversity is a set of whole products and items that the entrepreneur offers to consumers. Therefore, entrepreneurs must make the right decisions about product diversity as well as the product innovations offered, the presence of item variety will make it simpler for shoppers to pick and make purchasing decisions according to their needs and wishes, and product innovation provides an opportunity for companies to dominate the market (Arifin et al, 2021).

Another important factor that contributes to influencing buying impulses is hedonic shopping motivation. Utami (2010: 47) Hedonic shopping motivation is shopping that causes pleasure and makes you feel like shopping for something interesting. When a buyer buys a product, there's a strong motivation in him. According to Scarpi (in Suharyono, 2017), hedonic shopping describes the value of a shopping experience that includes fantasies, stimulation sensors, excitement, pleasure, curiosity, and the imagination of excitement. Someone in making purchases at this time is only based on hedonic instincts which are more directed only for fun or satisfaction (Safitri et al, 2023).

If there is a research gap and a business phenomenon that occurs in the object of the research, then the researchers are interested in researching “Exploring Impulse Buying Triggers: A Comprehensive Investigation of Visual Merchandising, Product Diversity, And Hedonic Shopping Motivation at Mr. Diy Jepara Store.”

2. Research Method

2.1. Type of Research

This study employs quantitative associative research as its method. Sugiyono (2010) Associative research is research that intends to figure out the impact or connection between at least two factors.

2.2. Population, Sampling and Sample

In this study, population is visitors to Mr. DIY Jepara's store. The population is unknown precisely, this is due to the countless number of visitors. Accidental sampling is a method used by anyone who meets a researcher and is considered to meet the criteria as a population used as a sample (Sugiyono, 2013). With an unknown number of populations, the number of samples using the formula Rao Purba (2006) is 96 respondents.

2.3. Data Collection Techniques

In this research, the employed method for gathering data is spread of the questionnaire. In this research, the type of questionnaire measured with the Likert scale measurement is used.

2.4. Research Variable

The variable studied in this research include visual merchandising (X1), product variety (X2), and hedonic shopping motivation (X3) as independent variables. The variable influenced by these factors in the study is impulse buying (Y), serving as the dependent variable.

Impulse buying indicators used in this study are (Indarsih et al., 2019): 1. Consumer tendency to buy without a plan. 2. consumer ability in self-control. 3. Strong urge to buy immediately. 4. Indifference to the consequences that will occur after making a purchase. The visual merchandising indicator used in this study are (Pancaningrum, 2017): 1. Display 2. Colour

3. Lighting 4. Assortment. The product diversity indicators used in this study are (Arsyanti et al., 2016): 1. Product brand variation 2. Product completeness variation 3. Product size variation 4. Product quality variation. The indicators for hedonic shopping motivation employed in this research are (Zayusman et al., 2019): 1. Adventure shopping 2. Social shopping 3. Gratification shopping 4. Idea shopping 5. Value shopping.

2.5. Analysis Techniques

The analytical methods employed in this research include validity and reliability tests, as well as descriptive statistical analyses such as normality test, multicollinearity test, and heteroscedasticity test. Additionally, double regression tests, T tests, F tests, and R tests are conducted using the SPSS 26 software for data analysis.

3. Results and Discussion

3.1. Research Results

Normality Test

Aims to ascertain if the data distribution adheres to or approximates a normal distribution. This examination is conducted using the Kolmogorov-Smirnov test. If the value exceeds 0.05, the declared residuals are considered to be normal distributed.

Table 1. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.18147538
Most Extreme Differences	Absolute	.073
	Positive	.047
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

It is clear from preceding table; the data indicate a normal distribution because the value obtained from the result test is 0.073 and the Asymp.Sig. (2-Tailed) > 0.05.

Multicollinearity Tests

There exists no multicollinearity to be seen from the correlation coefficient between free variables, the Variance Inflation Factor (VIF) less than 10, and the Tolerance value greater than (tolerance > 0.10).

Table 2. Multicollinearity Test

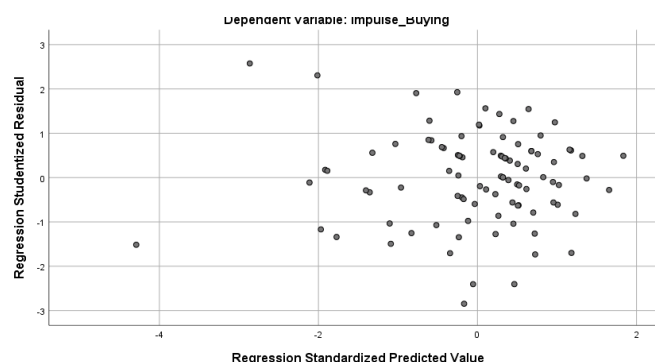
Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Visual Merchandising	.753	1.328
Product Diversity	.731	1.367
Hedonic Shopping Motivation	.964	1.037

From the table provided, it can be concluded that all three variable exhibit tolerance values greater than 0.10. Furthermore, by calculating VIF values below 10. It can be inferred that there is an absence of multicollinearity among the variables independent in this regression model.

Heteroscedasticity Tests

The graph plot between the dependent variable's residual and predicted value can be used to determine whether heteroscedasticity is present or absent. Examining the presence or nonattendance of specific patterns on the scatterplot graph might help determine whether heteroscedasticity is present.

Figure 1. Heteroscedasticity Tests



It is evident from the image above that the data points are dispersed above and below the number 0. The absence of a distinct pattern among the points indicates that the regression model shows no exhibit signs of heteroscedasticity.

Autocorrelation Test

Table 2. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.667 ^a	.445	.427	2.217	1.923

a. Predictors: (Constant), Hedonic_Shopping_Motivation, Visual_Merchandising, Keragaman_Produk

b. Dependent Variable: Impulse_Buying

In accordance with result provided in the table above, we get a Durbin-Watson value of 1.923 between du and 4-du. The du value is 1.7326, and the 4-du value is 2.267. So, it can be concluded this regression model is free of autocorrelation disturbance.

Multiple Regression Analysis

Table 3. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.282	2.248		-.125	.901
Visual Merchandising	.215	.089	.216	2.408	.018
Keragaman Produk	.530	.090	.535	5.888	.000
Hedonic Shopping Motivation	.180	.080	.179	2.265	.026

a. Dependent Variable: Impulse_Buying

$$Y = -0,282 + 0,215(X1) + 0,530(X2) + 0,180(X3)$$

The following can infer from this equation:

1. The constant value (a) obtained is -0,282, which has meaning that impulse buying (Y) has a value of -0.282 without influence of the specified model.
2. The regression coefficient of visual merchandising (X1) shows a positive worth of 0.215, which implies that if visual merchandising increases by one unit, impulse buying increases by 0.215 units. A positive coefficient indicates a positive relationship between visual merchandising with impulse buying. To a greater extent visual merchandising increase, the more impulse buying increases, and also, the other way around.
3. The regression coefficient of product diversity (X2) shows a positive value of 0.530, which means that if the diversity of products increases by 1 unit, then demand buying has an increase of 0.530 units. A positive coefficient indicates a positive relationship between product diversity and impulse buying. The more product diversity increases, the more impulse buying increases, and vice versa.
4. The regression coefficient of hedonic shopping motivation (X3) shows a positive value of 0.180, which means that if hedonic shopping motivation is 1 unit, then impulse buying increases by 0.180 units. A positive coefficient indicates a positive connection between Hedonic shopping motivation and impulse buying. Increased hedonic shopping motivation corresponds to elevated impulse buying, and conversely.

T test

Utilized show how much the effect of partially independent variables is in describing variations of dependent variables. If t counts > t tables and a significant number is < 0.05, then the result is significant. t tables = 1,986

Table 4. T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.282	2.248		-.125	.901
Visual Merchandising	.215	.089	.216	2.408	.018
Keragaman Produk	.530	.090	.535	5.888	.000
Hedonic Shopping Motivation	.180	.080	.179	2.265	.026

a. Dependent Variable: Impulse_Buying

The following is a table that illustrates how independent variables affect partially dependent variables:

1. The t test between X1 (visual merchandising) and Y (impulse buying) obtained a t count of 2,408 larger compared to the t-table of 1,986 with a significant number of 0,018. So, it can be deduced that visual merchandising has a significant effect on impulse buying.
2. The t-test conducted between X2 (product diversity) and Y (impulse buying) resulted in a t-value of 5.888, surpassing t-table value of 1.986 at a significant level 0.000. Therefore, it can be inferred that product diversity significantly influences impulse buying.
3. The t-test comparing X3 (hedonic shopping motivation) and Y (impulse buying) yielded a t-value of 2.265, exceeding the t-table value of 1.986 at a significant of 0.026. Consequently, it can be inferred that hedonic shopping motivation significantly impacts impulse buying.

F test

Utilized to assess the influence of Visual merchandising, Product diversity, and Hedonic shopping motivation on Mr. DIY Jepara's impulse shopping shop. This test is finished by contrasting the counted f esteem and the f table. F table = 2,70

Table 5. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	362.150	3	120.717	24.566	.000 ^b
	Residual	452.089	92	4.914		
	Total	814.240	95			

a. Dependent Variable: Impulse_Buying

b. Predictors: (Constant), Hedonic_Shopping_Motivation, Visual_Merchandising, Product Diversity

In the table above, the result F counts as 24,566, whereas the F-table is 2,70. This calculation indicates the f-value exceeds the value from the f-table, and significance value is $0.000 < 0.05$. This means visual merchandising, product diversity, and hedonic shopping motivation together have a significantly impacts impulse buying behavior.

Coefficient of Determination (R Square)

Employed to ascertain the proportionate contribution of the independent variable's impact on the dependent variable. The outcomes result of the determination coefficient test are presented in the following table:

Table 6. Determination Test (R Square)

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.667 ^a	.445	.427	2.217	1.923

a. Predictors: (Constant), Hedonic_Shopping_Motivation, Visual_Merchandising, Product Diversity

According to the table above, 44.5%, or 0.445, was the R square value. This indicates that visual merchandising, product diversity, and hedonic shopping motivation collectively account for 44.5%. The remaining 55.5% is ascribed to variables that were not encompassed in the regression model scrutinized in this study.

3.2. Discussion

The influence of visual merchandising on impulse buying among visitors to Mr. DIY Jepara's store

T-value is 2.408, with a significant level 0.018, which is below 0.05, suggests a positive and significant impact of visual merchandising on the impulse buying behavior of visitors in Mr. DIY Jepara. Statistically, these results indicate that the differences observed in the visual impact of merchandising are not the result of mere coincidence but rather have reliable significance.

Studies have highlighted that visual merchandising significantly affects impulsive purchasing behavior. In other words, the better the visual, the more impulsive the buying behavior towards the company. The implication is that the investments and efforts made in improving the visual quality of merchandising can be seen as strategies that potentially increase sales through impulsive purchasing stimulus.

Respondents agreed that Mr. DIY Jepara's store displayed products that matched the placement and had a large enough hallway to facilitate shopping. Proper product placement helps create a positive shopping experience, while a large hallway facilitates customer movement and may also give the impression of an open and customer-friendly space.

Based on these findings, it is recommended that Mr. DIY Jepara maintain and enhance efforts in the implementation of attractive visuals. Providing ongoing training for staff involved in visual merchandising, monitoring current trends, and routine evaluation and adjustment of store layouts can be steps to ensure compliance with customer preferences. Getting customer feedback about the visual appeal of stores and products can also provide valuable insights for sustainable improvement. By paying attention to these findings and taking appropriate steps, Mr. DIY Jepara can maximize sales potential through the stimulation of buying impulses produced by their visual merchandising effectiveness.

This study is in concurrence with the investigation conducted by Widayati et al. (2019), revealing a positive and significant influence of visual merchandising on impulse buying.

The influence of product diversity on impulse buying among visitors to Mr. DIY Jepara's store

A t-count of 5,888 with a significance rate of $0.000 < 0.05$ indicates that product diversity has a positive and significant influence on impulse buying behavior by visitors to the shop, Mr. DIY Jepara. That is, the more varied the products offered, the higher the impulsive buying tendency. The yield of study concluded that product diversity has a significant positive impact on impulse buying. This means that the diversity of products is a key factor that encourages customers to make spontaneous purchases at Mr. DIY Jepara stores.

The agreement that Mr. DIY Store provides complete household appliances suggests that the store has the potential to increase sales through impulse buying. Therefore, it is recommended that Jepara DIY Store strive to increase the diversity of products offered in order to strengthen impulsive buying behavior, which is expected to increase overall sales.

The recommendation of this research is that Mr. DIY Jepara's store keeps expanding its product diversity. By providing a wide range of products, including different sizes and qualities, stores can give customers more choice, thereby increasing the probability of impulsive purchases. References to different sizes and quality of products emphasize the importance of understanding customer preferences. It shows that DIY Jepara actively understands the needs and wishes of customers, which can be the basis for further marketing strategies. Mr. DIY Jepara sells a wide range of products of household appliances with a wide variety of different sizes from small to large and also different product quality according to the price offered so that consumers and customers can choose the product according to their wishes.

Thus, the results of this research provide a deep understanding of the positive relationship between product diversity and impulse buying behavior in Mr. DIY Jepara stores, with strategic implications that can help improve sales performance and customer satisfaction. This study is in line with the study carried out by Angelita et al., (2021) that product diversity has positive and significant influence on impulse buying.

The influence of hedonic shopping motivation on impulse buying among visitors to Mr. DIY Jepara's store

The t-count value for hedonic shopping motivation is 2.265, with a significance rate of $0.026 < 0.05$. It shows that hedonic shopping motivation has a positive and significant influence on impulsive purchases at Mr. DIY Jepara's store. A degree of significance less than 0.05 suggests that the connection between hedonic shopping motivation and impulsive purchasing is considered statistically significant. This indicates that changes in hedonic shopping motivations contribute significantly to changes in impulsive shopping behavior. Research findings suggest that increased motivation for hedonic shopping will increase impulsive buying behavior towards the company or retail store.

Respondents shop to follow trends and see the latest product innovations. They also stated that shopping brings happiness, especially when done with family or friends.

These results provide important insights, especially to Mr. DIY Jepara, that enhancing hedonic shopping experiences can boost impulsive purchases, which can have a positive impact on sales and customer loyalty.

Based on these findings, it can be recommended to Mr. DIY Jepara to further strengthen and promote aspects that increase hedonic shopping motivation, such as following the latest trends and presenting product innovations. By detailing the research results and their implications, the

discussion is expected to provide a deeper understanding of the contribution of hedonic shopping motivation to impulsive buying behavior in Mr. DIY Jepara.

The findings of this research correspond with a study undertaken by Poluan et al. (2019), which similarly observed hedonic shopping motivation exerts a positive and significant impact on impulse buying.

The influence of visual merchandising, product diversity, and hedonic shopping motivation on impulse buying among visitors to Mr. DIY Jepara's store

The F-value for the three independent variables is 24.566, with a significance level of 0.000, which is less than 0.05. This signifies that the independent variables collectively have a positive and significant impact on the buying impulse of visitors to Mr. DIY Jepara's store.

The cumulative effect of visual merchandising, product diversity, and hedonic shopping motivation on impulse buying accounts for 44.5%. This implies that nearly half of the impulsive buying behavior observed in store visitors can be attributed to the combined influence of these three independent variables.

There is a positive correlation between independent variables (visual merchandising, product diversity, and hedonistic shopping motivation) and impulse buying behavior. The better these three independent variables are, the greater the impulsive buying behavior shown by visitors to Mr. DIY Jepara's store.

Mr. DIY Jepara's staff or shop management can improve visual merchandising strategies, product diversity, and hedonistic shopping motivation to improve visitor impulsive buying behavior. Knowing that these three variables have a considerable joint influence can help in directing marketing and product development efforts.

This study aligns with the findings of study conducted by Widayati et al. (2019), revealing a positive and significant impact of visual merchandising on impulse buying. Similarly, this study is consistent with the research by Angelita et al. (2021), which observed a positive and significant influence of product diversity on impulse buying. Moreover, outcomes of this research align with the study carried out by Poluan dkk. (2019), suggesting that hedonic shopping motivation exerts a positive and significant influence on impulse buying.

4. Conclusion

- a. Visual Merchandising has a positive and significant influence on impulse buying in the shop. Mr. DIY Jepara has a t count of 2,408 and a significance value of $0,018 < 0,05$. The better visual merchandising is implemented, the higher the rate of impulsive purchases. The concept of "visual merchandising" includes product layouts, display layouts, and other visual presentations designed to attract the attention of consumers. Good visual merchandise can increase the attractiveness of products and encourage impulse purchases.
- b. Product Diversity has a positive and significant influence on impulsive purchases in the shop, Mr. DIY Jepara, with a t value of 5,888 and a significance value of $0,000 < 0,05$. The more varied the product offered, the higher the likelihood of impulsive purchases. Product diversity can trigger impulsive purchasing decisions. Consumers are more likely to buy a product that attracts their attention when there is a lot of choice.
- c. Hedonic Shopping Motivation has a positive and significant impact on impulsive purchases at Mr. DIY Jepara's store, with a t count of 2,265 and a significance value of $0.026 < 0.05$. The higher the level of hedonic shopping motivation, the higher the impulsive buying tendency. The desire to gain hedonic satisfaction or positive experiences during shopping

can trigger impulsive buying behavior. customer can be enticed to purchase something impromptu when they are driven by gluttonous fulfillment.

- d. Simultaneously, the three independent variables, visual merchandising, product diversity, and hedonic shopping motivation, have a F-count value of 24,566 and a significant rate of $0.000 < 0.05$, showing that the three separate variables together have a positive and significant influence on the behavior of impulse buying at Mr. DIY Jepara's store. The combination of visual merchandising, product diversity, and hedonic shopping motivation together has an influence of 44.5% on impulse buying behaviors. That means almost half of the impulsive buying behavior of shop visitors can be explained by these three independent variables. Thus, it can be concluded that efforts to improve the visual quality of merchandising, the diversification of products, and the hedonistic shopping motivations can together enhance the behavior of impulsive shopping visitors.

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