
THE EFFECT OF PRODUCT DISPLAY AND STORE ATMOSPHERE ON IMPULSE BUYING IN CONSUMERS MANDIRI STORE GRESIK



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Abstract

The development of business in Indonesia is increasing every year, leading to tighter competition among industries, particularly in the retail sector. This situation demands that consumers pay close attention to changes in meeting their daily needs. Toko Mandiri Gresik has become a primary destination for the local community to fulfill various personal and family needs. This research aims to determine the impact of product display and store atmosphere on impulse buying among consumers at Toko Mandiri Gresik. The population for this study consists of individuals who have made purchases at Toko Mandiri Gresik at least twice in the last three months, are at least 17 years old, and live in Gresik. The study uses a sample of 90 respondents selected through non-probability sampling methods, specifically purposive sampling. Multiple linear regression analysis is employed to analyze the data using SPSS version 25. The results indicate that product display influences impulse buying, store atmosphere affects impulse buying, and both product display and store atmosphere significantly impact impulse buying.

Keywords: Product Display, Store Atmosphere, Impulse Buying

INTRODUCTION

Currently, business development in Indonesia is increasing every year. This causes increasingly tight competition between business industries from various fields. This condition requires people to always pay attention to changes in meeting their daily needs. One of the businesses that is the main target in meeting people's daily needs is the retail business, which always experiences increasingly rapid growth every year. This has resulted in traditional markets starting to be displaced by modern retail which until now continues to emerge in various shopping centers, such as minimarkets, department stores, hypermarts, and supermarkets. These shopping centers are spread across all corners of Indonesia, from urban areas to remote areas. With this distribution, it becomes easier and more affordable for people to meet their daily needs.

Retail stores play an important role in meeting the basic needs of everyday society and aim to provide these basic needs directly in small quantities or very important retail, especially in residential areas or remote areas in large shopping centers. Consumer behavior in the world of marketing is very diverse, one of the most interesting is the phenomenon of impulse buying. Impulse buying is a purchasing decision that occurs suddenly and spontaneously without prior planning. This purchase usually occurs when consumers feel a strong emotional urge when seeing a particular product. This purchase is often not based on rational needs, but rather arises in response to external stimuli such as promotions, product presentations, or shopping environments. When customers perceive impulsive buying behavior as normal, the tendency to impulsive buying often leads to purchases.

Impulse buying according to Ariyanti and Iriani (2022) is a form of unplanned buying due to the spread of a series and is decided on the spot. After making a purchase, consumers will respond which results in emotional or cognitive. Impulse is very helpful for companies; company sales will increase when many customers make impulsive purchases. There are two different factors that influence spontaneous purchasing decisions, namely internal consumer factors and external factors related to store equipment. External factors that encourage buyers to make impulsive purchases are the most common focus from an impulsive buying perspective. External factors that can encourage buyers to make impulsive purchases include face-to-face sales, product layout, and store atmosphere.

Product display has a significant impact on impulse buying in retail the way products are arranged, presented, and arranged in stores or sales platforms with the aim of attracting consumers' attention and influencing their purchasing behavior. Product displays must be arranged well so that consumers can access goods quickly. If consumers are interested and satisfied with an item, they will find it quickly because the presentation is appropriate and makes it easy for consumers to find the item. the relationship between display and consumer impulse buying behavior is very close, because without display, it is one of the factors that influence impulse buying.

Store atmosphere according to Diana and Maysarah (2023) is a picture of the overall atmosphere of a store created by physical elements (exterior, interior, layout, display) and psychological elements (comfort, service, cleanliness, availability of goods, creativity, promotion, technology). The goal is to create an attractive and comfortable environment so that consumers feel more comfortable and enjoy their shopping time, which in turn can influence their purchasing behavior. Store atmosphere and impulse buying will create a pleasant store atmosphere and can create a more interesting shopping experience and encourage impulsive buying. Factors such as lighting, music, aroma, layout, and store decoration can affect consumers' moods, making them feel more comfortable and relaxed so that they are more likely to make unplanned purchases.

Mandiri Store Gresik is one of the retail stores in Gresik located at Jalan Gubernur Suryo No. 3C, Kemuteran Village, Gresik. This store sells various types of goods for both personal and family needs, from food, drinks to frozen food and many others. Mandiri Store Gresik was established in 2010 in August. This store has 5 employees. In addition, Mandiri Store Gresik, as a pioneer of retail stores in its area, has inspired the surrounding community to establish similar businesses. In addition, this store also plays an important role in supporting the local economy by providing products from local suppliers and creating jobs for the community. Its existence not only helps maintain the availability of basic necessities in the area but also contributes to food stability that supports the welfare of the surrounding community.

From the description above, the author takes the topic of the influence of product display and store atmosphere on impulse buying in consumers because both factors are considered to have a strategic role in encouraging spontaneous purchasing behavior, which is important in increasing sales in the retail industry. An attractive product display and a comfortable Store atmosphere are able to create a strong visual and emotional appeal, thus encouraging consumers to make spontaneous purchasing decisions.

REVIEW OF LITERATURE

Product Display

Display, according to Rahmawati et al (2020), means an effort to encourage consumer attention and interest in a store or goods and encourage the desire to buy through direct visual appeal. Product display is a special presentation of a store's products that is used to attract and even captivate consumers. The expected impact of product display is the purchase value on company profits or an increase in the number of transactions periodically (Aryati and Akhmad 2023).

The results of the study by Arifianti et al. (2024) showed that the product display variable has a significant effect on the impulse buying variable. Based on the results of the study, there is a positive and significant influence between the product display variable and impulse buying in student cooperatives. Meanwhile, in Hariyanto's study (2022), the product display does not affect impulse buying at Hokky Fruit Supermarket, Merr Surabaya. The Product Display variable is not a consideration for consumers to make impulsive purchases because, with the presence of a product display, consumers tend not to make impulse buying at Hokky Fruit Supermarket, Merr Surabaya, so that consumers make shopping transactions not because of the presence of a product display.

Store Atmosphere

According to Febriani and Ahmad Fadili (2021), store atmosphere is the appearance of the outside and inside of the store, which must be arranged in such a way that it is attractive, alluring, makes people curious, and invites people to come and visit. Store atmosphere, according to Pasaribu (2020), is the overall emotional effect created by the physical attributes of the store, which is expected to satisfy both parties involved, the retailer and its consumers.

The results of the study by Aprilia (2024) showed that the store atmosphere variable has a significant influence on the buying impulse variable. Based on the results of the store atmosphere study at the Juimbo Mart Deilima retail outlet in Pekanbaru City, the results were obtained in the agreed category, which can be seen from its 4 dimensions, namely exterior, exterior, interior,

store layout and interior display. Meanwhile, in the research of Vannesse et al., (2024), store atmosphere does not influence impulse buying because the design at McDonald's is less able to increase the impulse buying of consumers who want to visit McDonald's, where store design is an indicator with the highest value consisting of the appearance of the display and the appearance of the merchandise, but the display and merchandise displayed at McDonald's are less able to create and increase desire.

Impulse Buying

Dewi et al (2024) stated that impulse buying is an unplanned buying behavior with the characteristics of relatively fast decision-making and intuitive desires that can be owned. According Nuri (2022) impulsive can be considered unplanned, not all unplanned purchases can be considered impulsive. This is because unplanned purchases are usually made when customers accidentally see the product being bought. According Prameswari et al (2024) intuitively explains the indicators of impulsive buying, including:

1. Spontaneity
2. Compulsive participation
3. Indifference to consequences

RESEARCH METHOD

In this study, the researcher used associative research with quantitative bonding methods. This bonding also allows researchers to intuitively test the causal relationship between existing variables through structured and repeatable data processing, thus producing more accurate and generalizable findings. The population in this study was consumers who had visited Toko Mandiri Gresik directly. The sample criteria used in this study were Gresik residents who had made purchases at Toko Mandiri Gresik at least twice in the last three months and were at least 17 years old.

To find out the number of samples using the Slovin formula with a total of 90 respondents. In this research, the technique used for sampling is non-probability sampling. In determining the sample, using a purposive sampling technique is a method that is specifically selected based on the research objectives. Data analysis techniques use validity tests, reliability tests, classical assumption tests in the form of normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis tests in the form of simultaneous tests (F), partial tests (T).

RESULTS AND DISCUSSION

The results of the questionnaire via Google Form have collected a sample of 90 respondents, which shows the characteristics of respondents based on gender, 65,6% female and 34,4% male. Characteristics of respondents based on age, 17-20 tahun 11,1%, 21-24 tahun 40%, 25-28 tahun 21,1%, 29-32 tahun 14,4%, 33-36 tahun 8,9% dan 37-40 tahun 23%.. Characteristics of respondents based on work: 42,2% students, 35,6% employees, 14,4% entrepreneurs, and 7,8% others. And characteristics of respondents based on domicile: North Gresik 8,9%, Central Gresik 77,8%, and South Gresik 13,9%.

Validity Test

Table 1
Validity Tes

No.	Variabel/Statement item	Corelation	Item	Information
Display Product				
1.	X1.1	0,638	Item 1	Valid
2.	X1.2	0,700	Item 2	Valid
3.	X1.3	0,670	Item 3	Valid
4.	X1.4	0,676	Item 4	Valid
5.	X1.5	0,688	Item 5	Valid
6.	X1.6	0,649	Item 6	Valid
7.	X1.7	0,471	Item 7	Valid
8.	X1.8	0,395	Item 8	Valid
Store Atmosphere				
1.	X1.1	0,581	Item 1	Valid
2.	X1.2	0,577	Item 2	Valid
3.	X1.3	0,578	Item 3	Valid
4.	X1.4	0,494	Item 4	Valid
5.	X1.5	0,455	Item 5	Valid
6.	X1.6	0,621	Item 6	Valid
7.	X1.7	0,671	Item 7	Valid
8.	X1.8	0,648	Item 8	Valid
Impulse Buying				
1.	Y.1	0,517	Item 1	Valid
2.	Y.2	0,567	Item 2	Valid
3.	Y.3	0,601	Item 3	Valid
4.	Y.4	0,750	Item 4	Valid
5.	Y.5	0,695	Item 5	Valid
6.	Y.6	0,651	Item 6	Valid

It can be seen that the value of $r_{count} > r_{table}$ obtained through the formula degree of freedom (df) = n-2, $\alpha = 5\%$ then the calculation is $90 - 2 = 88$. The value of r_{table} df = 88, $\alpha = 5\%$ is 0,2072. Therefore, all indicators in the research variables are considered valid.

Reliability Test

Table 2
Reliability Test

Variable	Cronbach's Alpha	Information
Display Product (X_1)	0,762	Reliabel
Store Atmosphere (X_2)	0,714	Reliabel
Impulse Buying (Y)	0,702	Reliabel

It can be seen that the reliability test output can be concluded that all variable indicators in the research have Cronbach's Alpha > 0.60, so the questionnaire used in this research is reliable, has good accuracy, and is suitable for the next stage of analysis.

Normality Test

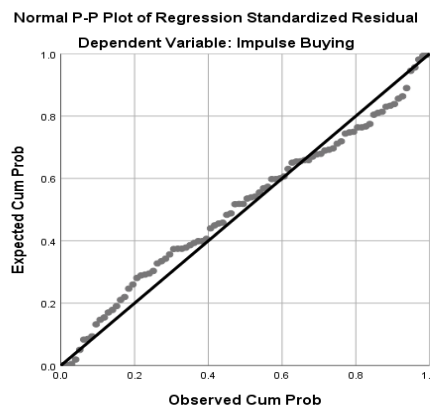
The normality test is used to determine whether the distribution of residual values in the regression model has normal characteristics. To prove that the data follows a normal distribution, statistics are carried out Kolmogorov Smirnov. Data is considered to have a normal distribution if the significance value obtained from the test is greater than 0.05.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2.30520603
Most Extreme Differences	Absolute	,079
	Positive	,070
	Negative	-,079
Test Statistic		,079
Asymp. Sig. (2-tailed) ^c		.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 known that the significance value is 0.200 which indicates $0.200 > 0.05$ or significance value > 0.05. It can be concluded that the normality test results use the method Kolmogorov-Smirnov shows a normal distribution.

Figure 1
P plot Grafik



In addition, in the normality test, it can also be detected using the Normal Probability Plot graphic formula which is used to intuitively show that if the points on the graph are not

far from the diagonal line or are following the diagonal line, it can be said that the regression model in this study is normally distributed.

Multikolinieritas Test

Table 4
Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Display Product	,713	1,403
	Store Atmosphere	,713	1,403

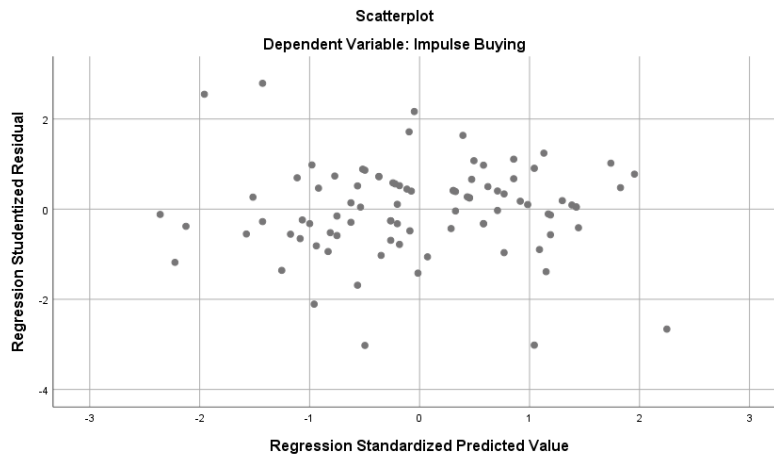
A. Dependent Variable : Impulse Buying

It can be seen that the multicollinearity test results obtained from all independent variables or independent variables have a tolerance value > 0.10 and a VIF value < 10, so it can be concluded that the regression model is declared good because there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether there are differences in residual variance in the regression model. This test involves observing the Scatterplot graph between SPRESID and ZPRED to determine whether there is a certain pattern. If there is no clear pattern, such as points spreading above and below the number 0 on the Y axis, then it can be concluded that there is no heteroscedasticity. The following are the results of the heteroscedasticity test.

Figure 2
Heteroscedasticity Test



It was found that the Scatterplot graph shows that there is no particular pattern, it is clear that the data points are spread without a pattern and are around zero. Therefore, it is concluded that heteroscedasticity did not occur in this study.

Multiple Linier Regression Analysis

Multiple linear regression analysis is used as an intuitive test to assess the extent to which product display and store atmosphere, as independent variables, influence buying

impulses as dependent variables. The following are the results of multiple regression analysis:

Table 5
Multiple Linear Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients			Information
Model		B	Std. Error	Sig.	
1	(Constant)	1,407	2,138	,512	
	Display Product	,324	,069	,000	Significan
	Store Atmosphere	,375	,072	,000	Significan
a. Dependent Variable : Impulse Buying					

$$Y = \alpha + b_1X_1 + b_2X_2$$

$$Y = 1,407 + 0,324 X_1 + 0,375 X_2$$

Here is the interpretation of the linear regression equation above:

1. The constant value of the impulse to buy (Y) is 1.407. This means that if the product display and store atmosphere variables are equal to zero, then the impulse buying value is 1.407.
2. The regression coefficient for the value of X1 or product display is 0.324. This shows a positive correlation. This means that if the product display value increases by one unit and the other values remain the same, then the impulse buying value will increase by 0.324. Conversely, if the product display value decreases by one unit and the other values remain the same, then the impulse buying value will decrease by 0.324.
3. The regression coefficient for the value of X2 or store atmosphere is 0.375. This shows a positive correlation. This means that if the store atmosphere value increases by one unit and the other values remain the same, then the impulse buying value will increase by 0.375. Conversely, if the store atmosphere value decreases by one unit and the other values remain the same, then the impulse buying value will decrease by 0.375.

F Test (Simultaneous)

The F test or simultaneous test is a test that aims to show or intuitively demonstrate all independent variables in this study, namely Product Display (X1) and Store Atmosphere (X2) whether there is a significant influence on the independent variable in this study, namely Impulse Buying (Y). In simultaneous testing, there are several criteria for assessing the F test hypothesis in this study, including:

Table 6
F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	576,656	2	288,328	53,039	.000 ^b
	Residual	472,944	87	4,436		
	Total	1046,600	89			
a. Dependent Variable : Impulse Buying						

b. Predictors : (Constant), Store Atmosphere, Display Product

To determine the F_{table} value, $Df = n-k-1$, $Df = 90-2-1 = 87$ is 0.05 or 5%, the F_{table} value is 3.10. it can be concluded that the significant value for the simultaneous influence of product display variables (X1), and store atmosphere (X2), on the impulse buying variable (Y) is $0.000 < 0.05$ with a value of $F_{count} > F_{table}$, namely $53.039 > 3.10$, it can be concluded that H1 is accepted and H0 is rejected, meaning that the variables product display, and store atmosphere simultaneously influence impulse buying.

Test t (Partial Test)

The t-test is used to test whether there is a significant difference between two or more groups in the variables analyzed. Through the t-test, it can be determined whether the independent variable has a significant influence on the external variable in the sample being tested. The following are the results of the hypothesis test related to the independent variables of product display (X1), and store atmosphere (X2) on the external variable, namely impulse buying (Y) partially.

Table 7
Test t (Partial Test)

Coefficients^a						
		Unstandardized Coefficients			Information	
Model		B	Std. Error	t	Sig.	
1	(Constant)	1,407	2,138	,658	,512	
	<i>Display product</i>	,324	,069	4,687	,000	Significant
	<i>Store atmosphere</i>	,375	,072	5,230	,000	Significant
a. Dependent Variable : <i>Impulse buying</i>						

It can be concluded that the $t_{count} > t_{table}$ X1 value is $4.687 > 1.989$ with a significance value of $0.000 < 0.05$, so H0 is rejected. It can be concluded that this means that the product display variable (X1) has a partially significant influence on impulse (Y). Then, for variable X2 of $5.230 > 1.987$ with a significance value of $0.000 < 0.05$ then H0 is rejected. It can be concluded that this means that the store atmosphere variable (X2) has a partially significant influence on impulse buying (Y).

H1: The Influence of Product Display on Impulse Buying

Based on the analysis of hypothesis test data using the t-test, it was obtained that the independent variable product display had an effect on the impulse purchase variable. This is evidenced by the t-count value $> t$ -table of $4.867 > 1.987$ and a significance value < 0.05 , namely $0.000 < 0.05$. then H0 is rejected H1 is accepted. It can be concluded that the product display variable has an effect on impulse buying in consumers at the Mandiri Store Gresik. So it can be interpreted that a good product display will increase consumer impulse buying at the Mandiri Store Gresik. This shows that an attractive and strategic product display can trigger impulse buying for consumers to make purchases without prior planning.

This study supports Reza's statement (2023) which states that an attractive and strategic product display in a store can influence consumer behavior, including encouraging impulsive buying and increasing sales volume. The results of the study above support the research conducted by Rusmiyati et al, (2020) which found that product display had a positive but insignificant effect on impulsive buying. In addition, the results of this study were

followed by Kusuma (2024) who found that product displays had a positive and significant effect on impulse buying. Therefore, similarly, these findings have similarities with previous studies, namely that the results of this study are that product displays have an effect on impulse buying.

H2: The Influence of Store Atmosphere on Impulse Buying

Based on the analysis of hypothesis test data using the t-test, information was obtained that the independent variable store atmosphere had an effect on the impulse buying variable. This is evidenced by the t-count value $> t\text{-table}$ of $5.230 > 1.987$ and a significance value < 0.05 , namely $0.000 < 0.05$. then H_0 is rejected and H_2 is accepted. It can be concluded that the meaning of the store atmosphere variable has an effect on impulse buying in consumers of Mandiri Store Gresik. This shows that a comfortable and attractive store environment can create a more enjoyable shopping experience, thus encouraging consumers to make spontaneous purchases without prior planning.

This study supports Rizqy's statement (2024) that a well-designed store atmosphere can make consumers feel comfortable and want to shop longer, which has the potential to increase the number of purchases. The results of the study above are in line with research conducted by Rusdianto & Aprilia et al, (2020) which found that store atmosphere has a positive and significant effect on impulse buying. In addition, the results of this study were followed by Herdiany et al, (2024) who found that store atmosphere had a positive and significant effect on impulse buying. Therefore, similarly, the findings are similar to previous studies, namely the results of this study are that store atmosphere has an effect on impulse buying.

H3: The Simultaneous Influence of Product Display and Store Atmosphere on Impulse Buying

Based on the analysis of hypothesis test data using the F test, it can be obtained that the independent variables of product display and store atmosphere have a significant effect on the impulse buying variable simultaneously. This is evidenced by the Fcount value $> F\text{table}$, which is $53.039 > 2.70$ and a significance value < 0.05 , which is $0.000 < 0.05$. Therefore, it can be concluded that H_0 is rejected and H_3 is accepted, which indicates that product display and store atmosphere simultaneously affect impulse buying purchases by consumers at Mandiri Store Gresik.

This study supports the statement of Barutu et al., (2024) which states that product display and store atmosphere have a significant effect on consumer impulse buying behavior. Attractive and strategic product displays can attract consumers' attention, encouraging them to make unplanned purchases. The study shows that a good product layout can increase visual appeal and arouse curiosity that contributes to consumer impulse buying behavior. On the other hand, store atmosphere which includes elements such as lighting, music, and aroma also plays an important role in creating a pleasant shopping experience. A comfortable atmosphere can evoke positive emotions, thereby increasing the likelihood of consumers making impulse purchases. The combination of these two factors can significantly increase the level of impulse buying in retail stores.

CONCLUSION

Based on the results and discussion of the research that has been carried out through the stages of data collection, data processing, to data analysis related to the influence of product displays and store atmosphere on consumer impulse buying at Mandiri Store Gresik, the following conclusions can be drawn:

1. Product displays have an effect on consumer impulse buying at Mandiri Store Gresik. Thus, the first hypothesis in this study is accepted.
2. Store atmosphere has an effect on consumer impulse buying at Mandiri Store Gresik. Thus, the second hypothesis in this study is accepted.
3. Product displays and store atmosphere have an effect on impulse buying at Mandiri Store Gresik consumers. Thus, the third hypothesis in this study is accepted.

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