



## The Influence of Hedonic Motivation, Store Atmosphere and Positive Emotion on Consumer Impulse Buying

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### ABSTRACT

This study aims to determine the effect of hedonic motivation, store atmosphere and positive emotion on consumer impulse buying. This study is a quantitative study with a survey method. The population in this study were consumers of the Nako Kuntum coffee cafe who had made at least one purchase. The results of this study indicate that: (1) Hedonic Motivation does not have a positive effect on impulse buying. (2) Store atmosphere does not have a positive effect on impulse buying. (3) Positive emotion has a positive effect on impulse buying.

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## INTRODUCTION

Coffee is an important commodity that is widely traded internationally. Coffee beans are produced by various countries, the majority in tropical regions. As a country with a tropical climate, Indonesia is listed as the third largest coffee producer in the world in 2022/2023 (<https://indonesiabailk.id>). Occupying the position as one of the largest coffee producing regions in the world, it is not surprising that Indonesian people have high coffee consumption. It was recorded that in 2022, Indonesia will rank first in coffee consumption in the Southeast Asia region.

The increase in coffee consumption has triggered the proliferation of modern coffee shops (cafés) with contemporary concepts. This shows a shift in the culture of drinking coffee in society. In the past, coffee shops were just places to relax and enjoy tea, cakes and coffee. Now, coffee shops have transformed into multifunctional spaces, more than just a place to drink coffee. According to Widiyaningsih (2022) coffee shops have become a place to socialize and have social interactions, and do assignments. This cultural shift shows that coffee shops are no longer just places to drink coffee, but also become social spaces for interaction and activities.

The coffee shop business in Indonesia, especially in big cities, is experiencing rapid development. This opens up opportunities for entrepreneurs to open coffee shop businesses with various interesting concepts and ideas to attract consumers from various circles. The city of Bogor, as one of the big cities in West Java, is also experiencing the development of this coffee shop business. One area with a choice of coffee shops is East Bogor. The increase in the number of businesses in the same field causes competition to become increasingly fierce. Tight competition encourages business actors to look for the right strategy so that their business can excel in the competition. One strategy that can be carried out by business actors is by studying consumers' emotional experiences, one of which is studying consumers' impulse buying.

Café Kopi Nako Kuntum is a café in East Bogor which is famous for its unique design and outdoor feel. It has a spacious and instagrammable space, making it an attraction for many visitors to enjoy a cup of coffee, listen to live music and relax with friends. Based on data, sales revenue for Café Kopi Nako Kuntum in 2022 tends to fluctuate. The average income attainment is 92.27%. Based on information from the shop head, the failure to achieve the sales revenue target was thought to be caused by an impulsive reaction which was closely related to impulse buying which was thought to be caused by positive emotions, hedonic motivation and a store atmosphere which was considered to be still very low. Based on the pre-survey questionnaire regarding impulse buying, the average consumer (57%) out of a total of 30 consumers did not impulse buy, because they made the purchase according to what had been planned from the start.

Based on the results of observations of positive emotion and store atmosphere variables taken from Google reviews of Café Kopi Nako Kuntum, there is a total of 5.25% with a total of 1200 consumer testimonials and 63 related complaints, some of which complained about poor service and live music. only 2

times in 1 week, too few cashiers, insufficient supply of additional chairs and tables. Therefore, it can be concluded that the positive emotions of consumers and the existing store atmosphere are not suitable enough, so there are still many complaints felt by consumers and they have not been able to attract consumers' interest in impulse buying.

Based on the results of a pre-survey questionnaire of 30 consumers of Café Kopi Nako Kuntum, there are two important findings regarding consumer behavior in making impulsive purchases and hedonistic motivation, namely: 1) the average consumer (57%) does not make impulse purchases. This shows that the majority of consumers have careful planning when shopping and are not easily tempted by impulsive offers. These consumers tend to make purchases according to predetermined needs and budgets: 2) as many as 53% of consumers stated that they were not motivated by hedonistic factors in shopping. This means that the main factor that drives their purchases is not solely to gain momentary pleasure or satisfaction, but rather is based on needs and other rational considerations.

Based on the background that has been described, the author is interested in conducting research with the title "The Influence of Hedonic Motivation, Store Atmosphere and Positive Emotion on Consumer Impulse Buying at Café Kopi Nako Kuntum". The aim of this research is to determine and analyze the direct influence of hedonic motivation, store atmosphere and positive emotion on consumer impulse buying.

## LITERATURE REVIEW

### *Hedonic Motivation*

Hedonic motivation is a consumer's motivation to shop because shopping creates a feeling of satisfaction and pleasure in themselves without considering the benefits of what is purchased. Hedonic motivation is a consumer's motivation to shop because shopping is a pleasure in itself so that they do not pay attention to the benefits of the products purchased (Utami, 2018:48). Factors that influence hedonic motivation are divided into two parts, including personal factors and environmental factors. Meanwhile (Arnold and Reyold, 2003:81). Indicators of hedonic motivation include an interesting shopping experience, alternative shopping to overcome boredom, the pleasure of paying for friends' orders, liking stores that give discounts, the pleasure of shopping with family and shopping to follow trends (Utami, 2018:48).

Based on previous research conducted by Ika (2020), it was stated that hedonic motivation has an effect on Impulse Buying

H1: Hedonic Motivation has a direct effect on Impulse Buying

### *Store Atmosphere*

Store atmosphere is a very important physical characteristic for every retail business, it plays a role in creating a comfortable atmosphere according to consumer desires and makes consumers want to linger in the cafe and indirectly stimulates consumers to make purchases. It is stated that store atmosphere includes various interior displays, exteriors, layouts, internal store traffic,

comfort, air, service, music, uniforms, the length of goods and so on that create an attraction for consumers and arouse the desire to buy (Berman and Evan, 2008:528). The factors that influence the creation of store atmosphere include employees, types of fixed equipment, music, aroma, visual factors (Levy and Weitz, 2014:434). While store atmosphere indicators include exterior, general interior, store layout and interior display (Berman and Evan, 2008:528).

Based on previous research conducted by Ipaludin (2024), it was stated that store atmosphere has an effect on impulse buying.

H2: Store atmosphere has a direct effect on impulse buying.

#### *Positive Emotion*

Positive emotion is a reaction or attitude that states that someone feels happy, joyful and satisfied with a certain situation or object. Positive emotion is a positive feeling such as feeling happy, feeling love, feeling like, enjoying, satisfaction and alertness (Peter and Olson, 2014:30). There are various factors that influence positive emotions in shopping, this opinion states that positive emotions in shopping can arise due to mood factors, the influence of environmental characteristics and reactions. In addition, the indicator of positive emotions states that the active environmental response to purchasing behavior can be described by three indicators, including pleasure, passion and dominance (Peter and Olson, 2014:30).

Based on previous research conducted by Risnawati (2020), it was stated that positive emotions have an effect on impulse buying.

H3: positive emotions have a direct effect on consumer impulse buying

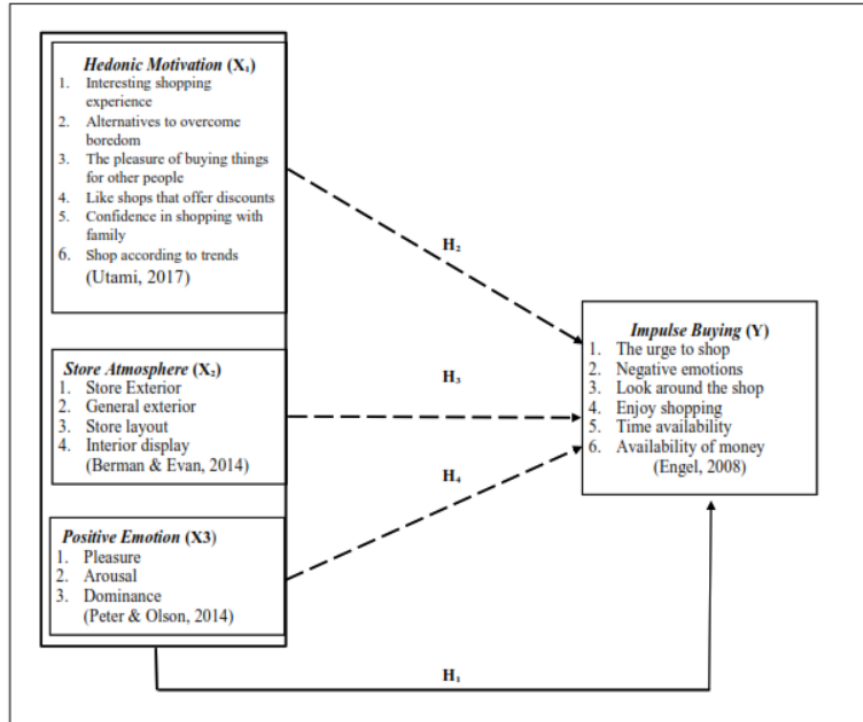
#### *Impulse Buying*

Consumer impulse buying is an unplanned behavior or decision to buy a product or service. The decision to buy occurs suddenly and just before making a purchase. Impulse buying is a purchase that occurs when consumers experience a sudden, powerful feeling and strong urge to buy something immediately (Engel, 2008:86). Impulse buying can be said to be a unique purchasing behavior. Impulse buying is an individual's tendency to make spontaneous purchases without careful planning. This behavior is often triggered by several emotional factors, such as joy, boredom, or stress, and can have a negative impact on an individual's finances. It is stated that the factors that influence impulse buying consist of internal and external factors. Internal factors such as emotions, gender, and hedonic motivation. While external factors such as store atmosphere, lifestyle, situational variables (availability of time and money), personal variables (personal identity and personality), and product bundling (Dawson and Kim 2009). Meanwhile, indicators of impulsive buying include the urge to shop, negative emotions, browsing the store, shopping pleasure, time availability, and money availability (Engel, 2008:156).

Based on previous research conducted by Ika, Risnawati (2020) and Ipaludin (2024), it was stated that Hedonic motivation, store atmosphere and positive emotion have an effect on impulse buying.

H4: Hedonic motivation, store atmosphere and positive emotion have a direct effect on consumer impulse buying

The following is the framework for thinking in this research:



## METHODOLOGY

The objects in this research are hedonic motivation, positive emotion, store atmosphere and impulse buying of Café Kopi Nako Kuntum consumers. The subjects in this research were consumers of Café Kopi Nako Kuntum. The location of this research was carried out at Café Kopi Nako Kuntum which is located on JL. Green Terrace Residence JL. Raya Tajur No. 291, RT 01\RW 01, Sidangrasa, Kec. East Bogor. Bogor City, West Java. 16145. The method in this research uses quantitative descriptive methods to determine significant relationships between the variables studied. The results of this method will provide a better understanding of the research subject. The population in this study were consumers of the Nako Kuntum coffee café who had made a purchase at least once. The sample in this study used 100 consumer respondents of Café Kopi Nako Kuntum. The sampling technique used in this research is probability sampling technique, while the method uses purposive sampling.

## RESEARCH RESULT

The validity test is carried out to show the degree of consistency between the data that actually occurs on the object and the data collected by the researcher (Sugiyono, 2019). The validity test of the variable hedonic motivation, store atmosphere, positive emotion and consumer impulse buying as a whole is considered valid. In accordance with the criteria  $r_{count} < r_{table}$  is declared valid.

The reliability test is to see whether the research instrument is a reliable and trustworthy instrument (Sugiyono, 2019). Reliability testing was carried out using Cronbach Alpha. The results of the reliability test on the hedonic motivation, store atmosphere, positive emotion and consumer impulse buying variables are that all statements are declared reliable. In accordance with the Cronbach Alpha criteria  $< 0.6$ , it is declared reliable.

The classic assumption test was carried out to test the quality of research data. The classical assumption tests carried out in this research include the normality test, multicollinearity test, and heteroscedasticity test.

The normality test is a test to see whether the residuals obtained have a normal distribution. In this research, data normality detection can be done using the Kolmogorov Smirnov test. The normality test result in this research was 0.153, meaning that the significant value was  $> 0.05$ , so the distribution was normal.

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. A good regression model should have no correlation between independent variables. The results of the multicollinearity test show that the tolerance value for each variable is  $> 0.05$ , while the variance inflation factor (VIF) value for each variable is  $\leq 5$  so that in the regression model in this study, multicollinearity does not occur.

The heteroscedasticity test aims to test whether the regression model has an unequal variance from the residual of one observation to another observation, so it is called homoscedasticity and if it is different it is called heteroscedasticity. The Scatterplot image of this research is a scattering of dots with an unclear

pattern and above and below the number 0 at point Y, meaning that there is no heteroscedasticity and is suitable for use to predict each variable in this research.

Based on the recapitulation results of consumer responses to the impulse buying variable (Y), it has an average value of 3.68 in the high criteria. The instrument with the highest assessment is located on the shop browsing indicator and time availability of 4.17 in the high criteria. This shows that consumers like aesthetics and visual beauty, so they feel comfortable when hanging out. Cleanliness and hygiene are also important for consumers to ensure that the food and drinks they consume are safe. Apart from that, on holidays or free time, consumers have a high impulse buying tendency. The main reason is the desire to have fun. When they have free time, they are more open to trying new things, hanging out with friends or family, so they are easily influenced by impulse buying.

Based on the recapitulation results of consumer responses to the hedonic motivation variable ( $X_1$ ), it has an average value of 3.89 in the high criteria. The indicator with the highest rating is liking stores that provide discounts of 4.17 with high criteria. This shows that discounts allow consumers to save money when buying products or services at cafes. This makes them feel more satisfied with their purchase because they get added value at a lower price.

Based on the recapitulation results of consumer responses to the store atmosphere variable ( $X_2$ ) it has an average value of 4.03 in the attractive criteria. The indicator with the highest rating is the store exterior with 4.18 in the attractive criteria, this shows that consumers feel that the signboard displayed is clearly attractive because consumers can easily find the location of Café Kopi Nako Kuntum. Apart from that, the building design looks aesthetic with a cone design concept plus lots of shady trees, giving an attractive and comfortable impression. Apart from that, the available parking space is attractive because it is quite spacious so it can accommodate a large number of vehicles.

Based on the recapitulation results, consumer responses to the positive emotion variable ( $X_3$ ) have an average value of 3.96 in the high criteria. The Passion indicator received the highest score (4.21) in the very high category. This shows that consumers often visit cafés to seek peace and tranquility from the hustle and bustle of everyday life. The calm atmosphere of the café helps them relax, focus, feel calmer, and increase productivity.

Multiple regression analysis is used to determine whether there are two or more independent variables that have a significant influence on the dependent variable

**Table 1 Multiple Regression Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.297	3.141		2.642	.010		
	Hedonic	.020	.116	.022	.170	.865	.283	3.533
	Store Atmosphere	.153	.100	.160	1.528	.130	.423	2.367
	Positive Emotion	.687	.137	.604	5.008	.000	.320	3.123

a. Dependent Variable: Impulse Buying

Sumber : Data diolah, 2024

Regression analysis produces the following regression equation:

$$Y = 8,297 + 0,020X_1 + 0,153X_2 + 0,687X_3 + e$$

The constant value of 8.297 shows the average value of variable Y when all independent variables (hedonic motivation, store atmosphere and positive emotion) are equal to zero. The hedonic motivation coefficient (0.020), shows the average change in the impulse buying variable of 0.020 for every one unit increase in the variable hedonic motivation, assuming the other independent



variables are constant. The store atmosphere coefficient (0.153) shows an average change in the impulse buying variable of 0.153 for every one unit increase in the store atmosphere variable, assuming the other independent variables are constant. shows that the average change in the impulse buying variable is 0.687 for every one unit increase in the positive emotion variable, assuming that the other independent variables are constant. The positive coefficient value indicates that there is a positive relationship between the independent variable and the dependent variable Motivation, store atmosphere and positive emotion will increase the value of impulse buying.

**Table 2 Results of Multiple Correlation Analysis**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 <sup>a</sup>	.553	.539	4.453	2.010
a. Predictors: (Constant), Positive Emotion, Store Atmosphere, Hedonic Motivation					
b. Dependent Variable: Impulse Buying					

Sumber : Data diolah, 2024

Based on Table 2, the multiple correlation coefficient (R) with a value of 0.744 shows a strong relationship between the independent variable and the dependent variable. The higher the R value (closer to 1), the stronger the relationship. The coefficient of determination (R Square) with a value of 0.553 indicates that 55.3% of the variation in Purchase Impulse can be explained by the independent variable. The higher the R Square value (closer to 1), the more variation is explained. Adjusted R Square: A value of 0.539 indicates that 53.9% of the variation in Purchase Impulse can be explained by independent variables, after considering the number of variables in the model. The Adjusted R Square value is slightly smaller than R Square. This indicates that adjustments have been made for the number of independent variables in the model. This value still shows that this regression model is quite good at explaining variations in impulse buying.

**Table 3 F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2355.906	3	785.302	39.596	.000 <sup>b</sup>
	Residual	1903.934	96	19.833		
	Total	4259.840	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Positive Emotion, Store Atmosphere, Hedonic motivation						

Based on Table 3, Fcount is 39,596, while Ftable needs to be calculated using the significance level  $\alpha = 0.05$  and degrees of freedom  $F_{table} = F(k; n-k) = F(3; 100-3) = 3; 97$  by looking at the results of the degrees of freedom then the Ftable value is 2,700 so that  $F_{count} > F_{table}$  ( $39,596 > 2,700$ ) and has a significant value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning hedonic motivation (X1), store atmosphere (X2) and positive emotion (X3) simultaneously positive and significant effect on impulse buying. This research is in line with research by Ika (2020), Risnawati (2020), M.lpaludin, et al. (2024).

**Table 4 T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.297	3.141		2.642	.010
	Hedonic	.020	.116	.022	.170	.865
	Store Atmosphere	.153	.100	.160	1.528	.130
	Positive Emotion	.687	.137	.604	5.008	.000
a. Dependent Variable: Impulse Buying						

From table 4 it can be concluded that:

1. The Influence of Hedonic Motivation on Consumer Buying Impulse

Based on Table 4, it can be seen that the tcount for the Hedonic Motivation variable (X1) of 0.170 is smaller than the t-table value of 1.984 ( $0.170 < 1.984$ ) and the significant value of 0.865 is greater than 0.05 ( $0.865 > 0.05$ ). So  $H_{a1}$  is rejected and  $H_{o1}$  is accepted, which means that partially hedonic

motivation (X1) has no positive and significant effect on consumer impulse buying (Y).

2. The Influence of Store Atmosphere on Consumer Buying Impulse

Based on table 4, it can be seen that the t-count for the store atmosphere variable (X2) of 1.528 is smaller than the t-table value of 1.984 ( $1.528 < 1.984$ ) and the significant value of 0.130 is greater than 0.05 ( $0.130 > 0.05$ ). So, Ha2 is rejected and Ho2 is accepted, which means that partially the store atmosphere (X2) does not have a positive and significant influence on consumer impulse buying (Y).

3. The Influence of Positive Emotion on Consumer Buying Impulses

Based on table 4, it can be seen that the tcount for the positive emotion variable (X3) of 5.008 is greater than the t-table value of 1.984 ( $5.008 > 1.984$ ) and the significant value of 0.000 is greater than 0.05 ( $0.130 < 0.05$ ). So, Ha3 is accepted and Ho3 is rejected, which means that partially positive emotion (X3) has a positive and significant effect on consumer impulse buying (Y). This research is in line with research by Anggriani (2022), Safitri (2020) and Setiawan & Ardani (2022).

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and hypothesis testing that has been carried out, the following conclusions can be drawn:

1. Simultaneously hedonic motivation, store atmosphere and positive emotion influence consumer impulse buying.
2. Hedonic motivation has no positive and significant effect on consumer impulse buying.
3. Store atmosphere does not have a positive and significant effect on consumer impulse buying.
4. Positive emotion has a positive and significant effect on consumer impulse buying.

Based on the research results and conclusions that have been obtained, the author proposes the following suggestions:

1. Consumer impulse buying is found with the smallest statement, namely making purchases when being treated by the family. Cafés are often used as a place for family gatherings. Cafés generally have a comfortable and relaxed atmosphere, with attractive decorations and calming music. This makes the family feel at home and can relax together. So that consumers can carry out impulse buying activities
2. Positive emotions are expressed with the smallest statement of feeling guided shopping by the café environment. This happens due to a lack of interaction and communication between employees and consumers. The solution is that café management must be able to create a friendly and open atmosphere for interaction between staff and customers. encourage staff to communicate with customers in a polite and friendly manner. Ask customers about their experiences and listen to their suggestions.
3. Hedonic motivation was found with the smallest statement of feeling that you had an interesting experience when shopping at Nako Kuntum coffee. There is a need for management evaluation regarding consumer hedonic motivation to improve consumer experience when visiting. Among other things, management can increase live music activities more frequently, hold workshops on various interesting things, such as baristas, art or photography and create activities for the community so that consumers can get interesting experiences when visiting Café Kopi Nako Kuntum.
4. Store atmosphere is found with the smallest statements of chairs and tables which are enough to accommodate the consumers who come. Considering that chairs and tables are the most important thing in a café, the business owner or management must always ensure that the stock or supply of spare chairs is fulfilled so that when the café is busy with visitors, management can provide additional chairs to visitors who don't get a place.

### **ADVANCED RESEARCH**

For further research, it is suggested to continue the research by adding other variables such as internal factors (gender) and external factors such as cultural variables (availability of time and money), personal variables (personal identity and personality). In addition, further researchers are suggested to try the research method with the path analysis method to find out whether further research has an effect or not.

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