



Positive Emotional Attachment Influences Hedonic Shopping Motivation and Celebrity Endorsement on Impulse Purchase of Fashion Products on E-commerce in Java Island

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ABSTRACT

Many factors can lead to impulsive buying actions. This study aims to analyze the effect of hedonic shopping motivation and celebrity endorsement on impulse buying with positive emotional attachment. This study uses primary data obtained from respondents' answers, namely consumers of fashion products in e-commerce on the island of Java. All existing respondents are stratified based on the region which includes: Banten, DKI Jakarta, D.I.Yogyakarta, West Java, Central Java, East Java. To fulfill the research objectives, the hypothesis was tested with SEM PLS. From the SEM PLS test, it can be concluded that: (1) Hedonic Shopping Motivation contributes to Impulse Buying, (2) Celebrity Endorsement contributes to Impulse Buying, (3) Hedonic Shopping Motivation generates positive emotions that contribute to Impulse Buying, (4) Celebrity Endorsement does not generate positive emotions that do not contribute to Impulse Buying, (5) Positive Emotions contribute to Impulse Buying.

INTRODUCTION

Fashion trends in Indonesia have experienced rapid growth along with the times and technology which is also developing rapidly. Technological developments have played an important role in the development of the fashion industry. Indonesia is experiencing quite rapid e-commerce growth and is also the highest in Southeast Asia. Market research company eMarketer cited by (Dhini 2021) in metadata.co.id recorded e-commerce sales in Indonesia in 2021 as the largest in Southeast Asia by recording US\$20.21 billion. Bank Indonesia (2022) recorded in semester I 2022 an increase in e-commerce transactions in nominal terms by 22.1% compared to the previous year with a transaction value reaching IDR 227.8 trillion and in terms of volume increasing by 39.9% (year on year) to reach 1.74 million transactions. This indicates the high interest of the public in shopping online and a significant increase in public transactions in e-commerce. Statista.com (2022) noted that the trend of e-commerce use in Indonesia has continued to increase over the past 5 years and is projected to increase in 2023 and even up to 2027. In 2017 Statista.com recorded e-commerce users in Indonesia reaching 139 million users, then experiencing an increase of 10.81% in 2018 and recording as many as 154.1 million users. In 2022 e-commerce users in Indonesia will reach 526.9 million and will continue to increase until 2027. This shows that people's interest in shopping for fashion products online is still quite high. The survey (Jakpat 2022) shows that people tend to buy fashion products online rather than in physical stores. This is related to convenience and time efficiency which are the main factors in online shopping (Morganosky and Cude 2000). As times change, people's interest in conducting transactions online is increasing. Fashion can represent the emotions of the wearer and also has an emotional influence on individuals. The development of fashion and positive emotions also influence impulsive buying behavior (Park et al. 2006)). Impulse buying tends to think about emotional things without thinking rationally when making decisions. This behavior is closely related to the hedonic lifestyle which also aims to provide individual emotional satisfaction. (Solomon et al. 2014) describe lifestyle as a consumption pattern that reflects how a person spends his time and money. Overall, both in-store shopping and online shopping. Consumers who shop online not only collect information and purchase products, similar to shopping in stores, but consumers also satisfy experiences and emotions by shopping online to pursue utilitarian as a hedonic value (To, Liao, and Lin 2007). Maruf (2006) (Nurlinda and Christina 2020) states that many consumers in Indonesia shop for entertainment and pleasure while shopping. Usually, impulse purchases are made of goods that make individuals interested and comfortable. Impulse buying is based on spontaneous and relatively fast decision-making, rarely considering the consequences, and not thinking about priority needs. The consequences of impulse buying can impact many things including financial problems, mental health, and social relationships. Tinarbuko (2006) also revealed that impulsive buying behavior has quite a negative impact, namely, uncontrollable spending, regret due to financial problems, feelings, and disappointment in the end due to excessive purchases. Research by Rock (1985)

in (Yanthi and Japariato 2014) found that 55% of consumers experience financial problems as a result of impulse purchases. A survey conducted by The Trade Desk and YouGov (2023) shows that 67% of Indonesians are experiencing the impact of rising living costs. Highlighting Indonesia's current economy, especially post-pandemic, this survey shows 50% of Indonesians are delaying secondary needs and 52% generally make fewer purchases. The Trade Desk and YouGov survey (2023) also shows that the online shopping method is the most preferred. 63% of respondents chose promos and discounts as their reason for shopping online, 53% cheap prices, and 48% practical and fast. The survey by the Global Web Index (2022) taken in (CNBC, 2022) shows the factors or reasons individuals take impulse buying actions. The survey above divides individuals into generations, each generation has a different percentage of answers for each reason. This survey was conducted on 11,049 respondents from 12 countries. The data above shows that impulsive buying is a common problem in the world, including Indonesia. Studies have shown factors such as ease of access to information, environment, and emotional factors influence impulse buying. The same problem also occurs with consumers in Java. The author conducted a pre-survey to observe more about impulsive buying behavior in Java. The survey was conducted on the island of Java by dividing the island of Java into provinces. Respondents amounted to 41 people representing each province in Java Island. The majority of items purchased online by respondents are fashion products. This shows a high interest in shopping for fashion products online and fashion products are the products most often purchased unplanned. As a result of these unplanned purchases, the problems experienced by the majority of respondents emerged. 58.5% of respondents experienced financial problems due to impulsive buying, 73.2% of respondents felt regret due to impulsive buying, 14.6% of respondents experienced mental health problems due to impulsive buying, and 17.1% of respondents experienced problems with the surrounding environment due to impulsive buying. Impulse buying aims to fulfill positive emotions, provide pleasure and comfort, and provide happiness, but the consequences of this also have other problems.

Based on the explanation of the problems and research gap above, this research was conducted to analyze the effect of hedonic shopping motivation and celebrity endorsement on impulsive purchases with positive emotional attachment and the following hypothesis has been obtained, hedonic shopping motivation has a positive effect on impulsive buying of fashion products in e-commerce in Java Island, celebrity endorsement has a positive effect on impulsive buying of fashion products on e-commerce in Java Island, hedonic shopping motivation raises positive emotions that will have a positive effect on impulsive buying of fashion products on e-commerce in Java Java Island, Celebrity endorsement raises positive emotions which will have a positive effect on impulsive purchases of fashion products on e-commerce in Java Island, Positive emotions have a positive effect on impulsive purchases of fashion products on e-commerce on Java Island.

THEORETICAL REVIEW

Fashion

According to the Houghton Mifflin Company (2004) in The Contemporary English Indonesian Dictionary of English Language, Fashion is a fashion style or habit that is represented in the style of dress. Burke (2011) defines fashion as a representation of individuals or groups that contain values and art as a form of self-expression.

Hedonic Shopping Motivation

Quoting Hirschman and Holbrook (1982) (Tifferet and Herstein 2012) define hedonic shopping motivation as product consumption based on pleasure and emotional satisfaction. According to Alba and Williams (2013), hedonic shopping motivation is an effort to take advantage of consumer pleasure and satisfaction to get happiness. Utami (2014) reveals indicators that can be used to measure hedonic shopping motivation as follows: a. Shopping is an activity to create an experience; b. Together with family, colleagues, and friends will generate confidence to shop.; c. Shopping will eliminate negative emotions; d. Shop to keep up with the latest trends; e. Pleasure is obtained through shopping for goods for other people; f. Shop for minimal prices for maximum quality.

Celebrity Endorsement

According to Shimp and Andrews (2018) endorsements, namely: advertising sponsors or better known as advertisements use someone as a sponsor. Shimp and Andrews (2018) divide endorsers into two types: a. Typical-person endorser, namely someone who is not a celebrity; b. Celebrity Endorser, namely someone who is famous and gets public attention (actor, singer, public figure, and others). Shimp and Andrews (2018) define celebrity endorsement as a person who gets public attention, is known by the public, and becomes a cult to deliver a product to influence and attract the public. Celebrity endorsement measurement can be done using the VisCAP model Rossiter and Percy (1997) (King and Paramita 2016). The VisCAP model has 4 measurement characteristics, namely: a. Visibility, namely the measurement of public attention to a celebrity. Gunawan and Dharmayanti (2014) in (King and Paramita 2016) reveal the characteristics of visibility can be seen from how famous a celebrity is who endorses a product; c. Credibility, namely the measurement of the ability, and experience of a person to be able to provide information. According to Wati (2012) in (King and Paramita 2016) credibility is an attitude to be able to give confidence and gain trust. If someone can convince and provide good product introduction communication skills, then he can have credibility (Prabowo et al. 2014) (King and Paramita 2016); c. Attractiveness, namely the charm possessed by someone to get the attention of society. Shimp (2003) in (King and Paramita 2016) revealed that models that have physical attractiveness will give a more pleasant impression. Shimp (2003) in (King and Paramita 2016) also mentions that the attractiveness of an endorser also includes physical beauty, friendliness, fun, and work.; d. Power, namely the power to be able to influence someone. Hapsari 2008 (and King and Paramita

2016) states that power is the charisma possessed by a person to be able to influence attitudes, thoughts and behavior.

Positive Emotions

Mashar (2015) divides emotions into two categories, namely: positive emotions and negative emotions. According to Mashar (2015), positive emotions are emotions that express things that can bring benefits such as happiness, enthusiasm, love, and pleasure, while negative emotions tend to be associated with unpleasant things such as anxiety, fear, anger, and sadness. Fazri et al., (2020) in (Andriani and Harti 2021) define positive emotions as things that include peace, love, pleasure, and happiness. Mehrabian & Russell (1974) cited in (Usvita 2015) indicators that can be used to measure positive emotions are as follows: a. Pleasure is a state when individuals feel pleasure and happiness. Happiness and pleasure will represent individual satisfaction; b. Arousal is a state in which the individual feels arousal as a result of getting a stimulus. Excitement represents a state when individuals feel interested in something; c. Dominance is a state in which an individual feels free to do something.

Impulsive Buying

Rock & Hoch (1985) in (Yanthi and Japariato 2014) revealed that the phenomenon of buyers buying products that they did not plan is called impulsive buying. Rook (1985) in (Yanthi and Japariato 2014) revealed that several indicators can be used to measure impulsive buying behavior, namely: a. Spontaneity, namely the desire or desire to do something that appears suddenly; b. Out-of-control, namely the inability of individuals to exercise control over themselves; c. Psychological conflict, namely the individual's internal conflict in considering the momentary satisfaction and long-term responsibilities; d. Non-cognitive evaluation, individuals reduce or do not evaluate the product to be purchased; e. Disregard consequences, namely behavior that tends to prioritize momentary desires rather than long-term interests.

METHODOLOGY

This research is a quantitative study using primary data obtained through distributing questionnaires in the form of a Google form link to respondents. With a population that is resident of the island of Java, the sample collection used the accidental sampling technique and obtained a sample of 102 people. Measurement using a Likert scale with points 1 (strongly disagree) to 5 points (strongly agree). The data in this study were processed using the Partial Least Square method assisted by the SmartPLS 4.0 program.

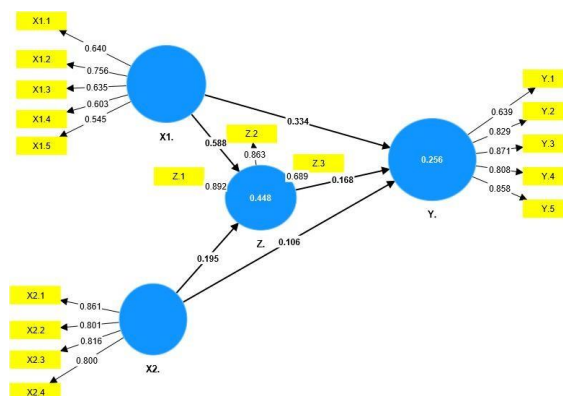
RESULTS AND DISCUSSION

Table 1 Characteristics of Respondents

No	Domicile	Count	Percentage
1	Banten Province	5	4.9%
2	D.I. Yogyakarta Province	4	3.9%
3	DKI Jakarta Province	12	11.7%
4	Jawa Barat Province	28	27%
5	Jawa Tengah Province	10	9.8%
6	Jawa Timur Province	43	42.1%

Based on the table above, it can be seen that the majority of respondents came from East Java Province with a percentage of 42.1%.

Figure 1



The research data obtained were processed using the SMARTPLs 4.0 application with the chart above.

OUTER MODELS

Table 2 Discriminant Validity

	X1	X2	Y	Z
X1	0.640			
X2	0.281	0.820		
Y	0.472	0.260	0.805	
Z	0.643	0.360	0.421	0.819

Based on Ghozali and Latan 2015 discriminant validity compares the values in the cross-loading table. Discriminant validity is obtained by

comparing the square root of the average variance extracted (AVE) value of each construct with the correlation between constructs in the model. Discriminant validity is said to be good if the measurement value is greater than AVE (> 0.5).

Table 3 Composite Reability

	Cronbach's Alpha	Composite reliability (rho_a)	Composite Reliability (rho_c)	Rule of Thumb	Kesimpulan
X1	0.646	0.676	0.774	0.500	Reliabel
X2	0.839	0.854	0.891	0.500	Reliabel
Z	0.862	0.859	0.901	0.500	Reliabel
Y	0.751	0.784	0.858	0.500	Reliabel

Based on the table, the results of the composite reliability test show a value of > 0.5, which means that all variables are declared reliable.

Structural Model Test (inner model)

Table 4 R Square

Variabel	R-Square
Positive Emotions (Z)	0.233
Impulsive Buying (Y)	0.437

Based on the table, the R-Square value for positive emotions is 0.233, this means that 23.3% of the variation or change in hedonic shopping motivation and celebrity endorsements is influenced by positive emotions. As much as 0.437 or 43.7%, the variation or change in hedonic shopping motivation and celebrity endorsements is influenced by impulse buying, while the rest is influenced by other things. It can be said that the R-Square on positive emotion and impulsive buying is weak.

Table 5 Q Square

Variabel	Q-Square
Hedonic Shopping Motivation (X1)	0.112
Celebrity Endorsements (X2)	0.452
Positive Emotions (Z)	0.357
Impulsive Buying	0.470

Based on Ghozali and Latan 2015, if a Q-Square value > 0.02 is categorized as small, a Q-Square value > 0.15 is categorized as moderate, Q-Square value > 0.35 is categorized as large. Based on the results of the processed data, variable X1 has a value of 0.112 which is included in the small category, variable X2 has a value of 0.452 which is included in the large category, variable Z has a value of 0.357 which is included in the large category, and the impulsive buying variable has a value of 0.470 which is included in the large category.

Table 6 Testing-T

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P Values	Information
Shopping Motivation Hedonic (X1) -> Impulsive Buying (Y)	0.099	0.093	0.074	4.764	0.009	Accepted
Celebrity Endorsements (X2) -> Impulsive Buying Y)	0.033	0.032	0.030	1.286	0.276	Rejected
Shopping Motivation Hedonic (X1) -> Positive Emotions (Z) -> Impulsive Buying (Y)	0.099	0.093	0.074	1.341	0.180	Rejected
Celebrity Endorsements (X2) -> Positive Emotions (Z) -> Impulsive Buying (Y)	0.033	0.032	0.030	1.090	0.276	Rejected
Positive Emotions (Z) -> Impulsive Buying (Y)	0.168	0.157	0.121	1.386	0.166	Rejected

Based on the table above are as follows: a. hedonic shopping motivation towards impulsive buying can be accepted with a path coefficient of 0.099 and a T-Statistics value of 4.764 which is greater than 1.96, so it is significantly positive. These results can represent the entire population because the results are significant. The results of this study show that testing the first hypothesis proves that hedonic shopping motivation has a significant positive effect on impulsive purchases, so the first hypothesis is accepted. This means that hedonic shopping motivation influences impulsive purchases. The results of this study are in line with research by To, Liao, and Lin (2007) which states that consumers satisfy experiences and emotions by shopping in e-commerce to seek utilitarianism as a hedonic value. Research by Nurlinda and Christina (2020) also shows a positive effect of hedonic shopping motivation on impulsive purchases. Empirically, several conditions can be found that support the positive influence of hedonic shopping motivation on impulsive purchases of fashion products in e-commerce in Java. By looking at the most influential indicator in this study, namely shopping for fashion products in e-commerce will eliminate negative emotions (X1.2) with a statistical value of 15,925, many respondents feel that shopping for fashion products in e-commerce can eliminate negative emotions. This can mean that consumers in Java Island feel that shopping for fashion products, especially in e-commerce, can be a stress relief that will help relieve and relieve stress and help generate positive energy. ; b. Celebrity endorsement of impulsive purchases is rejected with a path coefficient of 0.033 and a T-Statistics value of 1.286 which is less than 1.96, so it is significantly negative. These results can represent the entire existing population because the results show a significant negative. The results of this study show that testing the second hypothesis proves that celebrity endorsements have a significant effect on impulsive purchases, so the second hypothesis is rejected. This means that celebrity endorsements do not affect impulse purchases. This is in contrast to research by Parmar et al (2020) which shows results that celebrities who are liked by consumers can influence impulsive buying actions. This could mean that consumers in Java do not feel influenced by celebrity endorsements. Celebrities do have a subjective influence in particular their audience or market segmentation. This can mean other aspects of a celebrity that can influence a person's actions; c. hedonic shopping motivation on impulsive purchases through positive emotions is rejected with a path coefficient of 0.099 and a T-Statistics value of 1.341 which is smaller than 1.25, which means it is significantly negative. The results of this study show that testing the third hypothesis proves that the hedonic shopping motivation variable has a significant effect on the impulsive buying variable with the intervention by positive emotional variables, so the third hypothesis is rejected. This research is in contrast to Nurlinda and Christina (2020) showing that hedonic shopping motivation has an indirect effect on impulsive purchases, this study also shows the results of positive emotional attachment influencing it. This could mean that consumers in Java do not feel positive emotions which can lead to hedonic shopping motivation tendencies so as not to result in impulsive purchases. This can mean that variables or other things

that can intervene can affect a person's actions; d. celebrity endorsement of impulsive purchases through positive emotions is rejected with a path coefficient of 0.033 and a T-Statistics value of 1.090 which is smaller than 1.25, so it is significantly negative. These results can represent the entire population because the results show a significant negative. The results of this study show that testing the fourth hypothesis proves that the celebrity endorsement variable hurts the impulsive buying variable with the intervention by positive emotion variables, so the fourth hypothesis is rejected. This is not in line with research conducted by Parmar et al (2020) which shows the results of the influence of celebrity endorsements involving positive emotions influencing impulsive buying actions. This could mean that consumers in Java do not feel any positive emotions as a result of celebrity endorsements which can lead to impulsive purchases. Celebrities have the power to influence a consumer's actions, but this cannot generate positive emotions that can influence a person's actions. This can mean another aspect of a celebrity that can give positive emotions so that it can influence someone's actions; e. positive emotions towards impulse purchases. rejected with a path coefficient of 0.168 and a T-Statistics value of 1.386 which is smaller than 1.96, so it is negatively significant. These results can represent the entire existing population because the results show a significant negative. The results of this study show that testing the fifth hypothesis proves that positive emotion variables on impulsive buying variables do not have a significant effect so the fifth hypothesis is accepted. Maruf (2006) in Nurlinda and Christina (2020) reveals that many consumers in Indonesia shop for entertainment and pleasure. Research by Nurlinda and Christina (2020) shows the results of positive emotional involvement in impulsive buying actions. Consumers on the island of Java do not feel positive emotions influencing impulsive buying actions. this can be because there are other things or other variables that can bring up impulsive buying actions.

CONCLUSIONS AND RECOMMENDATIONS

The purpose of this research is to know to analyze the effect of hedonic shopping motivation and celebrity endorsement on impulsive buying with positive emotional attachment. Based on the results of the analysis, it can be concluded that the hedonic shopping motivation variable contributes to the act of impulsive buying of fashion products on the island of Java. It can be said that respondents still tend to act irrationally in taking action to buy fashion products which gives rise to impulsive buying actions

This study has limitations, namely the number of samples used is still not large, therefore future researchers should be able to increase the number of samples so that the research results can be more accurate. In addition, future researchers can also examine other independent variables to test their effect on impulsive buying.

FURTHER STUDY

This study has certain limitations, including the small number of samples utilized. Future researchers should be able to improve the sample size so that the research findings may be more precise. Future studies can also look at additional independent factors to see how other affect impulsive purchasing.

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