
The Effect of Price Discount and Store Atmosphere on Positive Emotion (Study on Alfa Midi Store in Palopo City)

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ABSTRACT

The focus of this research is to see how the influence of Price Discount and Atmosphere store on Positive Emotion on consumers Alfamidi Palopo City. This research is categorized as quantitative research with data collected through questionnaires. Where the sample in this study were 87 people. The collected questionnaires were processed with the help of the SPSS 25 application. Based on the SPSS processing, it was found that the Price Discount and Atmosphere store had a significant effect on Positive Emotion on Alfamidi consumers in Palopo City with a positive direction. The direction of positive influence means that the more often the Price Discount is given by Alfamidi, the more positive Emotion will be on Alfamidi's consumers in Palopo City. The better the Atmosphere store perceived by Alfamidi consumers, the more positive Emotion will be for Alfamidi consumers in Palopo City.

Keywords: Price Discount, Atmosphere store, Positive Emotion, Palopo City.

INTRODUCTION

In the era of globalization, competition in the business world is getting tougher, which requires business people to be smarter in managing effective and superior marketing strategies to market their products. This is evidenced by the emergence of various types of businesses that produce goods or services, ranging from small to large scale, one of which is the retail business (Saputro, 2019).

Retail business itself is a business activity by selling various kinds of products and services that are used to meet personal needs (Lestari, 2018). One type of retail format that exists in Indonesia is a minimarket. Minimarket is a modern retail market where retail goods are sold on a smaller scale than supermarkets and hypermarkets. Based on data from Data Indonesia accessed on September 19, 2022,

the number of retail outlets has reached more than 30 thousand outlets, dominated by Indomaret with 19,133 outlets and Alfamart with 16,060 outlets https://dataindonesia.id/sektor_ruil/detail/jumlah-toko-retail-indonesia-mencapai-361-juta-pada-2021.

These retail developments will certainly have an impact on consumers so that consumers will be more consumptive because of the various promos carried out by retailers. Therefore, today's shopping activities are not only to fulfill daily wants and needs but have become a lifestyle. This is due to the rapidly growing modern retail business in Palopo City. In addition, consumers need products to satisfy their emotions. This emotionally satisfying behavior becomes a behavioral shift in consumers, namely behavior that purchases in



a planned manner becomes unplanned (Isnaini & Rahmidani, 2021).

An important factor influencing the overall consumer experience obtained from a store is the store atmosphere (Sulek & Hensley, 2004). Store atmosphere is all aesthetic and emotional effects created through the physical appearance of a store, so that the physical appearance of the store is directly related to the five senses of consumers and can influence consumer emotions to make purchases. According to Rossiter and Bellman in (Sukma, DH, & Yaningwati, 2012), consumers describe the atmosphere of a retail outlet in terms of two emotional dimensions, namely pleasure and arousal. These two emotions have a big influence on consumers to spend time in stores and buy more goods. By creating an attractive retail atmosphere and neat product arrangement at Alfamart, it can increase the positive emotions that consumers have, so that consumers feel comfortable with the atmosphere offered, feel happy shopping by choosing the products to be purchased.

Palopo City is a city located in the north of Makassar City which has a lot of retail growth, so this city has a very high level of consumption of products and goods traded in retail. The distance is very far from the heart of the city of South Sulawesi Province, making Palopo City has its own uniqueness compared to the city and the surrounding area, because Palopo City is the center of business and services that does not exist in other areas.

Research (Saputro, 2019) on "The Effect of Price Discounts and Atmosphere Stores on Emotional Positive" states that there is a positive and significant influence of price discounts on emotional positives at minimarkets in the city of Yogyakarta. In addition, according to research conducted by (Aprilliani & Khuzaini, 2017) his research on the

Effect of Price Discount, Positive Emotion, and Instore Stimuli on Impulse Buying concluded that price discounts, positive emotion and instore stimuli had a positive and significant effect on impulse buying.

Kurniawati, d & blessing (2014) stated that discount prices have a positive and significant effect on emotional shopping. This research is supported by the results of research from (Putra & Mudiantono, 2014) which states that the price discount has a positive and significant effect on emotional shopping.

Discount prices are the most widely used sales promotion strategy both online and offline by business people (Xu & Huang, 2014). A price discount is a price-based sales promotion strategy in which customers are offered the same product at a reduced price. The discounted price may be offered as a reduction in terms of a percentage of the original price. Discount is a reduction in the price of a product from the normal price within a certain period. Kotler (2016) explains that price discounts are direct discounts on prices for each product purchased during the period mentioned.

The Alfamidi concept was created to adjust consumer spending changes from monthly shopping to weekly shopping at the nearest store. Alfamidi was developed with the concept of a mini supermarket that occupies a sales area of between 200 to 400 square meters. Alfamidi's uniqueness compared to similar outlets Alfamidi provides fresh food products, processed meats and frozen foods that are needed by consumers. Alfamidi in setting product prices always applies a price discount of up to 50% for certain products to increase product sales.

Armstrong (2015) explains that a price discount is a reduction in the regular price of a product, as stated on the label or box. A price reduction from a company's list price for a

certain period of time is known as a price discount or rebate. Businesses should have a discount strategy in place to ensure that price reductions don't cost customers and can actually attract visitors, shoppers and passers-by. In-store to attract potential clients to obtain marketed goods, display or arrangement activities of used interior products. These things must be arranged to attract potential customers, including arrangements based on type, color, and brand, as well as strategic position.

According to Prasetyo et al., (2020) , price discount indicators include:

1. Attractive price. This means that the discount prices provided by the company to consumers can save consumers ' own expenses.
2. Discount prices give consumers a sense of value, Customers will feel the value and impact of the goods sold, as well as the value provided by the company .
3. Discount prices are very cost effective, good value is anything whose profit and utilization is worth at least as much as the price paid for it.
4. A discounted price would give me tangible benefits, implying that when a customer buys an item at a discount, they will reap some benefits, such as buying at a lower cost and so on.
5. Discounted prices make consumers feel the value of the purchase .

Positive emotion according to Park et al., (2006), in making decisions, consumers often consider their emotions. Emotions are a result of a person's mood and have a significant impact on their buying decisions. Positive emotions are sentiments that influence and decide the intensity of consumers making decisions (Zhang, 2008) . Consumers who have good feelings about a brand are more likely to form bonds with it, which can influence their future views, experiences and attitudes towards the brand and its offerings (Zhang,

2010). In short, emotions influence people's purchase intentions towards a particular product or brand through attitudes (Chonpracha et al., 2020) .

Store atmosphere is one of the determining factors in determining consumer expectations in spending their money. Atmosphere is the most important part in attracting and making consumers pay attention to the in-store shopping experience (Fitriani, 2018) . According to G. Levy, Weitz (2018) Store Atmosphere is an atmosphere or store environment that can stimulate the five senses of consumers and affect consumers' perceptions and emotions of the store.

According to L. Levy, Weitz (2011) , Store Atmosphere is an environmental design through visual communication, lighting, colors, music, and fragrances to stimulate customer's perception and emotional response and ultimately influence customer behavior in buying goods, indicators of Store Atmosphere are:

1. Lighting
2. Layout of goods
3. Temperature in the room
4. Changing room facilities
5. Shop design and color

Latiffah Ulul Fauzi, Henny Welsa (2018) stated that the atmosphere had an effect on the positive emotion variable, the results of the study stated that the atmosphere caused positive emotion in the store, this indicates that the facilities in the store, where the store atmosphere is one of the important components in the store characteristic . Every store must have a Store atmosphere in it which aims to attract consumers to shop and make repeat purchases.

Fahd & Sugiarto (2015) also stated that the atmosphere (store atmosphere) is an atmosphere that is formed according to the

target market and can attract the attention of consumers to buy. Store atmosphere affects the emotional state of the buyer that causes or influences the purchase. The emotional state will create two dominant feelings, namely feelings of pleasure and stimulating desire.

Based on previous research, it was stated that those related to this stated that hedonic shopping value, positive emotion, Shopping lifestyle had a positive effect on impulsive buying. It was stated that to increase the hedonic value of a learning center by creating promotional programs with increasing prizes and always updating the decorations. on each corner so that the show will feel more comfortable and have a unique experience when shopping (Darma & Japarianto, 2014) . Similar research succeeded in obtaining the conclusion that hedonic shopping value has the second largest influence after positive emotion compared to other variables, this information strengthens that people are more likely to do shopping activities because of the pleasure and pride factor (Windiarto, 2014) .

Positive emotions can occur before the appearance of a person's mood, the tendency of a person's affective nature and reactions to a supportive environment such as interest in a product or an attractive sales promotion will affect consumer purchasing decisions. In addition, emotion is an effect of mood which is an important factor in consumer decision making (Nurlinda & Christina, 2020) .

According to Naentiana & Setiawan (2014) , positive emotions can occur before the appearance of a person's mood, the tendency of a person's affective nature and reactions to a supportive environment such as interest in a product or an attractive sales promotion will affect consumer purchasing decisions. Positive emotion can also have an impact on impulse buying. In addition to talking about positive

emotion, the next aspect is impulse buying. According to (Fahri et al., 2022) impulse buying as an act of buying that was not previously recognized consciously as a result of a consideration or purchase intention that was formed before entering the store. Instant buying tendency is a distinctive characteristic between individuals. So, it can be concluded that impulse buying is an unplanned purchase and to buy spontaneously, and there is no consideration so as not to think about the consequences that will be received after buying.

METHOD

The location of this research was carried out in Palopo City, because Palopo City is one of the centers of economic activity in Luwu Raya and the level of consumerism of people who shop at Alafamidi is very high. The subjects in this study are consumers who have made purchases at Alfamidi, which is located at Jalan Ratulangi, Palopo City. The object of this research is positive emotion in terms of discount price and store atmosphere.

This study uses two types of data based on the nature and source. Data based on its nature, namely, quantitative data and qualitative data. Quantitative data in this study is the result of qualitative data that is numbered while qualitative data in this study is the result of questionnaires. Data based on the source, namely primary and secondary data. Primary data in this study is data obtained directly from data sources by researchers, while secondary data in this study are summarized results of previous research.

The population in this study are all consumers who have made purchases at Alfamidi whose number is unknown. The sampling technique used is non-probability sampling with purposive method, where the

sample is taken according to the criteria in the form of a certain consideration and is considered to represent a population. The number of samples used to fill out the questionnaire in this study was 87 samples. The data collection method in this study used a

questionnaire and was measured by a 5-point Likert scale. Validity and reliability tests were used to determine the accuracy of the distributed questionnaires. The data analysis technique used in this study is SPSS ver 25.

RESULT and DICUSSION

Validity test

Table 1. Validity Test Results

Variable	No. Question Items	r Table	r Count	Information
Price Discount (X1)	1	0.21 1	0.415	Valid
	2	0.21 1	0.243	Valid
	3	0.21 1	0.550	Valid
	4	0.21 1	0.414	Valid
	5	0.21 1	0.360	Valid
Atmosphere Store (X2)	1	0.21 1	0.361	Valid
	2	0.21 1	0.543	Valid
	3	0.21 1	0.43	Valid
	4	0.21 1	0.361	Valid
	5	0.21 1	0.342	Valid
Positive Emotion (Y)	1	0.21 1	0.469	Valid
	2	0.21 1	0.598	Valid
	3	0.21 1	0.592	Valid
	4	0.21 1	0.425	Valid

Source: primary data processed, 2022

To find out whether the research question is valid or not, it can be seen in the comparison of the r table value and the calculated r value. With the basis of decision-making is r count is

greater than r table. So, on the basis of this decision, it can be concluded that the questions of each variable in this study are valid because the value of r count is greater than r table.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronchbach Alpha	Information
Price Discount	0.679	Reliable
Atmosphere Store	0.603	Reliable
Positive Emotion	0.778	Reliable

Source: primary data processed, 2022

The table above shows evidence that each question from each variable has consistency as a measurement tool. This is evidenced by the Cronchbach Alpha value being above 0.6.

Thus, Price Discount, Store Atmosphere and Positive Emotion can be used as research variables.

Classical Assumption Test Normality Test



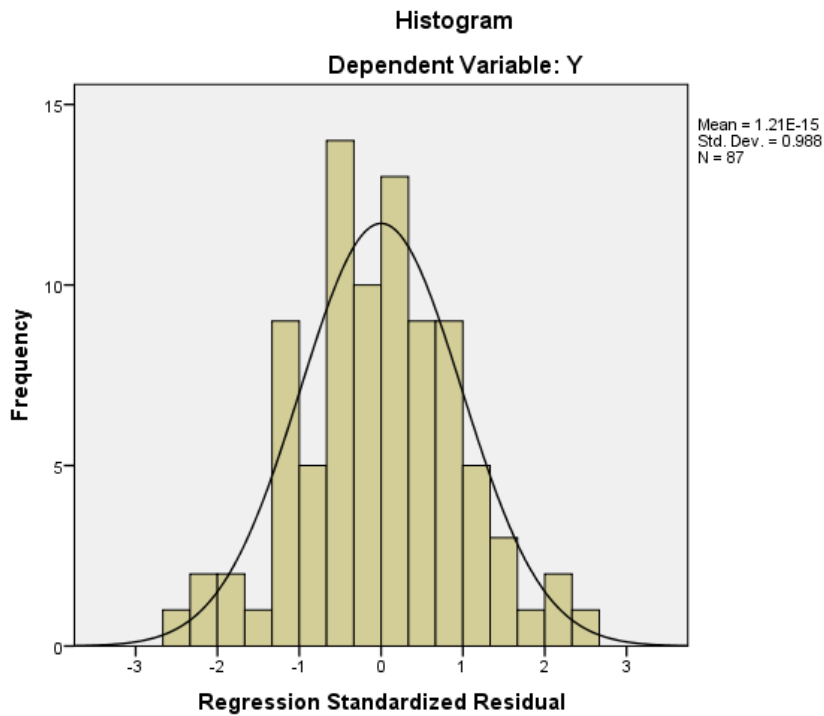


Figure 1. Normality Test

Source: primary data processed, 2022

The distribution of data in this study is normally distributed. This can be seen in the image above. The picture above shows that the shape of the graph does not deviate to the left

or to the right. It can be interpreted that the distribution of data in this study is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Price Discount	0.995	1.005
Atmosphere Store	0.995	1.005

Source: primary data processed, 2022

The detection of deviations from the classical multicollinearity assumption in the table above shows the tolerance value is greater than 0.1 and the Variant Inflation Factor

(VIF) value is below 10. It is concluded that the independent variables Price Discount and Atmosphere Store are not correlated with each other.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

		Price Discount	Atmosphere Store	Unstandardized Residual
Spearman's rho	Price Discount	Correlation Coefficient	0.116	0.04
		Sig. (2-tailed)	1,000	0.283
		N	87	87

Atmosphere Store	Correlation Coefficient	0.116	1,000	0.129
	Sig. (2-tailed)	0.283	.	0.234
	N	87	87	87
Unstandardized Residual	Correlation Coefficient	0.04	0.129	1,000
	Sig. (2-tailed)	0.712	0.234	.
	N	87	87	87

Source: primary data processed, 2022

Heteroscedasticity in this study used the Spearman's rho method. The basis for decision making is whether heteroscedasticity symptoms occur or not by looking at the value of Sig. (2-tailed) between independent variables and unstandardized residuals . If the value of Sig. (2-tailed) is greater than the alpha level of 0.05 then there is no symptom of

heteroscedasticity and vice versa if the value of Sig. (2-tailed) is smaller than the alpha level of 0.05 then there is a symptom of heteroscedasticity. Based on this, it is concluded that in this study there were no symptoms of heteroscedasticity because the value of Sig. (2-tailed) for each independent variable is greater than the alpha level of 0.05.

Multiple Regression Analysis

Table 5. Results of Regression Analysis

Model	Unstandardized coefficients (B)	t Count	Sig. t
Price Discount	0.224	2.114	0.035
Atmosphere Store	0.229	2.439	0.017
Constant = 7.829		f Count = 5.689	
R Square = 0.119		sig. f = 0.005	
Multiple R = 0.345			

Source: primary data processed, 2022

Regression Equation Analysis

The results of SPSS version 25 in the table above can be written in the following equation for the regression results:

$$Y = 7.829 + 0.224PD + 0.229US$$

If the above equation explains then the value of 7.829 as a constant means that Price Discount and Atmosphere Store do not affect the Positive Emotion variable of 7.829. if the Price Discount and Atmosphere Store variables are assumed to have a value equal to 0.

Price Discount (PD) regression coefficient value is 0.224. This value explains that Price Discount affects Positive Emotion positively. Theoretically, the positive effect indicates that for every one unit increase in the Price

Discount variable , the Positive Emotion will also increase by 0.224 with the assumption that the Atmosphere Store value is constant.

Atmosphere Store (US) regression coefficient value is 0.229. this value explains that the Atmosphere Store affects Positive Emotion positively. Theoretically, the positive effect indicates that for every one unit increase in the Atmosphere Store variable , the Positive Emotion will also increase by 0.224 with the assumption that the Price Discount is constant.

Coefficient of Determination Test

The correlation coefficient (multiple R) with a value of 0.345 or 34.5% illustrates that the ability of the Price Discount and Atmosphere Store variables to correlate with Positive Emotion is 34.5%. The regression

coefficient (adjusted R square) with a value of 0.119 or 11.9% illustrates that the ability of the Price Discount and Atmosphere Store variables to influence Positive Emotion is 11.9%. it means that there are other variables outside the Price Discount and Atmosphere Store variables that can affect Positive Emotion by 88.1%.

t test

The results of SPSS version 25 in the table above also contain a t-test or test of each independent variable on the dependent variable. Where the t test for the Price Discount variable has a significance value of 0.035. This indicates that the Price Discount variable significantly affects Positive Emotion . So, it is concluded that if Price Discounts are applied or given more often, it will increase Positive Emotion to consumers. t test for the Atmosphere Store variable has a significance value of 0.017. this indicates that the Atmosphere Store variable significantly affects Positive Emotion . So, it can be concluded that the better the Atmosphere Store perceived by consumers, the higher the Positive Emotion of the consumer.

F Test

The results of SPSS version 25 in the table above also contain an F test or simultaneous test of the independent variable on the dependent variable. The F test in this study has a significance value of 0.005 and this value is smaller than the 0.05 alpha level. So, it can be concluded that the Price Discount and Atmosphere Store variables have a significant effect on Positive Emotion together.

Discussion

Effect of Price Discount Against Positive Emotion on Consumers Alfamidi Palopo City

Hypothesis testing gives results with a value stating that Price Discount has a positive and significant effect on Positive Emotion on

Alfamidi consumers in Palopo City. This study is in line with research conducted by Isnaini & Rahmidani (2021) with a sample of 100 people who found that Price Discount had a significant and positive effect on Positive Emotion on Alfamidi consumers in Palopo City.

As Armstrong (2015) explains price discount is a reduction in the regular price of a product, as stated on the label or box. A price reduction from a company's list price for a certain period of time is known as a price discount or rebate. Businesses should have a discount strategy in place to ensure that price reductions don't cost customers and can actually attract visitors, shoppers and passers-by. In -store to attract potential clients to obtain marketed goods, display or arrangement activities of used interior products. These things must be arranged to attract potential customers, including arrangements based on type, color, and brand, as well as strategic position.

Effect of Store Atmosphere Against Positive Emotion on Consumers Alfamidi Palopo City

Hypothesis testing gives results with values stating that the Atmosphere Store positive and significant effect on Positive Emotion on consumers Alfamidi Palopo City. This study is in line with research conducted by Saputro (2019) where in its findings with a sample of 10 people stated that the Atmosphere Store had a significant and positive effect on Positive Emotion on Alfamidi consumers in Palopo City.As stated by Fitriani (2018), the atmosphere is the most important part in attracting and making consumers pay attention to the in-store shopping experience. Store atmosphere is one of the determining factors in determining consumer expectations in spending their money.

CONCLUSION

By looking at the data analysis and discussion in the previous points, several conclusions can be drawn including:

1. Price Discount has a positive and significant effect on Positive Emotion on Alfamidi consumers in Palopo City.
2. Atmosphere Store positive and significant effect on Positive Emotion on consumers Alfamidi Palopo City.

Suggestions

The main point in this study is to see how the influence that can be given by Price Discount and Atmosphere Store in influencing Positive Emotion on Alfamidi consumers in Palopo City. With this, the researcher realized that Positive Emotion was not only influenced by Price Discount and Store Atmosphere. This study has several shortcomings and it is hoped that future researchers if they want to examine what factors can affect Positive Emotion, they can use or even other variables other than Price Discount and Atmosphere Store.

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