

# The Effect of Hedonic Motivation on Impulsive Purchases in E-Commerce

Latifah Hanum<sup>1\*</sup>, Revinsya Amrizal<sup>2</sup>, Alyah Hasnah Saputri<sup>3</sup>, Silvia Rahma Dewi<sup>4</sup>, Miranda Ayu Apriliani<sup>5</sup>, Naswa Stania Kumoro<sup>6</sup>  
<sup>\*</sup>[latifahhanum@ub.ac.id](mailto:latifahhanum@ub.ac.id)

Universitas Brawijaya, Indonesia<sup>1,2,3,4,5,6</sup>

**Abstract.** This study examines the influence of hedonic motivation on impulsive buying in e-commerce. The research was conducted among active students of Universitas Brawijaya, Class of 2022, to understand their online purchasing behavior. The research employed a survey method using questionnaires as the data collection instrument. The study population consisted of active students of Universitas Brawijaya, Class of 2022, who shopped on e-commerce platforms. The sample size was determined using the Lemeshow technique, resulting in a sample of 100 people. The questionnaire was subjected to validity testing using the Bivariate Pearson method, reliability testing using the Alpha Cronbach method, heteroscedasticity, F-test (simultaneous), and t-test (partial). The collected data were analyzed using simple linear regression analysis to examine the relationship between hedonic motivation and impulsive buying. The research demonstrates that hedonistic motivation promotes impulsive purchases among UB students in the Class of 2022. This research provides a deeper understanding of the motivational factors influencing students' impulsive buying behavior. The practical implications highlight the importance of awareness regarding hedonic motivation in designing more effective marketing strategies in e-commerce.

**Keywords:** e-commerce, hedonic motivation, impulsive buying

## 1. Introduction

E-commerce helps people meet daily needs digitally. E-commerce has various positive impacts, such as influencing consumers in making various purchase decisions. One of the negative impacts of e-commerce is that it can encourage a hedonistic lifestyle. Many of us as lecturers encounter diverse student lifestyles depending on their various life backgrounds. One of the student lifestyles that we often encounter is the hedonistic lifestyle.

Collins GEM's Dictionary (1993) in [1] defines hedonism as an idea that states that pleasure is the most important thing in life. Hedonists, readily swayed by the latest trends, most of whom love shopping so much, choose to turn those love of shopping and trends into a way of life [2], which can finally lead to impulsive buying behavior. Impulsive buying is a shopping behavior without a plan in advance, and purchasing decisions occur quickly without thinking [3]. Hedonic motivation for impulsive buying behavior has a close emotional relationship.

The level of impulse purchases on online media will be higher if consumers shop with hedonic motivations. This is because hedonistic shoppers overlook the product's benefits, increasing the likelihood of impulsive buying. [2] shows a positive influence of hedonic motivation on impulsive buying. Based on this exposure, we want to examine the hedonic motivation for impulse buying. Thus, this research aims to ascertain how hedonistic motive

affects the number of impulsive purchases made by the students of Universitas Brawijaya Class of 2022.

## **2. Literature Review**

### **2.1. Hedonic Motivation**

Motivation is a drive that originates from both inside and outside of oneself due to wants, interests, urges, hopes, ideas, and ambitions [4]. The word hedonism comes from the Greek word “Hedone,” which means pleasure or joy, so it can be interpreted as a lifestyle that aims to obtain pleasure or happiness [5]. Conversely, [6] explains that hedonic motivation refers to the drive that drives customers to shop because it is an enjoyable activity in and of itself, regardless of the advantages of the item being purchased. Hedonistic motivation will emerge when a person’s desire to shop becomes a lifestyle in which the person is easily persuaded by the newest models to fulfill everyday demands [7].

Referring to [5], indicators of hedonic motivation are as follows. The *first* is adventure, which refers to consumers’ activities to discover new and interesting products while shopping and the feeling of pleasure consumers feel. The *second* is social. With the rise of online shopping today, consumers can join online communities to connect with people they meet on online shopping applications. With this community, those with the same interests can exchange information and experiences related to products and experiences when shopping online. The *third* is ideas, which are the activities carried out by consumers to find out the latest trends. Consumers can enjoy activities when searching for products, finding information about products and brands, and rating a product when shopping on the marketplace. The *fourth* is value, which refers to the pleasure that arises when consumers succeed in having the desired product because they have successfully bargained with the seller. Consumers will be satisfied with the discounts obtained from the bargaining process. Sensory engagement and increased consumer happiness at the time of online shopping mean consumers have gained value from hedonic shopping. The *last* is power and status. Online consumers have more control and authority than offline stores. Offline and online shopping give it different power and status. When making an offline purchase, the seller has complete control; when making an online purchase, technology is in charge.

According to [8], the factors of hedonic shopping motivation are as follows. *First* is adventure shopping, an exploration activity carried out by shoppers searching for something new and exciting, as well as fun activities that can be experienced during the shopping process, according to [9]. *Second* is value shopping, the fun gained when shoppers hunt for bargains, looking for discounts and other promotions, according to [9]. Chadon et al. claim that purchasers who purchase reduced items are satisfied and consider themselves wise consumers. *Third* is idea shopping, indicating that people shop to learn about the newest trends [10]. *Fourth* is social shopping, socializing activities when shopping, getting shopping pleasure when with family and friends, or interacting with others when shopping, according to [10]. When customers purchase online, social shopping occurs when they receive a range of information and purchasing experiences from other customers who share their interests. *Fifth* is relaxation shopping: shopping activities to deal with fatigue or stress and change mood to be more positive. According to [8], consumers acknowledge that they shop to decompress, forget about their concerns, or even as a momentary diversion from reality.

### **2.2. Impulse Buying**

Impulse buying is when consumers suddenly feel the urge to purchase goods they cannot refuse, according to [11]. Impulse buying is also defined as the decision-making process to buy, which is carried out suddenly when seeing a particular product somewhere, according to [12].

According to [13], several factors can affect impulse purchases.

- a. Store environment: variables in the store environment, such as the outer packaging of the product and the location of the product when exhibited, can make consumers interested and enthusiastic about buying or contribute to their positive mood.
- b. Have time and money: other variables influencing impulse buying are free time and money.
- c. Emotions: certain moods, such as a combination of feelings of pleasure, joy, and strength, can give rise to a tendency to buy impulsively. Another reason consumers make impulse purchases is to release negative emotions.
- d. Gender: gender is one of the factors that distinguish individuals in making impulse purchases.
- e. Hedonic motives. Impulse buying is closely related to hedonic satisfaction. Hedonic traits are evoked, such as pleasure, surprise, satisfaction, enjoyment, and familiarity.

According to [14], some elements distinguish the behavior of buyers who carry out impulsive purchases and non-impulsive purchases, as follows:

- a. The buyer or consumer feels suddenly compelled to carry out activities that are different from the previous behavior.
- b. Consumers feel that the direct impulse causes psychological imbalance even for some time feel a loss of self-control when going to make a purchase.
- c. Consumers will usually enter a stage of psychological conflict and try to rethink between meeting current needs and the long-term impact of purchases made.
- d. Consumers reduce the thought process of certain products.
- e. Consumers often carry out impulse purchases but do not think about the impact in the future.

According to [15], some types of impulse purchases are as follows:

- a. Pure impulse: This is a pure impulse type in which impulse purchases occur due to feelings of attraction, such as loyalty to a brand and the habit of using a particular brand.
- b. Reminder impulse: Impulse buying impulse reminders occur when consumers make purchases of other products outside the shopping list for the purpose of frequently buying the product.
- c. Suggestion impulse: Impulse buying occurs when a buyer finds a product that has never existed before because of the sense of wanting to try to use it.
- d. Planned impulse: Impulse purchases due to consumer actions against special incentives such as discounts and shopping coupons that lead to unplanned purchases of products

According to [16], there are decisions in impulse purchases that can be measured through indicators, as follows:

- a. Affective: every individual has psychological processes such as emotions and moods. Effective properties can be divided into three, namely:
  - 1) Irresistible urge to buy, a condition when buyers or consumers continuously have a passion for buying products directly and cannot resist the desire.
  - 2) Positive impulse buying is when consumers have positive feelings with the urge to create self-pleasure by buying impulsively.
  - 3) Mood management is a condition when consumers or buyers improve mood by buying impulsively.
- b. Cognitive, consumer psychological processes that lead to mental structures and processes, including thinking, understanding, and interpreting. Cognitive properties can be divided

into three, as follows:

- 1) Cognitive deliberation is a stimulus that supports consumers in buying without considering the impact of purchasing activities.
- 2) Unplanned buying: consumers do not have a clear shopping list.
- 3) Disregard for the future: a condition where consumers no longer attach importance to the long-term benefits obtained from a product.

### 3. Research Methods

The type of research used in this study is quantitative. [17] explained that quantitative methods focus on studying, assessing variables through theories, using numbers, and implementing data analysis using statistical methods. The researcher decided the place in this study, namely all faculties at Universitas Brawijaya, because most students today focus more on lifestyle. One of the right places to research this is Universitas Brawijaya, which is a gathering place for various students from all over Indonesia.

Researchers employed two variables—dependent and independent variables—in this investigation. Factors that influence or generate dependent variables are known as independent variables. Researchers established hedonic motivation as an independent variable. On the other hand, the dependent variable is the outcome of the independent variable or the variable that is affected by it. Researchers established impulse buying as the dependent variable. The study's population consists of Universitas Brawijaya students who have made purchases through e-commerce and share similar characteristics with other Universitas Brawijaya students in the Class of 2022.

The sampling technique was carried out using the Lemeshow formula approach method [17] because the large population in this study is unknown. Lemeshow formula approach lap at formulated:

$$n = (z^2 \times p \times (1 - p)) / d^2$$

n = Number of samples

z = Z score at 95% confidence = 1,96 p = Maximum estimate = 50% = 0,5

d = alpha (0,10) or sampling error = 10%

Through the formula above, it can be calculated the number of samples to be used as follows:

$$\begin{aligned} n &= \frac{1.96^2 \times 0.5(1 - 0.5)}{0.1^2} \\ n &= \frac{3.8416 \times 0.25}{0.01} \\ n &= 96.04 \approx 100 \end{aligned}$$

Using the Lemeshow formula above, the sample value (n) obtained is 96.04, which is then rounded to 100 people.

Due to time constraints, this study uses a Google form questionnaire, which makes it easier to get data from respondents. The study's data were gathered and examined by researchers by applying inferential statistical techniques. Data processing uses SPSS application version 26 (Statistical Package for the Social Sciences). In inferential analysis, processing is carried out on

two or more variables that are compared, such as in analyzing relationships, influences, and differences between several variables. The goal of inferential statistical methods is to measure or determine the degree of association between two variables, the differences in a variable between various subgroups, and the extent to which changes in a dependent variable may be explained by an independent variable.

## 4. Results and Discussion

### 4.1. Research Site Overview

An overview of the location of this research was carried out in all faculties of Universitas Brawijaya located on Jalan Veteran, Ketawanggede, Lowokwaru District, Malang City, East Java.

### 4.2. Respondent Overview

This is an overview of the respondents sampled in this study, namely students of the class of 2022 Universitas Brawijaya. Respondents were based on gender, age, and the number of purchases they had made through e-commerce. We had 100 respondents.

### 4.3. Gender

Based on the research results through questionnaires, data were obtained from some respondents, namely respondents with male sex as much as 20 (20%), and respondents with female sex as much as 80 (80%). Table 1 presents the information.

**Table 1:** Respondents' gender

No.	Gender	Frequency	Percentage
1.	Male	20	20%
2.	Female	80	80%

*Source: Researcher's Processed Data, 2023*

### 4.4. Age

Based on the results of research through questionnaires, data were obtained from some respondents, namely respondents aged 18 years who are in semester 2 in 2023 as many as 19 with a percentage of 19%, respondents aged 19 years who are in semester 2 in 2023 as many as 71 with a percentage of 71%, and respondents aged 20 years who are in semester 2 in 2023 as many as 10 with a percentage of 10%. The following is the identity of the questionnaire respondents based on age. Based on the table data below, it can be concluded that respondents aged 19 years who are in semester 2 in 2023 are 71 times more than respondents aged 18 years or 20 years.

**Table 2:** Respondents' age

No.	Age	Frequency	Percentage
1.	18 Years	19	19%
2.	19 Years	71	71%
3.	20 Years	10	10%

*Source: Researcher's Processed Data, 2023*

### 4.5. Number of Purchases through E-commerce

Based on the survey, data was collected from several respondents, specifically those who made purchases through e-commerce, with an apparent value rate of 3%. Among them, some respondents made a single purchase within a certain period through e-commerce with apparent values ranging from IDR 50,000 to IDR 150,000, constituting 35% of the total. Additionally, respondents who made purchases within the same period with apparent values ranging from IDR 150,000 to IDR 250,000 accounted for 20%. Furthermore, respondents who made purchases within the specified period with apparent values ranging from IDR 250,000 to IDR 350,000 constituted 10%. In comparison, those with apparent values ranging from IDR 350,000 to IDR 450,000 made up 7% of the respondents. Lastly, 25 respondents made purchases within the specified period through e-commerce with an apparent value exceeding IDR 450,000, comprising 25%.

Based on the age demographics provided in Table 3, it can be inferred that respondents with apparent purchases of IDR 50,000 to IDR 150,000 outnumbered those with apparent purchases of IDR 450,000.

**Table 3:** Number of purchases through e-commerce

No.	Nominal	Frequency	Percentage
1.	<Rp50.000	3	3%
2.	Rp50.000 - Rp150.000	35	35%
3.	Rp150.000 - Rp250.000	20	20%
4.	Rp250.000 - Rp350.000	10	10%
5.	Rp350.000 - Rp450.000	7	7%
6.	>Rp450.000	25	25%

*Source: Researcher's Processed Data, 2023*

#### 4.6. Types of Goods Often Purchased through E-commerce

Research findings from survey responses indicate the following purchasing patterns: 3% of participants frequently acquire electronic goods through e-commerce, 6% favor culinary items, 58% show a preference for care and beauty products, 29% engage in buying fashion goods, 1% purchase the full range of items, 1% specifically buy office supplies, and 1% each express interest in unique items, skincare products, and utility goods via e-commerce. The following is the identity of the questionnaire respondents based on the type of goods often purchased through e-commerce. Table 4 shows care and beauty products as the most often purchased item by 58%.

**Table 4:** Types of goods often purchased through e-commerce

No.	Item Type	Frequency	Percentage
1.	Electronic	3	3%
2.	Culinary	6	6%
3.	Care & Beauty	58	58%
4.	Fashion	29	29%
5.	Full range of items	1	1%
6.	Office Supplies	1	1%
7.	Skincare	1	1%
8.	Utility Goods	1	1%

*Source: Researcher's Processed Data, 2023*

#### 4.7. Validity of X and Y Variables

Table 5 presents the validity assessment conducted in this study:

**Table 5:** Validity test results

<b>Instrument</b>	<b>r-count</b>	<b>r-table</b>	<b>Description</b>
<b>Hedonic Motivation</b>			
X1	0.655	0.1654	Valid
X2	0.352	0.1654	Valid
X3	0.550	0.1654	Valid
X4	0.674	0.1654	Valid
X5	0.721	0.1654	Valid
X6	0.638	0.1654	Valid
X7	0.639	0.1654	Valid
X8	0.396	0.1654	Valid
X9	0.648	0.1654	Valid
X10	0.642	0.1654	Valid
<b>Impulsive Buying</b>			
Y1	0.745	0.1654	Valid
Y2	0.724	0.1654	Valid
Y3	0.732	0.1654	Valid
Y4	0.734	0.1654	Valid
Y5	0.687	0.1654	Valid

*Source: Researcher Processed Data, 2023*

We had 100 respondents involved in the study. The analysis results produced the following findings:

- To assess the different outcomes of the validity of the research data on the respondents' responses, the r table value for the hedonic motivation variable (X) is 0.1654. Based on the table data above, it can be concluded that all items of the hedonic motivation statement (X) are said to be valid because the magnitude of the r-count exceeds the r-table ( $> 0.1654$ ).
- To assess the potential outcomes of the validity of the research data on the respondents' responses, the r table value for the impulsive purchase variable (Y) is 0.1654. Based on the table data above, it can be concluded that all items of the hedonic motivation statement (Y) are said to be valid because the magnitude of the r-count exceeds the r-table ( $> 0.1654$ ).

#### **4.8. Basic Assumption Test**

##### *4.8.1. Normality Test*

**Table 6:** Normality test results

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.93519992
Most Extreme Differences	Absolute	.087
	Positive	.064
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.059 <sup>c</sup>
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction.		

Source: Researcher Processed Data, 2023

The outcomes of the normality test performed by the researchers indicate an Asymp Sig. (2-tailed) value of 0.059. Given this significance level, it can be concluded that the research data follows a normal distribution ( $0.059 > 0.050$ ).

#### 4.8.2. Linearity Test

**Table 7:** Linearity test results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Pembelian impulsif * Motivasi Hedonisme	Between Groups	(Combined)	364.679	21	17.366	1.998	.015
		Linearity	189.826	1	189.826	21.836	.000
		Deviation from Linearity	174.853	20	8.743	1.006	.466
	Within Groups		678.071	78	8.693		
	Total		1042.750	99			

Source: Researcher's Processed Data, 2023



The researcher's linearity test results showed a deviation from linearity of 0.466. The data from this study demonstrate linear data of  $0.466 > 0.05$ , with a Deviation from Linearity score of 0.466.

#### 4.8.3. Heteroscedasticity test

The results of the heteroscedasticity test show a significance value of 0.407. Based on this significance value, it can be concluded that this research data does not have symptoms of heteroscedasticity ( $0.404 > 0.05$ ).

**Table 8:** Heteroscedasticity test result

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.321	1.131		.246
	Motivasi Hedonisme	.031	.037	.084	.407
a. Dependent Variable: ABS_RES					

Source: Researcher's Processed Data, 2023

## 4.9. Simple Linear Regression Analysis

#### 4.9.1. Test of Correlation Coefficient (R)

The correlation coefficient (R) shows the correlation between hedonic motivation, variable X, and impulse buying, variable Y. According to the provided table, the correlation coefficient is 0.427. This figure indicates a 42.7% connection between hedonic motivation, considered the independent variable, and impulse buying, identified as the dependent variable.

#### 4.9.2. Test of Coefficient of Determination (R<sup>2</sup>)

The determination coefficient displays the independent variable's contribution to the dependent variable. According to the provided table, the coefficient of determination (R<sup>2</sup>) is 0.182 or the equivalent of 18.2%. This value shows that the influence of hedonistic motivation as an independent variable on impulse buying as a dependent variable is 18.2%. Meanwhile, other factors not included in the study impacted 81.8% (100%-18.2%).

#### 4.9.3. The Influence of Hedonic Motivation on Simultaneous Impulse Buying

**Table 10:** F-test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.826	1	189.826	21.811	.000 <sup>b</sup>
	Residual	852.924	98	8.703		
	Total	1042.750	99			

a. Dependent Variable: Pembelian impulsif

b. Predictors: (Constant), Motivasi Hedonisme

Source: Researcher Processed Data, 2023

The F-test analysis results conducted by the researchers reveal a calculated F value of 21.811. With this calculated F value, it can be deduced that hedonistic motivation, the independent variable, has a significant impact on impulsive buying, the dependent variable, as the calculated F value exceeds the F table ( $21.811 > 3.94$ ). Additionally, the significance value of 0.000, less than 0.05 ( $0.000 < 0.05$ ), further confirms a substantial influence between hedonistic motivation and impulsive buying. The influence of hedonic motivation on impulsive buying is partial.

**Table 11: t-test result**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.148	1.781	2.329	.022
	Motivasi Hedonisme	.272	.058	.427	.670

a. Dependent Variable: Pembelian impulsif

*Source: Researcher Processed Data, 2023*

The t-test results indicate a calculated t-value of 4.670, surpassing the t-table value of 1.66055. This outcome signifies that hedonistic motivation, considered the independent variable, influences impulsive buying, the dependent variable. Furthermore, the significance value of 0.000, less than 0.05 ( $0.000 < 0.05$ ), provides conclusive evidence that hedonistic motivation significantly affects impulsive buying.

#### 4.10. Hypothesis Recapitulation

Based on the calculated F value, which is greater than the F table, namely  $21.811 > 3.94$ , and also the calculated t value, which is greater than the t table, namely  $4.670 > 1.66055$ , it can be concluded that the recapitulation of hypothesis testing is as follows:

**Table 12: Hypothesis recapitulation results**

Hypothesis		Results
H <sub>1</sub>	Hedonistic motivation (X) influences impulsive buying (Y) in e-commerce among Universitas Brawijaya's Class of 2022 students.	Accepted
H <sub>0</sub>	Hedonistic motivation (X) does not influence impulsive buying (Y) in e-commerce among Universitas Brawijaya's Class of 2022 students.	Rejected

*Source: Researcher Processed Data, 2023*

## 5. Conclusion

The research aimed to examine the influence of hedonistic motivations on impulse purchases in e-commerce among students at Universitas Brawijaya in 2022. In this study, the motivation of hedonism is represented in free variables (X) that impact impulse purchases that are bound variables (Y). Based on the simple, linear regression analysis and test results, the relationship between hedonism or variable x is significantly linked with impulse purchase or y variables, proving that  $t\text{-count} > t\text{-table}$  ( $4.670 > 1.66055$ ) and a significant value of 0,000.

This proves a significant link between motivations of hedonism or variable x that has a significant connection with impulse purchase or y-variable theoretically. Therefore, it may be concluded that hedonism's motivation influenced impulse purchases among students in the 2022 Class.

The findings from this research are anticipated to assist e-commerce business owners in leveraging hedonistic motivations as an effective marketing strategy. They can emphasize the enjoyable experiences and hedonistic satisfaction derived from products or services. Moreover, it is expected that business doers of e-commerce can provide clear and transparent information regarding the product. Education institutions such as Universitas Brawijaya can be considered for financial and prudent spending management education for students. Meanwhile, students themselves can raise awareness of factors that influence their spending behavior. The results could also be the basis for further research of broader scope and different population groups to better understand other factors involved in the impulse purchase of the platform e-commerce.

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