

Tanjungpinang Hypermark's Store Attempt, Quality Of Service,And Promotion Affect Impulse Buying

Iranita Iranita¹; Akhirman Akhirman²

{iranita@umrah.ac.id¹; akhirman@umrah.ac.id²}

Faculty of Economics and Maritime Business- Raja Ali Haji Maritime University, Indonesia

Abstract. Competition in the business market is increasingly challenging. Business people must be more productive, creative, and innovative, especially with the same type. Globalization with technological advances requires business people to be able to meet needs and provide value to customers. The tendency of consumers to indulge in technological advances has an impact on consumers' purchasing habits from offline to online shopping. However, the emotional impact experienced by customers when entering Hypermart Tanjungpinang, impulse buying can still occur. This study aims to determine whether marketing strategies can encourage impulsive purchases at Hypermart Tanjungpinang, including store atmosphere, service quality, and promotions. The questionnaire survey was used to collect data from respondents, as many as 80 consumers who visited Hypermart Tanjungpinang. All hypotheses are supported by analysis. The results showed that promotion has a more significant impact on impulsive purchases than the store's atmosphere or service quality.

Keywords: Store Atmosphere, Service Quality, Promotion, Impulse Buying.

1. Introduction

Since a few years ago, retail companies in Indonesia have become one of the promising business types. One is Hypermart Tanjungpinang Hypermart, a retailer and department store that started operating in 2004. This giant hypermarket started with a small store called Mickey Mouse, founded by Hari Darmawan in a two-story building covering about 150 square meters in Pasar Baru, Jakarta, in 1958. Hypermart's journey to pioneer its steps in Indonesia cannot be said to be short. Starting operations in 2004, Hypermart, the youngest retailer at that time, caught up to show the public: This is the original Indonesian retailer born from Mother Earth and could compete with foreign retailers. Now, at the age of 10, Hypermart wants to show that its desire to become the No.1 Multi Format Food Retail in Indonesia is not just a dream^{1,2}.

¹ Astuti, Sri Rahayu Tri, (2014), Analisis Pengaruh Variabel Atmosfer Toko, Promosi Dan Pelayanan Pramuniaga Terhadap Impulse Buying pada Kelas Konsumen Baru Di Kota Semarang. *Journal of Management and Organizational Studies*

² Anggraeni, Jenni, et al, (2016), Pengaruh Keanekaragaman Produk, Kualitas Pelayanan Dan Store Atmosphere Terhadap Dan Impulse Buying Di Butik Cassanova Semarang. *Journal of Management*

At a young age, Hypermart became the first hypermarket to successfully open its 100th store in Indonesia. The need for consumers to fulfill their daily needs is growing. Supermarkets alone are not enough. Establishing a hypermarket, a shopping concept with a much more complete collection of goods, was necessary. The idea brought by Hypermart received a positive response from customers. The visitation rate continues to increase. Hypermart continues to be developed. In the last ten years, 104 stores have been established. At the end of 2014, Hypermart is getting ready to open its 105th outlet. The only Hypermarket in Tanjungpinang is in Tanjungpinang City Center (TCC). The beginning of the establishment of the TCC mall was filled with visitors, but after the Covid-19 pandemic, the mall and Hypermarket in TCC also experienced a decline in terms of visitors³.

However, Hypermarket Tanjungpinang is still in business. This is because Hypermarket Tanjungpinang can survive in the face of fierce competition in the retail industry and the growing number of minimarkets, which are more easily accessible to customers. After all, they are supported by strategic locations that tend to be close to settlements. Hypermarket Tanjungpinang can maintain its position despite the current challenges facing the retail industry due to consumers' declining purchasing power. In the face of this significant shock, Hypermarket Tanjungpinang expands its operations into the online market while adhering to the offline business model. Information in the year 2022 indicates that the management of Hypermarket Outlets is attempting to emerge from its slumber by implementing a strategy of significant retailer investment and expansion⁴.

On the one hand, Indonesia and Tanjungpinang, as well as the vast market potential, offer promising opportunities for retail business processing. Hypermarket Tanjungpinang entices customers by offering discounts, member cards, lottery coupons, business strategies, a cozy store environment, and high-quality service. Hypermarket Tanjungpinang knows they must be careful and precise when interpreting business opportunities from shifting consumer behavior. An essential factor that should not be overlooked is the existence of impulsive buying behaviors^{5 6}

Frequently, emotionally enticed customers no longer use logic to make these impulsive purchases. Many customers spend more than they planned to. To encourage customers to make purchases at Hypermarket Tanjungpinang, Hypermarket Tanjungpinang must capitalize on the existence of impulse buying. The store's atmosphere, service quality, and promotions are just some factors that allow us to do this, leading to impulsive buying. Based on these various points, this study aims to determine whether the variables store atmosphere, service quality, and promotion influence impulse buying in part or simultaneously.

³ Hidayat, Eko Wahyu (2016), *Analisis Pengaruh Store Atmosphere, Promosi Penjualan, Kualitas Produk, Kualitas Pelayanan terhadap Impulse Buying*, Jakarta.

⁴ Tarakanita, Indah, (2015), *Pengaruh Promosi, Pelayanan dan Suasana Toko yang Nyaman Terhadap Keputusan Pembelian Tidak Terencana Pada Toko Mint Delta Plaza Surabaya*, Surabaya

⁵ Utami, Christina Whidya, (2010), *Manajemen Ritel*, Jakarta: Fourth Edition.

⁶ Muslim, Muhammad I, (2011), *Analisis Pengaruh Merchandise, Promosi, Atmosfir Dalam*

2. Literature Review

As revealed by Utami's customers. According to Astuti, the atmosphere of a store has the most significant impact on impulsive buying. According to Akram, Hui, Khan, Hashim, and Rasheed⁷, the same thing is mentioned in the *International Journal of Science and Technology*, which states that a store's atmosphere encourages impulsive purchases.

Providing excellent customer service can also encourage impulsive purchases. A company's service quality positively impacts impulse buying because it demonstrates the personality of employees who serve customers through their dependability, responsiveness, and empathy⁸. Anggraini, Paramita, and Warso also researched how service quality affects impulse buying.² Customers' emotions can be influenced to make purchases by high-quality service. Customers will be more likely to make purchases if the services they receive are prompt, friendly, empathetic, and cared for by employees, and they will also be more likely to stick with the products and excellent service.

Apart from store atmosphere and service quality factors, promotions also have an essential role in creating impulse buying. A retail promotion program aimed at encouraging or increasing sales is known as sales promotion. Promotions can lure consumers by utilizing hot trends. Sales promotion influences impulse buying, and previous research published by the *Journal of International Business Research and Marketing* found a positive relationship between promotion and impulse buying³.

The results of other studies also explain that simultaneously promotion, service, and store atmosphere positively affect unplanned purchases.^{4 9}. By creating attractive displays and activities to entice impulsive purchases, the promotion aims to increase sales volume. In marketing, promotion is a crucial part of the marketing mix. A retail promotion program aimed at encouraging or increasing sales is known as sales promotion⁵. Promotions play a vital role in inducing impulsive buying, in addition to factors like the store's atmosphere and the service's quality. A retail promotion program aimed at encouraging or increasing sales is known as sales promotion. By utilizing current trends, promotions can entice customers. Sales promotion influences impulse purchases¹⁰, and Nishanov & Ahunjonov⁹ found a positive

⁷ Peng Hui, Umair Akram *et.al*, (2016), Impact of Store Atmosphere on Impulse Buying Behavior: Moderating Effect of Demographic Variables, *International Journal of u- and e- Service, Science and Technology*, Vol.9, No. 7 (2016), Pp: 43-60

⁸ Saad, Mohammad and Metawie, (2015), Store Environment, Personality Factors And Impulse Buying Behavior In Egypt: The Mediating Roles Of Shop Enjoyment And Impulse Buying Tendencies, *Journal of Business and Management Sciences*, Vol. 3 No. 2, pp. 69-77: 69-77

⁹ Nishanov, Begzod and Ahunjonov, Umidjon, (2016), The Influence Of Store Characteristics On Consumers' Impulse Buying Behavior, *Journal of International Business Research and Marketing*. Vol. 1 Issue 3, pp: 20-26

¹⁰ Santoso, Singgih, (2014), *SPSS 22 From Essential to Expert Skills*, Gramedia: Jakarta

¹¹ Tjiptono, Fandy and Gregorius Chandra, (2007), *Service, Quality & Satisfaction*, Yogyakarta: Andi Publishes

correlation between promotion and impulse purchases in earlier research published. The three variables have a positive relationship with impulse buying simultaneously^{3 11}.

Unplanned purchases are positively impacted by promotion, service, and store atmosphere simultaneously⁴. By creating attractive displays and activities to entice impulsive purchases, the promotion aims to increase sales volume. In marketing, promotion is a crucial part of the marketing mix—sales promotion is a retail promotion program designed to encourage or increase sales⁵. Promotions also play a significant role in the generation of impulsive purchases, store atmosphere, and service quality¹².

An unplanned purchase responding to a stimulus at the point of sale is "impulsive buying." Marketers must be as imaginative when designing packaging designs because appealing and distinctive designs can encourage impulsive buying¹³. Define "impulsive buying" as a consumer's tendency to purchase impulsively, reflexively, suddenly, and automatically. A solid emotional impulse causes impulsive buying, in which the affective state goes directly to buying behavior without having to form a belief or think carefully about it. Eight dimensions adapted from the journal Cahyorini & Rusfian are used to measure impulsive buying variables in this study⁶. Thus the frame of mind carried out in this study is as follows:

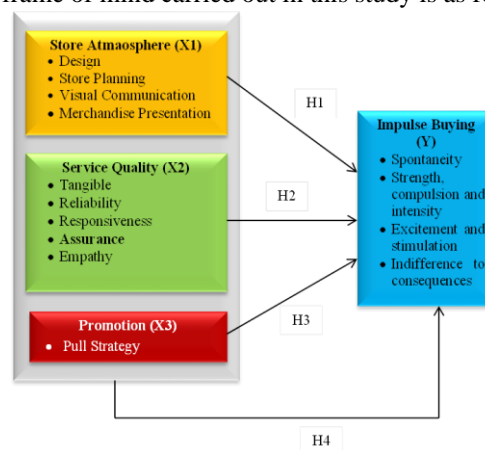


Figure 1. Research Framework

3. Research Methods

A framework needs to be presented in order to better understand a rough overview of the research picture, especially through the relationships between the various variables under

¹² Muslim, Muhammad I, (2011), Analisis Pengaruh Merchandise, Promosi, Atmosfir Dalam Gerai dan Pelayanan Ritel dan Harga Terhadap Keputusan Pembelian, Semarang.

¹³ Arifianti, Ria, (2013), Pengaruh Promosi Penjualan Terhadap Impulse Buying Pada Hypermarket di Kota Bandung, Bandung

investigation. The frame displays all variables examined (both independent and dependent variables). The following is the conceptual framework of this research.

3.1 Study Design

The population used in the study shares many characteristics with the sample¹. In this study, sampling methods were either targeted sampling techniques using non-probabilistic sampling or sampling methods using specific considerations or criteria. In this survey, respondents were identified as consumers or customers who purchased products from Hypermark Tanjungpinang. This study used a questionnaire with a Likert scale as the data collection method. This study uses simple random sampling, a simple sampling technique that does not require complicated procedures. Using Slovin's formula¹⁴, the number of respondents was her 80.

3.2 Methods of Analysis

A simple linear regression analysis can be used to identify the factors that influence store atmosphere, service quality, and impulse purchase promotion to answer the research objectives. The relationship between a variable (the dependent variable) and one or more variables (the explanatory variables) is the subject of regression analysis and testing. The relationship between the independent variable/predictor (X) and the independent variable/response (Y) is usually represented as a straight line in an equation model known as a simple linear regression equation.

This equation model can be expressed mathematically as follows: In a simple linear regression test, the term "decision" refers to one of two things: 1. Variable X affects variable Y² if the value is less than or equal to 0.05. Significance levels greater than 0.05 have no effect on Y.¹⁵

4. Result and Discussion

4.1 Validity Test Result

The calculated r value was compared to the r table for degrees of freedom (df) = n-2 for the significant test; the sample in this study consisted of 80 respondents. df with sig 0.05 was 0.220. Based on the research data and validity tests carried out that all indicators used are declared valid.

¹⁴ Neolaka, Amos, (2014), Metodologi Penelitian dan Statistik, Bandung: PT. Remaja Rosdakarya

¹⁵ Ghozali, I. (2016), Aplikasi Analisis Multivariate dengan Progam IBM SPSS 23, 8th Edition, Semarang: Dipenogoro University

Table. 1 Validation Test Results

Variables X	Variable Y	R	Sig. (2-tailed)	Description
Store Atmosphere	Impulse Buying	0,220	0,000	Valid
Service Quality				Valid
Promotion				Valid

4.2 Reliability Test Result

A questionnaire's reliability can be measured using a tool that indicates a variable or constructs. If a person's response to a statement is consistent or stable over time, the questionnaire is said to be reliable. In this study, researchers measured once using a one-time measurement method and then compared the results to the questions. SPSS provides facilities to measure reliability with the Cronbach Alpha statistical test. A variable or construct is considered a variable if the Cronbach Alpha value is more significant than 0.60. Because they have a Cronbach Alpha value greater than 0.60, the statements in this questionnaire may be trustworthy. This demonstrates that each statement item will be able to collect consistent data, which means that if the information is submitted again, the response will be roughly the same as the previous one. The following is a table of exposure to the variable reliability numbers in the study¹⁴

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Description
<i>Store Atmosphere</i>	0,742	Reliable
<i>Service Quality</i>	0,657	Reliable
Promotion	0,725	Reliable
<i>Impulse Buying</i>	0,789	Reliable

4.3 Normality Test

The normality test is used to test whether in a regression model, the dependent variable and the independent variable or both have a normal distribution or not. Below are the results of SPSS data processing to test the normal distribution of data in this study:

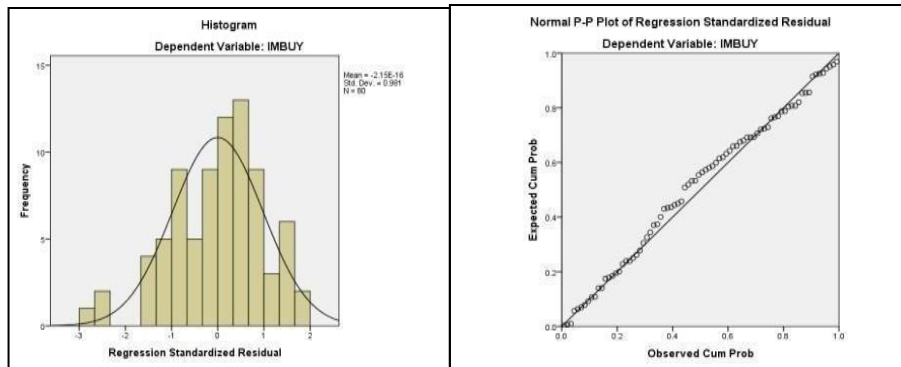


Figure 2. Results of the Normality Test (Histogram and P Plot)

It is known from the normality test results that the histogram's distribution pattern does not skew to the left or right (skewness). The histogram graph or diagonal direction is followed by the data distributed around the diagonal line. This suggests that the data follow a normal distribution. Similarly, the Normal P. Plot's results indicate that the data are distributed close to the diagonal line¹⁴

4.3.1 Multicollinearity Test

The purpose of the multicollinearity test is to determine whether or not the regression model identified a correlation between independent variables. There should not be a correlation between the independent variables in a good regression model. This study determines whether multicollinearity exists by looking at the tolerance value, the Variance Inflation Factor (VIF), and the degree of correlation between independent variables. A tolerance value of 0.10, which is the same as a VIF value of 10, is the cutoff value that is typically used to indicate the presence of multicollinearity¹⁴.

Table 5. Multicollinearity Test Results

Variables	Collinearity Statistic	
	Tolerance	VIF
<i>Store Atmosphere</i>	0,980	1,021
<i>Service Quality</i>	0,959	1,043
Promotion	0,966	1,035

The SPSS test results indicate that there is no multicollinearity in the study because each variable has a tolerance value above 0.10 and a VIF value below 10.

4.3.2 Heteroscedasticity Test

Using this plot test, the basis of the analysis is that heteroscedasticity has occurred if there is a particular pattern, such as points that have a specific way or issues that form a specific regular pattern (wavy, widening, then narrowing). The heteroscedasticity test yielded the following results by determining whether a particular design is present in the scatterplot graph.

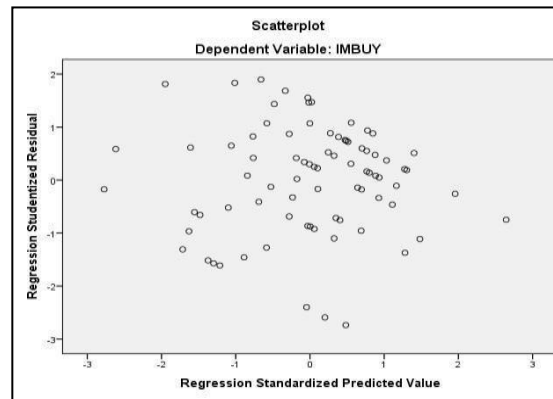


Figure 3. Heteroscedasticity Test Results (Scatterplot)

It is well known that there are no distinct patterns in graph two above. This study does not exhibit heteroscedasticity because there is no discernible pattern, and the points on the Y-axis are dispersed above and below the number 0.

Table 6. Gletsjer Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	7.256	2.619		2.770	.007
	STAM	-.097	.065	-.170	-1.507	.136
	SQ	-.038	.051	-.086	-.751	.455
	PROM	-.049	.070	-.079	-.698	.487

The scatterplot graph and the findings of the gletsjer analysis test both indicate that this study does not exhibit heteroscedasticity, as can be seen by the fact that the significance values of each variable are above 0.05.

4.3.4 Results of Multiple Linear Regression Tests

Multiple linear regression analysis is used to test the effect of several independent variables or independent variables consisting of store atmosphere variables (X1), service quality variables (X2), and promotion variables (X3) on the dependent variable, which is the impulse buying variable (Y). The multiple linear regression test data processing produced the following outcomes:

Table 7. Multiple Linear Regression Tests
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.296	4.497		.066	.948
	STAM	.318	.111	.275	2.870	.005
	SQ	.233	.087	.260	2.679	.009
	PROM	.414	.121	.330	3.423	.001

Results of multiple linear regression tests were performed using the SPSS program and yielded the following equations.:

$$Y = 0.396 + 0.317 X1 + 0.323 X2 + 0.341 X3 + ei$$

Description:

Y : Impulse Buying

0.396 : Constant

(0,317 ; 0,323 ; 0,341) : Coefficient value of each independent variable

X1 : Store Atmosphere

X2 : Service Quality

X3 : Promotion

ei : Error Value

Based on the regression equation obtained from the above calculations, it can be explained the effect of the variables of store atmosphere quality (X1), service quality (X2), and promotion (X3) on impulse buying (Y). For more details, the description of the equation will be explained below:

- a. Constant Value 0.396

A constant value of 0.396 indicates that the impulse buying decision is 0.296 units if the variables X1, X2, and X3 are in a fixed or continuous condition. However, if the variables X1, X2, and X3 are not present, the impulse buying decision will remain at 0.396.

- b. The value of b_1 is 0.317.

A positive regression coefficient sign and a value of 0.318 indicate a unidirectional influence between the store atmosphere variable (X1) and the impulse buying variable (Y). This means that if the store atmosphere variable (X1) increases by one unit and the service quality variable (X2) and promotion variable (X3) remain constant or constant, then the impulse buying variable (Y) will increase by 0.317 and vice versa.

- c. The value of b_2 is 0.323.

A positive regression coefficient sign and a value of 0.233 indicate a unidirectional influence between the service quality variable (X2) and the impulse buying variable (Y). This means that the value of impulse buying will increase by 0.323 if one unit of service quality level increases, assuming that the store atmosphere and promotion variables are constant or constant.

- d. The value of b_3 is 0.341.

A positive regression coefficient sign and a value of 0.414 indicate a unidirectional influence between the promotion variable (X3) and the impulse buying variable (Y). This means that if the promotion variable (X3) increases by one unit and the store atmosphere variable (X1) and service quality variable (X2) remains constant or constant, then the impulse buying variable (Y) will increase by 0.341 and vice versa.

4.3.3 Determination Coefficient of the Test (R2)

R2 must increase for each additional independent variable, regardless of whether it significantly impacts the dependent variable¹⁴. As a result, many researchers advise utilizing the Adjusted R2 value when deciding which regression model is best. When one independent variable is added to the model, the Adjusted R2 value can either increase or decrease, in contrast to R2. There is no precise formula for determining whether a particular correlation number indicates a high or low level of correlation. However, correlation values above 0.5 indicate a relatively strong correlation, while correlation values below 0.5 indicate a weak correlation¹⁰.

Table 8. Test of the Determination Coefficient
Model Summary^b

Model	R	R Square	Adjusted RSquare	Std. Error Of the Estimate
1	.562a	.316	.487	2.714

Utilizing the table.8, there is a strong correlation between the independent variable and the

dependent variable. because $R = 0.562 > 0.5$. The Adjusted R Square value of 0.489 indicates that store atmosphere (X1), service quality (X2), and promotion (X3) account for 48.9% of the variation in changes in impulse buying decisions, while other variables that the researcher did not examine account for the remaining 51%.

4.4 Results of Hypothesis Test

The t-test is used to determine or test whether one of the independent variables, which include store atmosphere, service quality, and promotion, has a partial or individual influence on the impulse buying variable. Results and Discussion of Hypothesis Testing for Individual Parameter Significance (t-statistic). The following table displays the test results by the t-test:

Table 9. The Findings of the Statistical Test of t

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Contans	.296	4.497		.066	.948
STAM	.318	.111	.275	2.870	.005
SQ	.233	.087	.260	2.679	.009
PROM	.414	.121	.330	3.423	.001

The above table can be explained as follows:

1. Hypothesis 1st: At Hypermark Tanjungpinang, the store's atmosphere has a positive and significant impact on impulse buying (Y) in part. The test results show this, Which have a beta coefficient of 0.318, a t value of $2.870 > 2$, and a sig value of $0.005 < 0.05$. With a df value of 78 and a t table value of 1.99, this study also produced results with a t count more incredible than the t table, indicating that 2.870 is more significant than 1.99. Based on the test results, H_a is accepted because the atmosphere of a store significantly encourages impulsive purchases. With room allocation, neatly arranged layouts, and easy accessibility, Hypermark Tanjungpinang's relaxed and fragrant store atmosphere can help customers feel at ease when they shop there. This study's findings are also consistent with those of Akram et al.'s [2] study, which found a positive correlation between store atmosphere and impulse buying.
2. Hypothesis 2nd: At Hypermark Tanjungpinang, impulsive buying is influenced by service quality. The test results, with a sig value of $0.009 < 0.05$, a t value of 2.679, and a beta coefficient of 0.233, partially demonstrate that service quality (X2) positively and significantly affects impulse buying (Y). With a df value of 78 and a t table value of 1.99, this study also produced results with t count $>$ t table, indicating that 0.233 is more significant than 1.99 when comparing the values of t count and t

table. Because service quality has a significant positive effect on impulse buying, the test results support H_0 . Because service quality has a significant positive impact on impulse buying, the test results support H_0 . The responses of those who agreed that Hypermark Tanjungpinang had service quality indicators led to these findings. The neatness demonstrated by Hypermark Tanjungpinang employees and the availability of accurate facilities for serving customers indicates that Hypermark Tanjungpinang's service is dependable. Additionally, employees of Hypermark Tanjungpinang rely on speed at work.

3. Hypothesis 3rd: Hypermark Tanjungpinang promotions influence impulse purchases Promotion (X3) has a positive and significant impact on impulse purchases (Y). The results of the data processing show that this is the case because the sig value, which is 0.001, is lower than the 5% or 0.05 confidence level. Additionally, this variable has a calculated t-value of $3.423 > 2$ and a positive beta value of 0.414. The results of the tests can be used to conclude that H_0 is true, namely that promotion (X3) has a positive and significant impact on impulsive buying (Y). This study measures the pull strategy dimension of the Hypermark Tanjungpinang promotion using sample indicators of contest draws, premiums, rebates, or discounts. The pull strategy was chosen because Hypermark Tanjungpinang did not offer a push strategy to customers or retailer distributors. Hypermark Tanjungpinang is a retail company that deals directly with customers in buying and selling transactions, not through retailers or others so that customers can now experience the offers offered by Hypermark Tanjungpinang.

4.5 Overall Significance Test Results of Sample Regression (F Statistical Test)

The F test is used for simultaneous testing to see if all of the model's independent variables have an effect on the dependent variable being tested simultaneously. The outcomes of the F statistical test are depicted in the following table, 4.16. Using the quick look method, this F statistical test compares the calculated F value to the F table. Concerning obtaining the F table's value, you can use the formula $df = n - k$ [16]. Thus the F_{table} value is 2.492.

Table 10. F Statistical Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.594	3	79.865	11.686	.000b
	Residuals	519.406	76	6.834		
	Total	759.000	79			

4. Hypothesis 4 : The impact of factors like the atmosphere of the store, the quality of the service, and the promotion on impulse buying

It is established by the processed F statistical test results that. The calculated F value is $11.686 > 4$, with a significance of 0.0000, according to table 4.16's F test results. The comparison between the calculated F_{value} and the F_{table} yields $11.686 > 2.492$. Therefore, H_a : The regression model indicates that store atmosphere, service quality, and promotion all have a simultaneous influence on impulse buying because the significance level is less than 0.05. This result can be seen from the distribution of respondents' answers who tend to be consumptive and like to shop. Even make purchases outside of their plans. Supported by the store atmosphere, service quality and promotions such as banners, mouth to mouth marketing delivered by employees and consumer relations can arouse consumer interest in making sudden purchases.

5. Conclusion

At Hypermark Tanjungpinang, respondents' assessments of the influence of Store Atmosphere, Service Quality, and Promotion on Impulse Buying are analyzed and discussed, leading to the following conclusions:

- The store environment variable partly influences impulse purchases at Hypermark Tanjungpinang.
- At Hypermark Tanjungpinang, some factors related to service quality have a significant

Impact on impulsive purchases.

- According to the findings of the F test, the store atmosphere, service quality, and promotion variables all have a significant effect simultaneously (simultaneously) on impulse buying at Hypermark Tanjungpinang. Partially, the promotion variable significantly impacts impulse buying at Hypermark Tanjungpinang.

6. References

- [1] Astuti, Sri Rahayu Tri, (2014), Analisis Pengaruh Variabel Atmosfer Toko, Promosi Dan Pelayanan Pramuniaga Terhadap Impulse Buying pada Kelas Konsumen Baru Di Kota Semarang. *Journal of Management and Organizational Studies* <https://ejournal.undip.ac.id/index.php/smo/article/view/13429>
- [2] Anggraeni, Jenni, et al, (2016), Pengaruh Keanekaragaman Produk, Kualitas Pelayanan Dan Store Atmosphere Terhadap Dan Impulse Buying Di Butik Cassanova Semarang, *Journal of Management*, Volume 2 No.2. [file:///C:/Users/modern14/Downloads/559-1098-1-SM-2. pdf](file:///C:/Users/modern14/Downloads/559-1098-1-SM-2.pdf)
- [3] Hidayat, Eko Wahyu (2016), *Analisis Pengaruh Store Atmosphere, Promosi Penjualan, Kualitas Produk, Kualitas Pelayanan terhadap Impulse Buying*, Jakarta. <https://repository.uinjkt.ac.id/dspace/bitstream/123456789/33341/1>
- [4] Tarakanita, Indah, (2015), *Pengaruh Promosi, Pelayanan dan Suasana Toko yang*

Nyaman Terhadap Keputusan Pembelian Tidak Terencana Pada Toko Mint Delta Plaza Surabaya, Surabaya.

<https://docplayer.info/35230617>

- [5] Utami, Christina Whidya, (2010), *Manajemen Ritel*, Jakarta: Fourth Edition.
- [6] Muslim, Muhammad I, (2011), *Analisis Pengaruh Merchandise, Promosi, Atmosfir Dalam Gerai dan Pelayanan Ritel dan Harga Terhadap Keputusan Pembelian*, Semarang. <https://core.ac.uk/download/pdf/11731771.pdf>
- [7] Peng Hui, Umair Akram *et.al.*, (2016), Impact of Store Atmosphere on Impulse Buying Behavior: Moderating Effect of Demographic Variables, *International Journal of u- and e-Service, Science and Technology*, Vol.9, No. 7 (2016), Pp: 43-60
<https://www.researchgate.net/publication/306022730>
- [8] Saad, Mohammad and Metawie, (2015), Store Environment, Personality Factors And Impulse Buying Behavior In Egypt: The Mediating Roles Of Shop Enjoyment And Impulse Buying Tendencies, *Journal of Business and Management Sciences*, Vol. 3 No. 2, pp. 69-77: 69-77. <https://www.researchgate.net/publication/306513386>
- [9] Nishanov, Begzod and Ahunjonov, Umidjon, (2016), The Influence Of Store Characteristics On Consumers' Impulse Buying Behavior, *Journal of International Business Research and Marketing*. Vol. 1 Issue 3, pp: 20-26
- [10] Santoso, Singgih, (2014), *SPSS 22 From Essential to Expert Skills*, Gramedia: Jakarta
- [11] Tjiptono, Fandy and Gregorius Chandra, (2007), *Service, Quality & Satisfaction*, Yogyakarta: Andi Publisher
- [12] Muslim, Muhammad I, (2011), *Analisis Pengaruh Merchandise, Promosi, Atmosfir Dalam Gerai dan Pelayanan Ritel dan Harga Terhadap Keputusan Pembelian*, Semarang. <https://core.ac.uk/download/pdf/11731771.pdf>
- [13] Arifianti, Ria, (2013), *Pengaruh Promosi Penjualan Terhadap Impulse Buying Pada Hypermarket di Kota Bandung*, Bandung.
- [14] Neolaka, Amos, (2014), *Metodologi Penelitian dan Statistik*, Bandung: PT. Remaja Rosdakarya
- [15] Ghozali, I. (2016), *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23*, 8th Edition, Semarang: Dipenogoro University
<https://docplayer.info/32464824>
- [16] Christy, Priscilla (2015), *Pengaruh Desain Kemasan (Packaging) Pada Impulsive Buying*, oai:ejournal.uajy.ac.id:7009, 14 January 2015 UAJY
<http://e-journal.uajy.ac.id/7009>
- [17] Kotler, Philip, (2018), *Marketing Management*, Jakarta: Index