

# The Effect of Hedonic Shopping Motivation and Fashion Involvement on Impulse Buying Behavior of Fashion Products at Shopee

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## ARTICLES INFORMATION

## ABSTRACT



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This study aims to determine the effect of hedonic shopping motivation and fashion involvement on impulse buying behavior on fashion products at Shopee. The data used in this study are primary data. The population in this study were Shopee e-commerce consumers. The sample used was 106 respondents. The sampling technique is non-probability sampling and purposive sampling method. Primary data in this study were obtained from a questionnaire. The data analysis techniques used are validity test, reliability test, classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test, multiple linear regression analysis, hypothesis testing consisting of t test, f test and coefficient of determination. The results in this study indicate that partially hedonic shopping motivation has no significant effect on impulse buying behavior while fashion involvement has a positive and significant effect on impulse buying behavior. Simultaneously, hedonic shopping motivation and fashion involvement affect the impulse buying behavior of fashion products at Shopee.

## A. INTRODUCTION

The advancement of information technology in Indonesia, which is growing rapidly, has facilitated the community with many channels for various kinds of information and has the opportunity to use these facilities freely. This technological development is utilized by economic actors in Indonesia to convey information either directly or indirectly to someone who becomes more practical and efficient. The rapid growth of the e-commerce sector is made possible by the rapid use of technology by the community. The convenience provided in the *e-commerce* application system is used as a convenience in reaching sellers and buyers when they want to shop *online*. (Fauziah, 2020).

Based on data from Statista *Market Insights (2023)*, the number of users of Indonesia's online marketplaces or *e-commerce* is observed to continue to increase. The number is projected to reach 196.47 million users by the end of 2023. The upward trend in the number of *e-commerce* users is predicted to continue for the next four years. Bank Indonesia (BI) noted that the value of *e-commerce* transactions in Indonesia amounted to IDR 476.3 trillion in 2022. (Mustajab, 2023). This has caused the *e-commerce* industry to become a major concern in recent years.

Shopee, as one of the leading *e-commerce* platforms in Southeast Asia, offers a variety of products that can be easily accessed by consumers. Based on data from databoks (2023), Shopee is currently the *e-commerce* site in the *marketplace* category with the most visitors in Indonesia. In August 2023, Shopee's website recorded 213.4 million visitors. Shopee's visitor growth surpassed its main competitors, namely Tokopedia, Lazada, Blibli and Bukalapak. (Ahdiat, 2023).

**Table 1. Most Purchased Products on E-Commerce**

Fashion	58%
Gadgets & Electronics	47%
Beauty Products	43%
Health & Hygiene	33%
Fresh food ingredients	33%
Furniture	24%
Children's equipment	18%
Travel & leisure	10%

Source : Jakpat, August 2022

Based on the results of the Jakpat survey, in the first semester of 2022, 58% of respondents chose *e-commerce* to buy products in the fashion category. (Ahdiat, 2022). Fashion shopping trends have now become a reflection of consumer lifestyles. These activities are always based on the desires that exist within consumers (motivation) and their involvement in following fashion trends. Consumers also believe that shopping brings joy and happiness and fills leisure time.

There are several complaints from customers who say that consumers have become hedon since knowing Shopee. This indicates that the many products offered by Shopee, especially in fashion, provide attractive and hedonic purchasing motivations to consumers. Consumer hedonic value is a consumer experience associated with feelings, fantasies, pleasure and the five senses where the experience affects their emotions. The desire of consumers to achieve hedonic value will result in unplanned purchases or *impulse buying*.

Fashion is part of a lifestyle and can reflect the personality and social status of consumers. For people who are fond of fashion, they will be more concerned with appearance, so consumers will buy clothes to satisfy their desires rather than buying clothes to fulfill their needs. The level of fashion involvement is highly correlated with impulse buying behavior, such as consumers buying unplanned clothes just because of new models, designs or trends. There is some complaints from consumers who make impulse purchases of fashion products in the form of clothing.

A study conducted by (Syafri & Besra, 2019) shows that *hedonic shopping motivation* has a positive and significant effect on *impulse buying*. Consumers feel that they get a pleasant shopping experience, can relieve stress and can interact with other people so that spontaneous or unplanned purchases are made by consumers. Research conducted by (Febriani & Purwanto, 2019) also shows that *fashion involvement* has a significant effect on *impulse buying*. People who have a high level of involvement with *fashion* will be more likely to make impulse purchases. However, it is inverse to the research conducted (Rahmawati, 2018) stated that *hedonic shopping motivation* has no effect on *impulse buying* and research conducted by (Umboh et al., 2018). (Umboh et al., 2018) stated that *fashion involvement* has no significant effect on *impulse buying*. So, this research is motivated by some inconsistent results from previous research.

## B. LITERATURE REVIEW

### Theory of Consumer Behavior

Behavior refers to the direct physical actions of consumers that can be observed and measured by others. An example of behavior is shopping in a store directly or via the Internet. Schiffman and Kanuk define consumer behavior as the behavior shown by consumers in searching for, buying, using, evaluating and spending products or services that they want to meet their needs. (Priansa, 2017, p. 61). According to Kotler and Keller (Putri Adinda Dwi Marta, 2020) the factors that influence consumer behavior are as follows: (1) Cultural factors, (2) Social Factors, (3) Personal Factors, (4) Psychological Factors

### Hedonic Shopping Motivation

Hedonic shopping motivation is a person's motivation in shopping to get a pleasure and feel that shopping is interesting. (Utami, 2017). One of the motivations for shopping online is to relieve loneliness and stress, relieve boredom, do hunting and consider shopping as an escape. Hedonic shoppers tend to spend longer time shopping and are impulsive in their purchases. (Widagdo & Roz, 2021).. Therefore, the measurement of hedonic shopping motivation is described in the indicators: (1) Adventure shopping, namely the curiosity to find new products that can arouse shopping passion, (2) Social Shopping, namely sharing experiences about online shopping with people who have the same shopping interests, (3) Gratification Shopping, namely shopping to reduce stress, bad mood and a means to forget the problems being faced, (4) Idea Shopping, namely shopping to follow new fashion models, (5) Role Shopping, namely consumers prefer to shop for others rather than for themselves, such as buying gifts for others and (6) Value Shopping, namely shopping for discounts, hunting for bargains and pride when finding discounted items in online stores.

### Fashion Involvement

Fashion is a part of people's lifestyle that can reflect the personality of a person. For people who have an interest in fashion, they will definitely pay attention to their appearance so that they consider that buying clothes is no longer to fulfill primary needs but to follow existing fashions and trends. According to Peter and Olson (Dewi et al., 2018) According to Peter and Olson (Dewi et al., 2018), involvement is a motivational condition that energizes and directs consumers' cognitive and affective processes and their behavior when making decisions. In fashion marketing, fashion involvement refers to the extent to which consumers are interested in fashion product categories (eg clothing). Fashion Involvement (Hidayat & Tryanti, 2018) is a person's involvement with a product or anything related to fashion because of needs, interests, interests and influences purchasing decisions. According to (Sawitri, 2016)(Sawitri, 2016), fashion involvement can be measured by several indicators as follows: (1) Trend, consumers who have a high level of fashion interest will choose clothes with certain models. (2) Fashion is an important thing that supports activities, (3) Clothing models that are different from other people, (4) Clothing shows characteristics, (5) Attractive favorite clothes, namely consumers feel confident when wearing their favorite fashion.

### Impulse Buying Behavior

Unplanned purchases or impulse buying is consumer behavior when making a purchase decision suddenly, and consumers when buying a product are followed by a conflict of thoughts and emotional impulses spontaneously and without thinking first to buy a product. Unplanned

purchases (impulse products) are more common in goods that are desirable to buy and most of these goods are not needed by consumers. Impulse purchases, like all purchasing behavior, are generally influenced by a number of personal, chronological, location and cultural factors. This impulse purchase is caused by a stimulus to remind consumers of what to buy or because of the influence of displays, promotions and owner efforts to create new needs for consumers. According to Rook (Iidh Arima et al., 2020) According to Rook, impulsive buying has the following indicators: (1) Spontaneity, namely the act of buying spontaneously without thinking first (2) Compulsion strength and intensity, namely the motivation to put aside everything else and act instantly (3) Excitement and Stimulation, namely there is a sudden urge to buy goods accompanied by uncontrollable emotions (4) Indifference to consequences, namely there is an urge to buy goods that are difficult to resist so that negative consequences are more often ignored.

#### Hypothesis Development

Hedonic Shopping Motivation is an encouragement or motivation for individuals to shop because they believe that shopping will provide pleasure and satisfaction when their needs are met. (Syafri & Besra, 2019). Hedonistic theory states that all human actions, whether realized or not, whether they arise from external forces or internal forces, basically have one goal, namely looking for pleasant things. The higher the consumer shops with hedonic motivation, the higher the level of impulse buying. When someone shops hedonistically, he will not consider the benefits of the product. This is in accordance with research conducted by (ANISA, 2022) which states that hedonic shopping motivation has a positive and significant effect on impulse buying variables. So the first hypothesis in this study is:

H1 : Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying Behavior of Fashion Products at Shopee.

When someone considers fashion a necessity, someone will fulfill their needs to follow the trend. A person will make a purchase if the product is the latest model that suits his desires. Fashion involvement is included in something that shows the attractiveness of consumers for fashion products which gives an idea of the personality of the individual. Consumers who have high fashion involvement will tend to make impulse purchases of fashion products. This is in line with research conducted by (Surveyandini, 2021) which states that Fashion Involvement has a positive and significant influence on Impulse Buying behavior. Thus, the second hypothesis in this study is :

H2 : Fashion Involvement has a positive and significant effect on Impulse Buying Behavior of Fashion Products at Shopee.

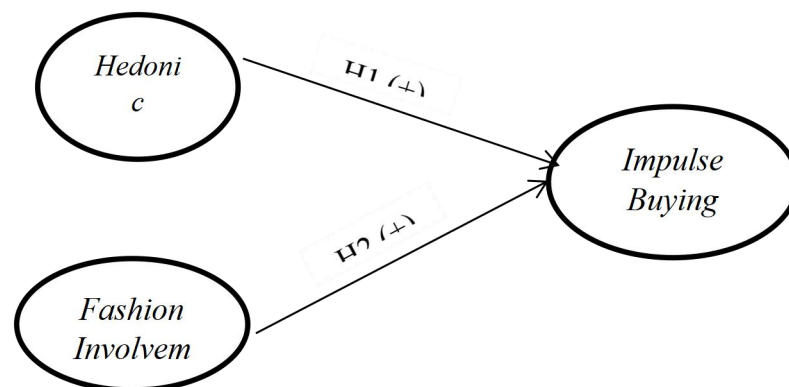


Figure 3 Research Model

### C. RESEARCH METHODOLOGY

This research uses quantitative research. Quantitative research seeks to measure something precisely. The population in this study were Shopee consumers. The sampling technique used in this research is non-probability sampling and purposive sampling. The criteria for respondents or samples in this study are be at least 17 years old and have purchased fashion products through Shopee at least once. The type of data used in the research is primary data. In this study, primary data will be obtained through a google form questionnaire which will

then be distributed online through social media. The tests used in this research are validity test, reliability test, normality test, multicollinearity test, Heteroscedasticity test, multiple linear regression analysis, t test, f test and coefficient of determination analysis.

#### D. RESULT AND DISCUSSION

##### Validity Test

**Table 2. Validity Test**

Variables	Indicator	Sig.	Criteria	r count	r table	Description
<i>Hedonic Shopping Motivation</i>	Hsm1	0,000	0,05	0,567	0.160	Valid
	Hsm2	0,000	0,05	0,616	0.160	Valid
	Hsm3	0,000	0,05	0,601	0.160	Valid
	Hsm4	0,000	0,05	0,655	0.160	Valid
	Hsm5	0,000	0,05	0,762	0.160	Valid
	Hsm6	0,000	0,05	0,682	0.160	Valid
	Hsm7	0,000	0,05	0,506	0.160	Valid
	Hsm8	0,000	0,05	0,564	0.160	Valid
<i>Fashion Involvement</i>	Fi1	0,000	0,05	0,752	0.160	Valid
	Fi2	0,000	0,05	0,664	0.160	Valid
	Fi3	0,000	0,05	0,611	0.160	Valid
	Fi4	0,000	0,05	0,491	0.160	Valid
	Fi5	0,000	0,05	0,682	0.160	Valid
	Fi6	0,000	0,05	0,662	0.160	Valid
	Fi7	0,000	0,05	0,432	0.160	Valid
	Fi8	0,000	0,05	0,696	0.160	Valid
	Fi9	0,000	0,05	0,357	0.160	Valid
<i>Impulse Buying</i>	Ib1	0,000	0,05	0,680	0.160	Valid
	Ib2	0,000	0,05	0,632	0.160	Valid
	Ib3	0,000	0,05	0,852	0.160	Valid
	Ib4	0,000	0,05	0,792	0.160	Valid
	Ib5	0,000	0,05	0,820	0.160	Valid
	Ib6	0,000	0,05	0,857	0.160	Valid
	Ib7	0,000	0,05	0,806	0.160	Valid

Source: Primary Data Processed, 2023

Based on the results of the validity test in table 2, it shows that all statement items from each independent variable (*hedonic shopping motivation* and *fashion involvement*) and the dependent (*impulse buying* behavior) are declared valid because the significance value is below 0.05 and the value of  $r \text{ count} > r \text{ table}$ .

##### Reliability Test

Variables	Cronbach's Count	Alpha	Cronbach's Alpha	Description
<i>Hedonic Shopping Motivation</i>	0,752		0,70	Reliable
<i>Fashion Involvement</i>	0,746		0,70	Reliable
<i>Impulse Buying</i>	0,790		0,70	Reliable

**Table 3. Reliability Test**

Source: Primary data processed, 2023

Table 3 is the result of reliability testing with 106 respondents. This table shows that the *Cronbach's alpha* value calculated on the *hedonic shopping motivation* variable ( $X_1$ ) is 0.752; *fashion involvement* ( $X_2$ ) is 0.746 and the *Cronbach's alpha* value calculated on the *impulse*



buying variable (Y) is 0.790. So it can be concluded that all variables in this study are reliable because the *Cronbach's alpha* value > 0.70.

**Classical Assumption Test**

**Normality Test**

In this study, researchers used the *Monte Carlo exact test* in conducting the K-S test with a *confidence* level of 95%. The decision-making basis for the normality test using the *Monte Carlo exact test* is as follows: a) If the significance value > 0.05 then the data is normally distributed. b) If the significance value < 0.05 then the data is not normally distributed.

**Table 4. Normality Test**

	<i>Unstandardized Residual</i>	Description
<b>Asymp. Sig. (2-tailed)</b>	0,061	Normal

Source: Primary data processed, 2023

Based on the normality test in table 4, the significance value obtained is 0.061 where this significance value is greater than 0.05, meaning that the residuals are normally distributed.

**Multicollonierity Test**

To detect the presence or absence of multicollonierity, it can be seen from the *tolerance* value and VIF value. If the *tolerance* value > 0.10 and VIF < 10 means that there is no multicollonierity.

**Table 5. Multicollonierity Test**

Variables	Collinearity Statistics	
	Tolerance	VIF
<i>Hedonic Shopping Motivation</i>	0,536	1,866
<i>Fashion Involvement</i>	0,536	1,866

Source: Primary data processed, 2023

Based on table 5, it can be concluded that this study has a good regression model and there is no correlation between the independent variables because the *tolerance* value > 0.10 and VIF < 10.

**Heteroscedasticity Test**

There are several ways to detect the presence or absence of heteroscedasticity, namely the Glejser test. If the test result is significant > 0.05, then there is no heteroscedasticity and vice versa.

**Table 6. Heteroscedasticity Test**

Variables	Sig.	Description
<i>Hedonic Shopping Motivation</i>	0,804	No Heteroscedasticity
<i>Fashion Involvement</i>	0,092	No Heteroscedasticity

Source: Primary data processed, 2023

Based on table 6, it can be concluded that the significance value of the *hedonic shopping motivation* and *fashion involvement* variables is more than 0.05, namely 0.804 and 0.092, which means that heteroscedasticity does not occur.

**Multiple Linear Regression Analysis**

This regression analysis aims to test the influence model and the independent variable on the independent variable. In addition, this analysis is used to show the relationship between the independent variable and the dependent variable. The multiple linear regression equation used is as follows:

**Table 7. Multiple Linear Regression Analysis**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-9,409	4,037		-2,331	0,022
<i>Hedonic Motivation</i> <i>Shopping</i>	0,266	0,146	0.186	1,826	0,071
<i>Fashion Involvement</i>	0,709	0,142	0,510	5,001	0,000

Source: Primary data processed, 2023

Based on table 7, the regression equation is obtained as follows:

$$Y = -9.409 + 0.266 X_1 + 0.709 X_2 + e$$

**Hypothesis Test**

**T test**

The criteria used in the t test are if the significant value <0.05 then H<sub>0</sub> is rejected and if the significant value >0.05 then H<sub>0</sub> is accepted.

**Table 8. t test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-9,409	4,037		-2,331	0,022
<i>Hedonic Motivation</i> <i>Shopping</i>	0,266	0,146	0.186	1,826	0,071
<i>Fashion Involvement</i>	0,709	0,142	0,510	5,001	0,000

Source: Primary data processed, 2023

The following conclusions can be drawn: (a) The Effect of *Hedonic Shopping Motivation* on *Impulse Buying Behavior*. Based on the results of the t test conducted, the significance value of the *hedonic shopping motivation* variable is 0.071. So it can be concluded that H<sub>0</sub> is accepted, meaning that there is no effect of *hedonic shopping motivation* on *impulse buying behavior*. (b) The Effect of *Fashion Involvement* on *Impulse Buying Behavior*. Based on the results of the t test conducted, the t value is 5.001 > t table 1.659 and the significance value of the *fashion involvement* variable is 0.000. So it can be concluded that H<sub>0</sub> is rejected, meaning that there is a significant influence between *fashion involvement* and *impulse buying behavior*.

**F test**

The criteria used in the f test is if the significant value <0.05 then H<sub>0</sub> is rejected and if the significant value >0.05 then H<sub>0</sub> is accepted.

**Table 9. F test**

Model	Sum Squares	of df	Mean Square	F	Sig.
Regression	1652.054	2	826,027	38,059	0.000
Residuals	2235.503	103	21,704		
Total	3887.557	105			

Source: Primary data processed, 2023

Based on the table of f test results, the significance value is 0.000 and the value of F count > F table, which is 38.059 > 3.08. This means that simultaneously there is an influence between the variables of *hedonic shopping motivation* and *fashion involvement* on *impulse buying behavior*.

**Coefficient of Determination (R)<sup>2</sup>**

The coefficient of determination aims to measure how far the model's ability to explain the dependent variables. The coefficient value is between 0-1. A value close to one means that the independent variables provide almost the same information needed to predict variations in the dependent variable.

**Table 10. Coefficient of Determination (R)<sup>2</sup>**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0,785	0,616	0,608		2,033

Source: Primary data processed, 2023

Based on table 10, the *adjusted r square* value is 0.608 or 60.8%, it can be concluded that the *hedonic shopping motivation* and *fashion involvement* variables can explain the impulse buying behavior variable by 60.8%. The remaining 39.2% is explained by other variables outside the study.

**Discussion**

**The Effect of Hedonic Shopping Motivation on Impulse Buying Behavior**

Based on the results of linear regression analysis and t tests that have been carried out, with a coefficient value of 1.826 and a significance value of 0.071 which is greater than 0.05. So it can be concluded that the *hedonic shopping motivation* variable has no effect on *impulse buying* behavior for fashion products at Shopee. This may happen because some consumers shop impulsively not because of a hedonic attitude, but because of the very attractive discounts from Shopee so that consumers shop impulsively. So even though many fashion products are offered by Shopee without large discounts, consumers tend not to make impulse purchases. Therefore, it can be concluded that the reason consumers buy impulsively does not depend on hedonic motives. The results of this analysis are in line with the research hypothesis (Rahmawati, 2018) which states that *hedonic shopping motivation* has no effect on *impulse buying* behavior.

**Effect of Fashion Involvement on Impulse Buying Behavior**

Based on the results of linear regression analysis and t test conducted, the *fashion involvement* variable directly has a positive and significant effect on *impulse buying* behavior of fashion products at Shopee. When someone considers fashion a necessity, that person will consider that purchasing fashion products is no longer to fulfill primary needs but to follow existing fashions or trends. This relates to one of the theories of consumer behavior, namely the *stimulus-response theory* where the products offered by Shopee can trigger responses or responses from consumers. The level of consumer involvement in the fashion world can be a stimulus that influences *impulse buying* behavior. This involvement creates a desire to react quickly and make purchases without careful planning. Therefore, the level of *involvement* in fashion (*fashion involvement*) acts as a trigger for stimuli that influence consumer impulse buying behavior. The results of this analysis are in line with the research hypothesis (Febriani & Purwanto, 2019) which states that *fashion involvement* has a significant effect on *impulse buying* behavior.

**E. CONCLUSION**

Based on the results and discussions that have been carried out, the conclusions of this study are as follows : partially, Hedonic shopping motivation has no influence on impulse buying behavior for fashion products at Shopee. Partially, Fashion Involvement has a positive and significant influence on impulse buying behavior for fashion products at Shopee. Simultaneously,



hedonic shopping motivation and fashion involvement have a significant influence on impulse buying behavior for fashion products at Shopee.

The limitation is this research was only conducted using a survey method through a questionnaire so that the researcher could not control the respondents' answers, where respondents could fill in the answers to the statements without reading them first or not showing the actual situation. The suggestion is for further research are to use the interview method to respondents so that the respondents' answers are not biased and not misperceived. Then, other researchers can add more samples to represent the population.

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